

CITE 2014
中国电子信息博览会
CHINA INFORMATION TECHNOLOGY EXPO



CITE ANNOUNCES THE LARGEST IT & CONSUMER ELECTRONICS SHOW IN ASIA

CITE 2014 Provides U.S. & International Exhibitors with a Unique Opportunity and Access to the Emerging Chinese & Asian Markets

**Sell to China with Invited Chinese Distributors --
CITE Launches American Pavilion**

**2nd Annual CITE 2014 (China Information Technology Expo) Organized by
Ministry of Industry & Information Technology (MIIT) & Municipal Government
of Shenzhen –
April 10-12, 2014 in Shenzhen, P.R. China**

December 30, 2013, Shenzhen, China -- **The China Information Technology Expo (CITE)** <http://eng.citexpo.org> announced the 2nd annual CITE 2014 -- the largest IT & Consumer electronics show in Asia. Held April 10-12, 2014 at the Shenzhen Convention and Exhibition Center in Shenzhen, China, CITE 2014 is organized jointly by Ministry of Industry and Information Technology (MIIT) and the Shenzhen Municipal Government of P.R.China. The show will feature over **100,000 square meters (approximately 320,000 square feet)** of tradeshow floor space with over **100,000 professional international attendees**.

Latest International Innovations in Technology

CITE 2014 is the largest comprehensive IT & consumer electronics show in Asia and an international platform for the next generation of consumer electronics, with the **latest innovations in technologies** including 4G, wearable, automotive, 3D printing, digital audio & video, home automation, mobile commerce, intelligent mobile computing, network equipment, and software/apps.

2014 will be the first year that 4G products and wearable devices become commercialized. With the release of 4G licenses to three leading Chinese telecom operators, smartphone, tablet, and related technologies will begin appearing in China. CITE 2014 is the right place to see these developments.

CITE 2014 Top exhibitors and Technologies:

4G provider: China Mobile ,China Unicom, Chin Telecom, etc.

Solutions providers: MTK, Spreadtrum, Marvell and Broadcom etc.

Terminal manufacturers: Lenovo, Huawei, TCL, Samsung, LG, Hisense, Coolpad etc.
Wearable Devices: High performance smart watches, health and medical devices etc.
New material: New battery and flexible screens etc.

Unique Business Matchmaking Program for U.S. Exhibitors & Asian Buyers

CITE 2014 is an Asian trade show providing a unique opportunity for U.S. companies to showcase their new brands, technologies, and innovations **to Chinese and Asian distributors** and the emerging Chinese marketplace with a new **American Pavilion**. Unlike other Asian trade shows that focus on selling Chinese products to U.S. companies, CITE is geared to U.S. companies that want to sell their products into the Asian market, by organizing the attendance of numerous high quality Chinese distributors and dealers and providing on-site **business matchmaking programs in a “one on one” format**, with qualified supplier introduction meetings, purchase preferences, and supply meetings, etc. At CITE 2013 last year, thousands of exhibitors and visitors from science and technology parks, electronics associations, CE companies, and buyer groups from BYD, Skyworth, Konka, ZTE, TCL, GREE, Fenghua, Samsung, Greatwall, Meidea and other companies successfully participated in the program. CITE 2014 will feature over **1,500 IT & consumer electronics exhibitors** from around the world demonstrating their latest cutting-edge products and technologies.

Innovative Conference Program

China New Generation of Information Technology Summit Forum

The summit forum will be targeted at government officials, experts, well-known entrepreneurs at home and abroad to discuss the positive impact of electronic information industry to expedite the consumptional upgrade and improve people's livelihood. Not only that, the pattern and method for the industry to explore new growth and achieve transformation and upgrade will be important subjects.

