

DISPLAY
CHINA 2019

DISPLAY CHINA 2019

「Fabulous Display」

2019.6.26-28

China · Shanghai

In conjunction with



国际全触与显示展
C-TOUCH & DISPLAY

Organiser

CODA

 **Reed Exhibitions®
Kuozhan**
上海励扩展览有限公司

Message from Organiser

China Optics and Optoelectronics Manufactures
Association LCB (CODA)
Reed Exhibitions Kuozhan (Shanghai) Co.,Ltd.

The electronic and information industry is playing an ever more important role in the global economy. Having made consistent progress for a decade, the revenue of China's display industry grew 7.5 and 3 times respectively during the 11th Five-Year and 12th Five-Year Plan periods, and became the most important growth pole in the global display industry. According to forecast, the China will rank first in production output of display panel by 2019. China's new display industry has developed sophisticated technologies and mature markets, and meanwhile it is steadily progressing in technology research and innovation.

Technology, market, product and competition of the display industry will change a lot in the coming years. The consistent innovation in materials and production techniques has been continually pushing new display and touch panel products toward larger sizes, faster response time and precise control. In order to exhibit the latest new display technologies, lead and accelerate integration of new display technologies and applications, China Optics and Optoelectronics Manufactures Association LCB (CODA) and Reed Exhibitions Kuozhan will jointly organize the DISPLAY CHINA exhibition.

This exhibition will attract more than 30,000 high-end participants from display panel production, associated materials and production equipment, manufacturing services, consumer electronics, communications, computer, automotive, medical electronics, and other electronic manufacturing enterprises by displaying latest technologies and hosting professional conferences. Whether you want to promote your brand and are keen to expand both your domestic and foreign network, or an overseas company hoping to develop in the China market, the DISPLAY CHINA allows you to demonstrate your strengths to a global audience, while reaping unrivaled cooperation and trade opportunities!

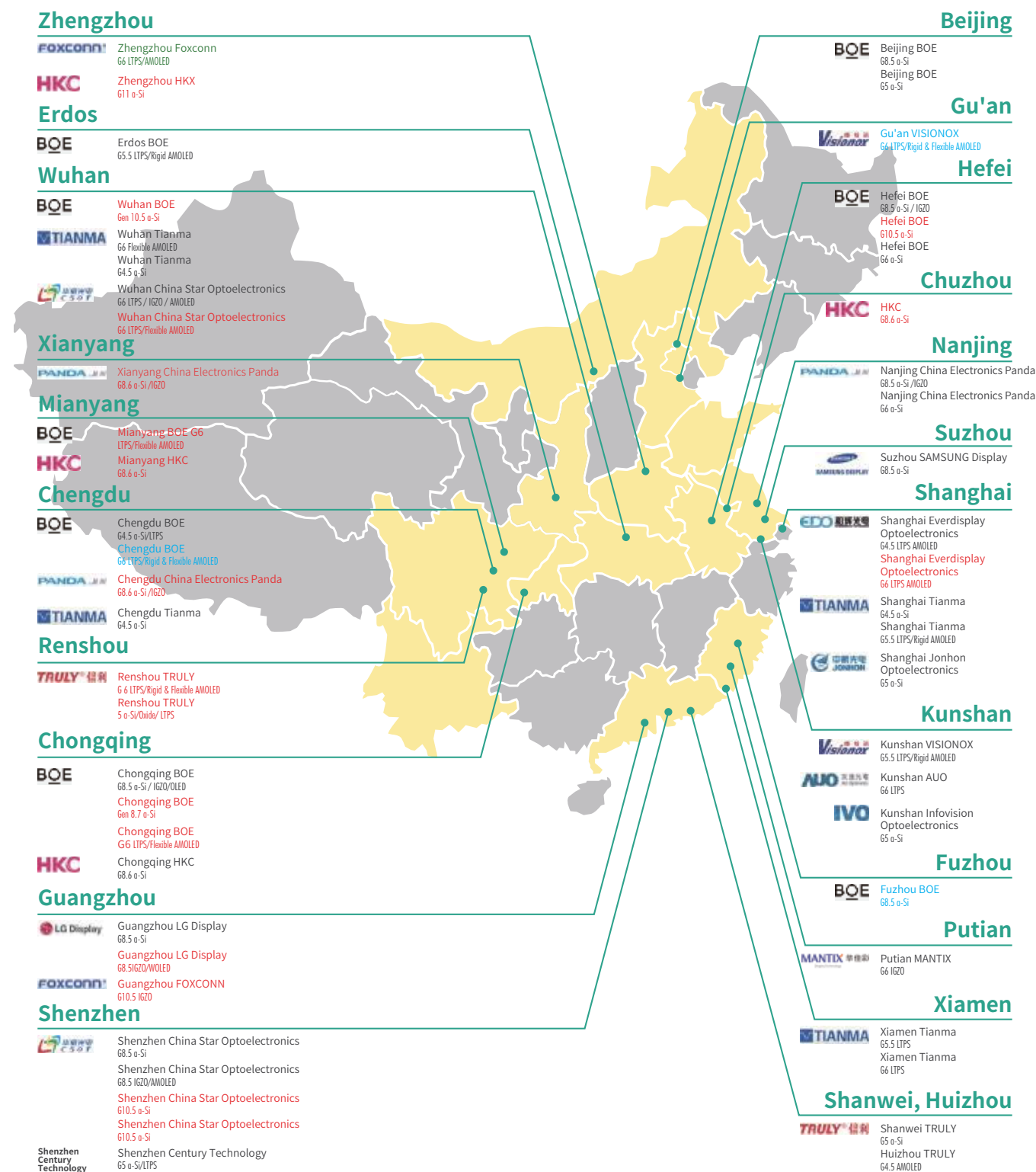
Moreover, the organizer's high-quality business matching services, provides all its participants with a valuable and rewarding show experience.



