

# 85<sup>th</sup> China Electronics Fair

**Held in conjunction with**  
3<sup>rd</sup> China Information Technology Expo (CITE)  
China Lithium Battery New Energy Fair 2015



Shenzhen Convention & Exhibition Center, Shenzhen, China  
April 9-11, 2015



## 85<sup>th</sup> China Electronics Fair

**Exhibition Scale:** Over 100,000 sq.m

**Theme:** *One-stop sourcing destination for new technology and new products*

**Organizer:** China Electronic Appliance Corporation (CEAC)

**Produced by:** China Electronic Exhibition & Information Communication Co., Ltd. (CEEIC)

**Supporting Media:** *China Electronic Market, China Electronic News, Cntronics*

**Supporting Website:** [www.citexpo.org](http://www.citexpo.org)

**Exhibitors & Visitors:** 1,500 exhibitors, 100,000 buyers



## Held in conjunction with 3<sup>rd</sup> China Information Technology Expo (CITE)

Organized by Ministry of Industry and Information Technology (MIIT) and The Municipal Government of Shenzhen, CITE is designed to be a national platform for the next generation information Technology industry.

MIIT is the ministry in charge of the manufacture of electronic and information products, the communications and software industry, as well as the promotion of informatization of the national economy and social services in China.

The Pearl River Delta region of Shenzhen is the centre of advanced manufacturing industries for China and even for the world. The provincial government maintains favorable investment policies here, particularly in the high-tech sector. The area offers numerous industrial parks, which could potentially provide valuable economies of scale.



## 2015 China Lithium Battery New Energy Fair

China Lithium Battery New Energy Fair will display UPS power supply, EPS power supply, switching power supply, clean power supply, contra variant power, generator set, DC power supply, stabilized voltage supply, variable frequency power supply, modular power supply and all kinds of battery, assembled battery, battery control system, battery manufacturing equipment, test equipment, battery material, spare parts and so on.

## Hall Plan

### Hall 1: CITE Theme Hall

Digital Audio & Video: Smart TV, A/V Products, Smart Home, Digital Products  
Mobile Intelligent Terminal: Smart Phone, Tablet PC, Smart Car  
Software & Internet: Internet, Cloud Computing, Big Data, Software

### Hall 2: Flat Panel Display

LCD, OLED, LED, Touch Screen, Flat Panel Display & Material

### Hall 3: Smart Manufacturing

Smart Robot, 3D Print

### Hall 4: Internet of Things & Applied Electronics

Smart City, Industrial Internet, Internet Finance

### Hall 6: Wearable Electronics

Smart Hardware, Wearable Products

### Hall 7: Electronic Instrument & Equipment

Test & Measurement Instruments, Electronic Manufacturing Equipment,  
Electronic Tools

### Hall 8: New Energy

Lithium Battery, Lithium Battery Equipment & Material

### Hall 9: IC & Component

IC, Components, Defense Electronics



## High-level Seminars In 85<sup>th</sup>CEF & 2015 CITE

A series of high-level conferences and technical seminars which traced the latest market trends and technical development in the electronic industry will be held during the show period.

- › China New Generation Information Technology Industry Development Forum
- › IEEE International Conference on Consumer Electronics
- › 2015 New Purchase and Supply Mode Forum
- › China Intelligent Terminal Industry Summit
- › 2015 Automobile Electronics & Efficiency Design Forum
- › China Smart City Forum
- › Global Games Development Trends Forum
- › 2015 China Finance Internet Summit Forum
- › Global Internet Innovation Forum & Business Plan Competition
- › 2015 China Lithium Battery New Energy Summit Forum
- › China Touch Screen Industry Forum
- › Global Smart Internet Forum
- › Electronic Information Intellectual Property Rights Summit Forum
- › China LED Summit Forum



## Post-show Report

### Exhibitors at CEF Shenzhen 2014 (83<sup>rd</sup> CEF) & 2014 CITE

The exhibition focused on the entire ICT industry chain. From the upstream IC and high-end components, intelligent terminal, cloud computing, big data, smart city, connected vehicles to a series of industry applications are all displayed on the show

#### 1. Key Exhibitors



#### 2. Exhibitor Profile



Tencent



TCL



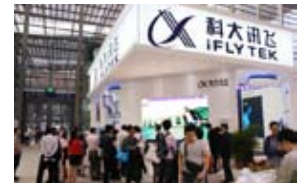
KDX



Coolpad



Samsung



IFLY TEK



Zmodo



BOE



CONTEC



ZTE



SHARP



FEIHONG



LGE



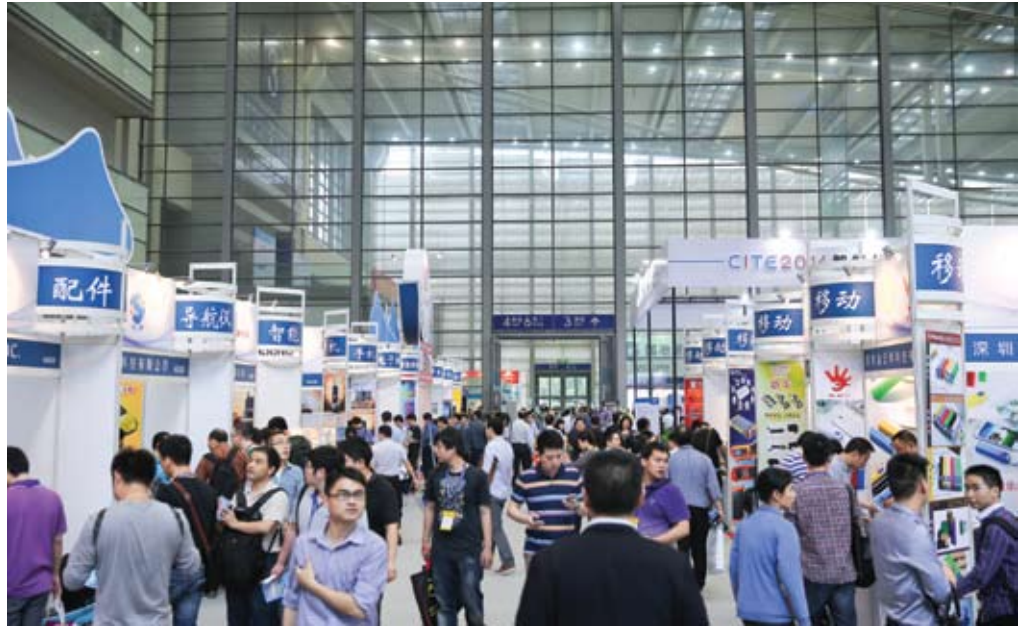
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## Visitors at CEF Shenzhen 2014 (83<sup>rd</sup> CEF) & 2014 CITE

The three-day exhibition attracted over 100,000 visitors, and there were over 7,000 overseas buyers made their participation. Thousands of visitors from science and technology parks, electronics associations and electronic markets and buyer groups from Belton Group, BYD, Skyworth, Konka, ZTE, TCL, GREE, Fenghua, Samsung, Greatwall, Midea and other companies made their participation



## Media Report

83<sup>rd</sup> CEF & 2014 CITE attracted more than 500 journalists during the show period. There are over 1,000 released and reprinted articles reporting the show.

As the largest electronic information industry display platform, 83<sup>rd</sup> CEF & 2014 CITE attracted not only domestic media but also the attention of international famous media. Oversea report covered all over of the world such as Reuters, Washington Business Journal and News Aktuell from Europe, Kyodo News and Yonhap News from Asia, Yahoo Finance and The Boston Globe from North American, Lainformacion and UOL from Latin American...



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