In addition to exhibitions, CITE 2014 will feature innovative conferences with highlights including sessions on:

- 4G and the Internet Forum
- 4G Intelligent Terminal Summit forum
- Wearable Devices Industry Chain Forum
- IEEE International Conference on Consumer Electronics
- 2014 China Smart Home and City Forum
- Maker Fair China 2014
- Electronic & Mobile Commerce: Electronic Commerce and IT Industry Chain Revolution
- Cloud Computing and Open Data
- Big Data & Development of Information Technology Industry: An Opportunity or a Challenge
- Touch Screen and Flat Panel Display Forum
- Connected Vehicle Industry Development Forum
- 3D Printing Forum
- Mobile Gaming Industry Development Forum

CITE 2014 Innovation Award –Weather Vane of a New Generation Consumer Electronics

The CITE 2014 Innovations Award will be given out during the show to innovative new products, software, and apps that change the way consumers work and play. Last year, nearly 60 companies won the award, chosen from the over **2,000 new products and technologies introduced during CITE 2013**. The CITE Innovations Award is becoming the weather vane of a new generation of consumer electronics and technology.

“CITE is the most important window for global electronic information industry counterparts to learn about market in China,” said Mr. Xiaopeng An, Deputy Director General of IT Industry Dept., the Ministry of Industry and Information Technology of P.R.China (MIIT) and Deputy Director of the office of CITE 2014 Organizing Committee. “CITE is the weather vane of China electronic information industry development.

CITE 2014 Press Event during CES, Las Vegas on Wed., Jan 8, 2014

CITE 2014 will be introduced at a press event during CES 2014 in Las Vegas:

CITE 2014 Press

Wednesday, January 8, 2014

6:00 PM – 8:30 PM

Caesars Palace, Las Vegas (Invite only)

The CITE Press Event will feature presentations by Mr. Xiaopeng An, Deputy Director General of IT Industry Dept., the Ministry of Industry and Information Technology of P.R.China (MIIT), and U.S. and international CITE 2014 exhibitors. CITE 2014 Press Event at CES is by invitation only.

Discover IT Dream, Share Digital Life

Discover IT Dream: CITE is a stage for displaying creative IT products, a window for exploring innovations and trends, a new continent for new market and business opportunities, a new platform for inspiring dreams and aspirations.

Share Digital Life : A lot of IT professionals and enthusiasts with dreams for digital life will join CITE 2014 and share their understanding, experience and pursuit on new technologies and applications from digital entertainment to digital home, from e-health to e-learning, from smart transport to smart city etc.

China, the most fascinating IT market in the world

Shenzhen, the most innovative city in China

China is one of the most dynamic countries that represents the largest electronic information industry market in the world. In 2012, the sales income of the electronic information industry was over 1.8 trillion dollars. The output volume of smart phone, PC, TV accounts for 50% of the total in the world and that of dozens of electronic components ranks the first in the global market. China is the largest consumer electronic market, with 318 million smart phones sales (a 83% increase as compared to last year) and 18.5 million smart TV sales (a 109% increase as compared to last year) from January to November in 2013. China is also the world's fastest growing E-Commerce market, with 1.2 billion mobile and 500 million Internet users respectively. As an example, the number of users for the most popular social networking application “Wechat” has increased to 600 million in only 3 years and Alibaba, the largest E-Commerce company in China, once reached 5.7 billion dollar in one day sales on Nov 11, 2013.

Shenzhen, China has become an important city for the research, development and production of consumer electronics products in the world and ranks the world's number one in the manufacturing of computers,

smartphones, TVs and components. Located adjacent to Hong Kong, China and as one of the most developed city with a leading position in manufacturing industry in China, Shenzhen has been playing a key role in China's consumer electronics industry, a home to headquarters and production centers of many leading IT & consumer electronics companies. With numerous industrial parks in place, the local government is committed to promote the development of high-tech sectors with favorable investment policies and technical support.

For more information on CITE 2014, see <http://eng.citexpo.org> , CITE Organizing Committee /China Electronic Appliance Corp., email: exhibitions@ceac.com.cn, Phone: 86-10-5166 2329 ext. 37, Fax: 86-10-6818 9519.