New Display Producers in Mainland China

The Introduction of China's New Display Industry

Under the support of central and local governments, China's first Gen 5 was put into production in Shanghai in April 2004. Thirteen years have passed and the total investment in China's new display (LCD & OLED), Drive IC, Module and other associated facilities now reaches nearly \$150 billion. BOE, Tianma, China Star Optoelectronics, China Electronics Panda (CEC), Visionox, Everdisplay Optoelectronics and other panel production enterprises have since emerged, gradually leading to the formation of the five industry clusters, which include Yangtze River Delta, Pearl River Delta, Central China, North China and West China. Forecasts predict that the production output of China's display industry will rank first in the world in 2019.



Review of DISPLAY CHINA 2018

12,000 ^{Sqm}

Exhibition Area

150+

Exhibitors

Exhibitor Statements



BOE participated in this exhibition to promote its group and product brands. BOE's core business includes display devices, smart systems and health services. The technologies and products of the three major sectors complement each other and share business opportunities. By talking to engineers at the stand, we connected with a lot of really interesting visitors from various fields, including mobile phones, intelligent wearable devices and smart homes. BOE really hopes that the exhibition will continue to develop into an excellent platform on which businesses promote brands, find customers and establish long-term mechanisms for upstream and downstream industry chain cooperation.

BOE Technology Group Co., Ltd.



This year is the second time we have participated in the DISPLAY CHINA 2018. The leaders of the exhibition welcome new opportunities including the rapid development of the domestic panel industry, more and more panel companies are also emerging constantly. Therefore, we are very proud to partake in this event located in China. As such professional exhibitions continue to motivate and influence other international companies, we thank our strongest supporters for their success and dedication.

Tianma Micro-electronics Co., Ltd.



I am very grateful to the International New Display Technology Exhibition for being such a professional exhibition platform. The organizers' were excellent. We hope to expand the cooperation channels of all aspects of the brand through this exhibition, to create more opportunities for subsequent brand development. We sincerely hope that the exhibition will continue to grow.

CEC Panda Group



This exhibition was very successful. We appreciated the opportunity to showcase our products and technologies here. On site, we learned about more industry trends and refined our own development direction through insights gathered from peers from other industries. This convinced us we can be even better!

