A Quick Review of CITE 2013

The first CITE (CITE 2013) focused on four major sectors: computers, Telecommunication, consumer electronics, and digital homes, newly developed sectors such as the Internet of Things, cloud computing, mobile internet, and next generation internet, basic electronics such as new displays, high-end integrated circuits, and other components and parts, and information systems and applications. The expo had a total area of over 100,000 square meters, and over 1,200 exhibitors; over 15% of who were from abroad. The three days long expo attracted almost 100,000 visitors, 5,000 of which were foreign buyers. 268 new product and technology releases were held with over 2,000 individual products and technologies, as well as almost 70 forums and seminars.

The opening ceremony was held on April 10th, 2013. Deputy Minister of the Ministry of Industry and Information Technology (MIIT), Mr. Xueshan Yang, and Mayor of Shenzhen, Mr.Qin Xu, were present and gave speeches. Director of IT Industry Dept., MIIT, Mr.Wenwu Ding, hosted the ceremony. Director of Software Services dept., MIIT, Mr. Wei Chen, Deputy Secretary General of the People's Government of Guangdong Province, Mr. Kun Zhao, Deputy Mayor of Shenzhen, Mr. Biao Chen, Secretary General of Shenzhen Municipal People's Government, Mr. Zhenhuai Gao, Deputy Secretary General, Mr. Guohui Gao, Chairman of China Electronics Corporation (CEC), Mr. Xiaowu Rui, as well as a number of other leaders and special guests attended the ceremony. Also in attendance were over 500 people including leaders from ministries and commissions such as the National Development and Reform Commission and State General Administration of Press, Publication, Radio, Film and Television, leaders from industry and information technology departments from each province, autonomous region, municipality, and municipality with independent planning status, heads of IT industry related associations, representatives of exhibitors, and over a hundred media representatives. In the afternoon of the same day, the expo's main forum was held, entitled *China New Generation of Information Technology Summit Forum*. Deputy Minsiter of the Ministry of Industry and Information Technology, Mr. Xueshan Yang was in attendance and gave a keynote speech. Deputy Mayor of Shenzhen, Chen Biao also gave a speech. Academician of the Chinese Academy of Sciences, Chancellor of Beijing University of Aeronautics and Astronautics (Beihang University), Professor Jinpeng Huai, Head Technician for the "Core High-end Basic" National Science and Technology Major Project, Head of Tsinghua University's Microelectronics Department, Professor Shaojun Wei, President and CEO of TCL Communication Technology Holdings Limited, Mr. Dongsheng Li, President of Yulong

Computer Telecommunication Scientific (Shenzhen) Co., Ltd., Mr. Deying Guo, Vice President of Alibaba Group, Mr. Chunxiao Liang, COO and Executive Vice President of BOE Technology Group Co., Ltd., Mr. Xiaodong Liu, as well as a number of other industry academic experts and leaders of famous enterprises gave keynote speeches. A professional audience of almost 800 made up of figures from the government, associations, well-known enterprises, and the media attended.

This first CITE was the largest comprehensive IT exhibition in Asia. In terms of exhibition space, including that used for new product releases and forums, etc, the total floor space exceeded 100,000 square meters. The expo covered everything from upstream products such as materials, equipment, test and measuring devices, microchips, and components and parts, to downstream products such as color TVs, mobile phones, tablet PCs, computers and various new digital products. It also included a new generation IT sector looking at the Internet of Things, cloud computing, and software and information services. It was the most comprehensive IT expo in China covering the entire industry chain. IT and smart device companies such as Lenovo, Coolpad, and Hasee showcased their newest smart devices and IT technology such as smartphones, tablet PCs, and ultrabooks. Leading industries in the audiovisual sector such as Haier, Changhong, and TCL brought their new generation of smart home technologies including smart TVs and smart appliances. Companies from the flat panel display industry such as BOE, AUO, and China Star Optoelectronics Technology (CSOT) showcased their newest high definition technologies and products. Companies from the voice technology sector such as iFLYTEK showcased future possibilities for mobile internet. