

CITE Brand Connotation

The CITE brand has its own unique connotation. **C:** Contribute to Chinese & foreign communication. The CES created an opportunity for people from the global IT industry to come together every January to discuss the future development of the industry. The main goal of the CITE is the same as the CES's; it hopes to create an opportunity for IT industry figures from around the world to meet in Shenzhen every April to discuss the future and development of the industry. **I:** Initiate huge sales opportunities. China has already become an important global manufacturing and R&D base for the IT industry, as well as a major market for the industry; the largest in the world and accounting for around 20% of the global market. At the same time, China is the largest producer of a number of consumer electronics including computers, mobile phones, and color televisions, which creates a large demand for upstream products, thus continuously driving the development of dozens of upstream components and parts. CITE provides an entrance for international enterprises wishing to enter the Chinese market to gain a better understanding the country's market. **T:** Tap into the Asian Market. The venue for the CITE, Shenzhen, benefits as being the only mainland city neighboring Hong Kong, thus serving as an important thoroughfare between Hong Kong and mainland China. Shenzhen is an important production base for China's IT industry and has given birth to a number of leading Chinese IT enterprises such as Huawei, ZTE, Tencent, and TCL. It is China's largest production base for mobile phones, color televisions and consumer electronics. The CITE being held in Shenzhen not only benefits China, but all of Asia, and the exhibition not only focuses on the Chinese market, the whole Asian market pays great attention to the event. **E:** Enhance global competitiveness. The CITE is not only a sales platform for new products, but also the best choice for brand building, industry positioning, and marketing. The expo will include a series of new product and technology launch events, the "CITE Innovation award" event, and will invite global media bodies, especially those from China, to conduct comprehensive reports on, and help publicize, all the various activities. By attending the CITE, exhibitors' products, technology, and brand will receive the best publicity available, thereby further solidifying their competitiveness in the industry.