

DISPLAY
CHINA 2018

DISPLAY CHINA 2018

2018.6.27-29

**Shanghai New International
Exhibition Center**

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 22,000 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.

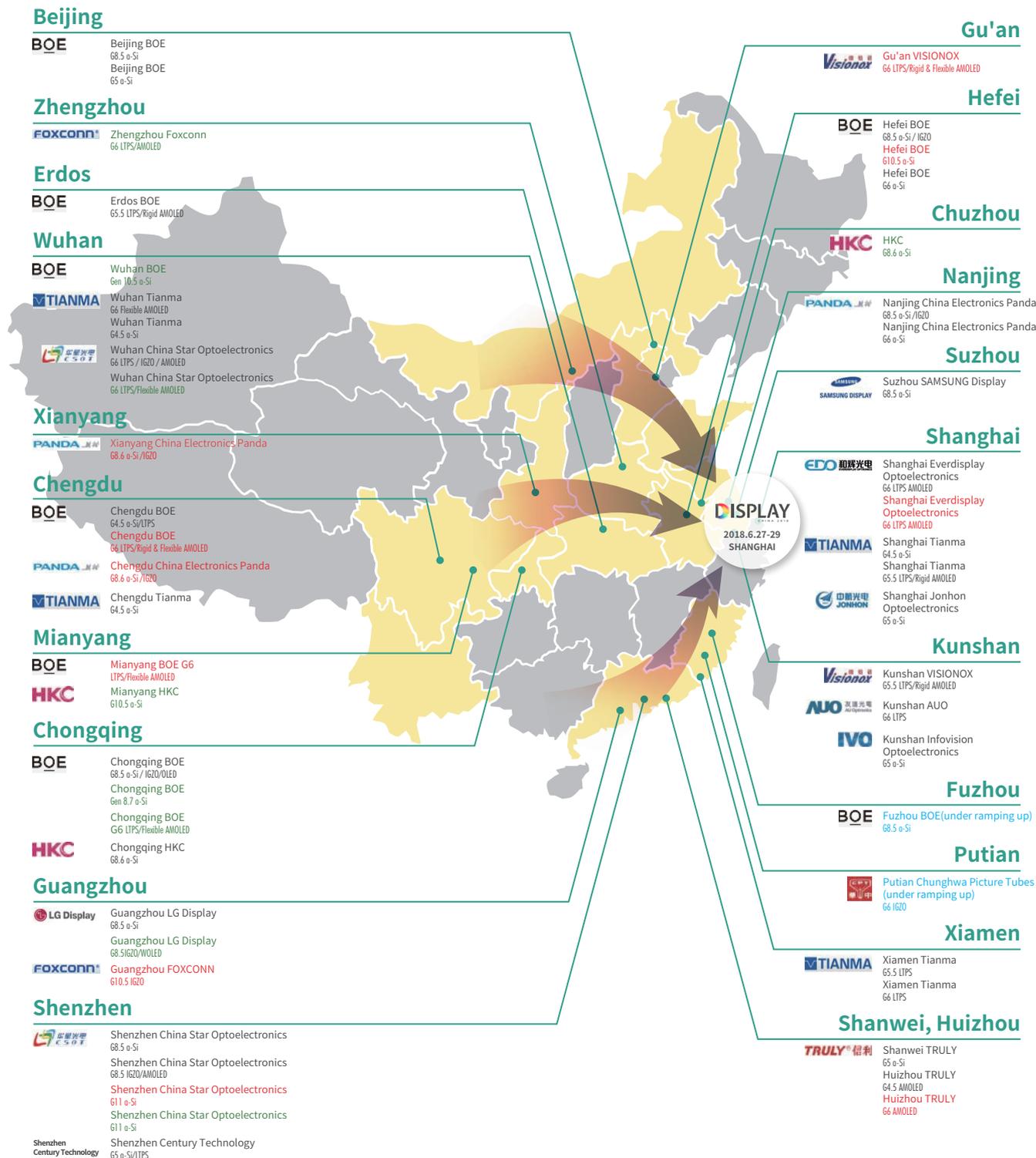
CODA

 Reed Exhibitions®
Kuozhan
上海励扩展有限公司

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 2017

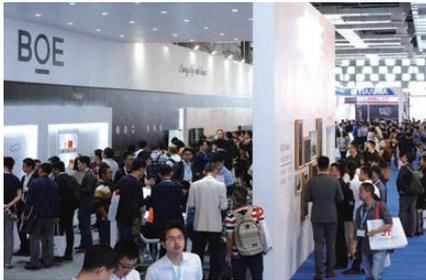
12,000 Sqm

Exhibition Area

200+

Exhibitors

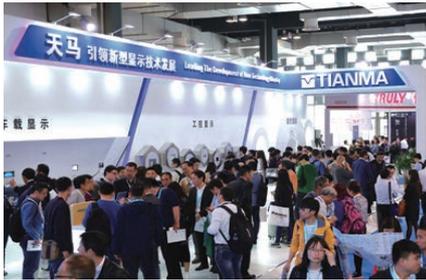
Exhibitor Statements



BOE

BOE aimed to promote the group brand and product brand of BOE at this exhibition. The core business of BOE includes display devices, intelligent systems and health services. The technologies and products in these three sectors complement each other and share business opportunities. According to engineers at the booth, there were a large number of high-quality visitors from the mobile phone, smart wear and smart home industries. BOE sincerely hopes that the exhibition will be improve even more and become an excellent platform for enterprises to promote brands, find customers and establish lasting cooperation between upstream and downstream industries.

BOE Technology Group Co., Ltd.



TIANMA

As the leading exhibition of the touch control and display industries in Eastern China, the exhibition corresponded to the current domestic and foreign environment and the requirements of national economic development strategy. A variety of new products related to the current industrial hot spots and the future development trend appeared. The exhibition continues to lead the touch control and display industry in China. This time, Tianma brought a variety of star-products to this important industry event.

Tianma Micro-electronics Co., Ltd.



TRULY® 信利

Truly took part in the exhibition for the first time. Thanks to the organizer for the warm invitation and quality service, and for providing a good display and exchange platform for Truly. The exhibition is a professional exhibition by Reed Exhibitions, and the visitors are all very professional. At this event we showed the leading vehicle products, mobile terminal displays, magic glass, etc., which were of great interest to the visitors from industry. We are confident that the exhibition will be even larger and more influential in years to come.

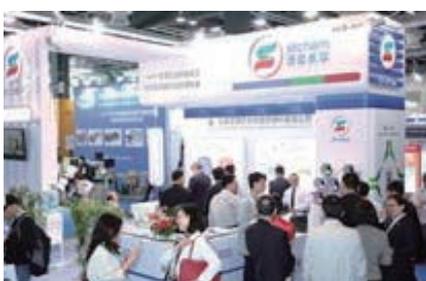
Truly International Holdings Limited



manz passion for efficiency

Exhibition services were very good and the feedback was very fast and efficient in pre-exhibition confirmation, related promotion and buyers docking. At the exhibition for the first time, we launched new array photolithography equipment, and which attracted professional visitors from the panel industry. At the same time, our equipment has also been constantly improved to meet the opportunities in OLED market.

Senior Specialist of Marketing & Public Relations, Zheng Peijun
Manz AG



slichem

The communication about the exhibition was both efficient and attractive. Our company attached great importance to the exhibition and we prepared detailed material which was distributed on the second day. We hope that the exhibition can be held at the weekend in future, so that more insiders and ordinary people who are interested in display science and technology can take part. We hope that the exhibition will become the most prestigious annual exchange and exhibition platform for new display technologies and products soon.

Chief engineer, Hua Ruimao
Shijiazhuang Chengzhi Yonghua Display Materials Co. Ltd.

INTRODUCTION

DISPLAY CHINA is jointly organized by China Optics and Optoelectronics Manufactures Association LCB and Reed Exhibitions Kuozhan, both of which represent the integrated and engulfing technology trend of new displays and touchscreens. Since 2017, DISPLAY CHINA has been held concurrently with C-TOUCH & DISPLAY, Asia's leading electronics manufacturing industry event, which attracts more than 22,000 high-end participants from manufacturing services, consumer electronics, communications, computer, automotive, medicalelectronics, and other electronic manufacturing enterprises. This now-combined exhibition, along with the organizer's high-quality business matching services, provides all its participants with a maximum show experience. Whether you're a manufacturer looking to promote your brand and 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!