Mantix Display Technology Co., Ltd.



Through this exhibition, we met many trade visitors. They gave us a lot of feedback on technology and design concepts, giving us a new understanding of future product design. We are very grateful to the International New Display Technology Exhibition. We hope that the show will continue to improve.

JDI



This is a highly anticipated exhibition that we've taken part in multiple times. At each exhibition, we saw different new applications and solutions on site. We came away with a much better understanding of customer needs. We hope customers get to know our new products so we can understand the new needs of more downstream customers through the show. This will enhance our intuitive understanding of product design. We hope that the exhibition will continue to prosper.

The Dow Chemicals



By participating in the international New Display Technology Exhibition, we saw dynamic industry development first hand. We will continue to participate in future editions of this show and wish the organizers continued success.

JNC

INTRODUCTION

With the gradual popularization of 4K in consumer market and the approaching 8K era, China's display industry is entering its third development phase, with industrial production value increasing rapidly from hundreds of billions to trillions.

To accelerate the market transformation of new achievements of technological development in the industry and to promote the integration of display technologies and future innovative applications, CODA and Reed Exhibitions Kuozhan co-organize DISPLAY CHINA, which brings together technologies, products and services of enterprises in new display industry to 28,000 audiences from all kinds of display application enterprises, including panel manufacturing, supporting materials, equipment, OEM, consumer electronics, communication, computer, automotive electronics and medical electronics. Alongside the exhibition platform, dozens of high-quality seminars, prominent media interviews, road shows and all-inclusive e-channel promotions will bring exhibitors more opportunities to boost their market profiles. Moreover, high-quality online and offline business matching services make searching for target customers more efficient and convenient.

Range of Exhibits

New Display

- Display Application
- Display Panel
- Array Equipment
- Combined Equipment
- Evaporation Equipment
- Sealing Materials & Equipment
- Inkjet Printing Materials & Equipment
- Inspection Equipment
- Module Equipment
- Materials and Device

Touchscreen

- Touch and Display Applications
- Touch and Display Module
- Touchscreen Manufacturing Materials
- Application Software and Solutions
- Touchscreen
- Touchscreen Manufacturing Equipment
- Components

Renowned Exhibitor

BOE

TIANMA

HKC

PANDA
中国电子熊猫集团

JNC

IVO
龙腾光电

EDO
和辉光电

manz
passion for efficiency

NISSIN ION EQUIPMENT CO.,LTD.

MANTIX 华佳彩
Display Technology

CETC

kateeva®

MERCK

JDI
Japan Display Inc.

cambrios
ADVANCED MATERIALS

tok

slichem

BOOINION

DOW

通彩集团
Tonsail Group

avantama®

TPK
touching tomorrow, today

Review of DISPLAY CHINA 2018

12,710

Total Number of Visitors

1,160

Group Visitors

526

TAP Visitors

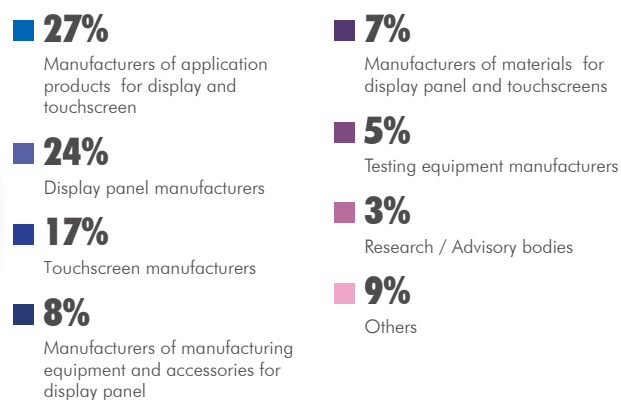
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Visitors' Country Origin