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 Application Product
- Touch Display Module
- Touchscreen
- Manufacturing Materials
- Application Software and Solution
- Touchscreen
- Touchscreen
- Manufacturing Equipment
- Components

Renowned Exhibitor



EXHIBITOR

Preview of DISPLAY CHINA 2018

300+

Exhibitors

60+

International Exhibitors



Review of DISPLAY CHINA 2017

22,212

Total Number of Visitors

1,071

Group Visitors

347

TAP Visitors

30

Visitors' Country Origin

27

Visiting Provinces from China

VISITOR

97%

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

Visitor breakdown by industry

Function of Visitors

26.76%

Manufacturers of application products for display and touchscreen

23.49%

Display panel manufacturers

17.39%

Touchscreen manufacturers

7.58%

Manufacturers of manufacturing equipment and accessories for display panel

6.75%

Manufacturers of materials for display panel and touchscreens

4.8%

Testing equipment manufacturers

3.45%

Research / Advisory bodies

9.78%

Others

28.05%

Purchasing

18.92%

Management

13.88%

Design & Development

12.99%

Project Management

10.38%

Engineering and Technical

8.28%

Production and Manufacturing

4.56%

Sales and Marketing

2.94%

Others



OUTLOOK
OF 2018



VISITOR

Top Buyer

- TCL Skyworth 创维 CHANGHONG 长虹 KONKA 康佳 PHILIPS ZTE HUAWEI oppo Coolpad 酷派
- koobeer 酷比 Hisense 海信 vivo Lenovo Apple nUOIO LAVA TINO 天球移动 SAGEM Technology in Action WINGTECH
- lenovo LG Display HIXIH 华勤 SAMSUNG SV AUTO 伟星西威 铁将军 SACER SACER LTD Visteon MAUTO
- 深圳宝凌电子股份有限公司 SHENZHEN BAOLING ELECTRONIC CO., LTD. SOLING 索菱 JDT AUTEL 奥通 SAIC 上汽集团 SAIC MOTOR HARMAN METHODE ELECTRONICS, INC. SHANSEN 山东数控 KESHIDA 科世达
- BOE TIANMA TRULY 信利 Visionox 维信诺 EDO 和辉光电 华星光电 CSOT IVO SAMSUNG LG Display Vitaestic
- BIEL FOXCONN AMONGO ND 中融股份 TOUCH-CHINA GIS General Interface Solution 骏达光电 film 莱宝高科 TouchKit
- BYTOUCH 3E HOLITECH 合力泰 Eoch 业际光电 Toptouch DJN 帝晶 TPK 拓普科技 GVO 固安光电 MAJING 美晶 KDX NE TOUCH KINGGUAN

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 nearly 300 members currently distributed throughout (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**
上海励扩展览有限公司

Reed Exhibitions Kuozhan is a joint venture established in 2015 by Reed Exhibitions Greater China, a part of Reed Exhibitions, the world's leading events organizer, and Shanghai Kuozhan Exhibition Services Co., Ltd., a China's leading events organizer specialized in middle and large-scale meetings and exhibitions. Reed Exhibitions Kuozhan is engaged in organizing touchscreen industry events and is one of the nine outstanding member companies under Reed Exhibitions Greater China. Reed Exhibitions Kuozhan organizes international touchscreen exhibitions in Shanghai and Shenzhen each year. The China International Touchscreen Exhibition, commonly known as C-TOUCH & DISPLAY, is a world-leading touchscreen event, is held concurrently with FILM EXPO, APFO EXPO. Apart from building its events to be a one-stop platform for learning, procurement, and first-hand experience in its respective industries, Reed Exhibitions Kuozhan conducts a wide range of technological forums as sideline events, gathering, from locally and abroad, trade visitors and buyers from a wide range of industries, including smart terminals, automotive, industrial control, aerospace, media and advertisements, healthcare, and real estate. These events offer the most comprehensive and cutting edge information of products and solutions, helping to drive the rapid development of the touchscreen industry in China and around the world.

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