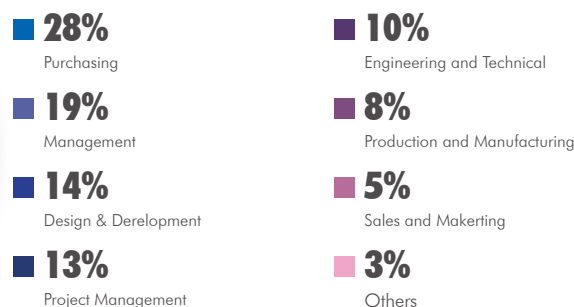
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Visiting Provinces from China

Visitor breakdown by industry



Function of Visitors



97%

visitors are willing to recommend the exhibition to a colleague or a friend in the industry

Onsite Procurement Area for Display Manufacturing Machinery & Materials

Based on real procurement needs of display panel makers, heads of procurement, technology and production from BOE, Panda, Tianma, Truly and HKC will be meeting with exhibitors of manufacturing machinery & materials in designated onsite procurement areas.



150

Display Panel Manufacturer and its application product Companies



450

Business match making



526

TAP buyers



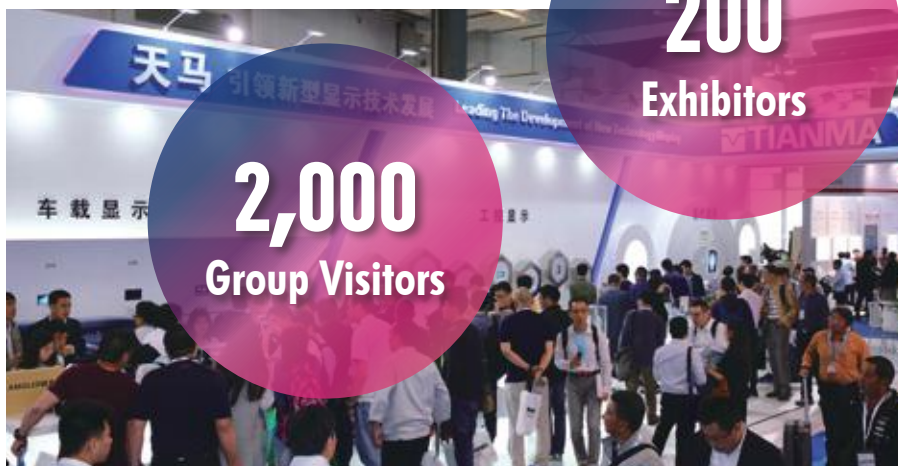
20,000+
Visitors



3,500
International
Visitors



**OUTLOOK
OF 2019**



2,000
Group Visitors



200
Exhibitors



1,000
TAP Visitors

VISITOR

Top Buyer



About the organiser

CODA

China Optics and Optoelectronics Manufactures Association LCB, a secondary association of the China Optics and Optoelectronics Manufactures Association (COEMA), accepts the leadership of the Ministry of Industry and Information Technology. The branch was established in July 1996, with 360 members currently distributed through Mainland China, including, among others, large and medium-sized LCD production enterprises, main and auxiliary materials manufacturers, special equipment manufacturers, and research institutions and universities.

 **Reed Exhibitions
KuoZhan**
上海励展展览有限公司

Reed Exhibitions Kuozhan is a joint-venture established by Reed Exhibitions (a world-leading exhibition and conference organizer) and Reed Exhibitions Kuozhan Co., Ltd. (a professional company focused on planning and organizing large and medium-sized exhibitions and conferences at home and abroad) in China in 2015. It is a world-leading exhibition organizer of the touch screen industry and one of the nine excellent member companies of Reed Exhibitions in China. At present, the company will host industrial exhibitions annually in Shanghai and Shenzhen, including the widely known C-TOUCH & DISPLAY, DISPLAY CHINA and FILM & TAPE EXPO. Apart from making the exhibition into a professional, one-stop and integrated industrial learning, procurement and experience platform, Reed Exhibitions Kuozhan will host various professional technical forums in the same period annually to attract professional visitors and buyers from the intelligent terminal, automotive manufacturing, industrial control, aerospace, media and advertising, medical and smart home industries at home and abroad, to gain an insight about the most comprehensive and advanced product and technology solutions, and actively promote the rapid development of China and the global optoelectronic display industry.

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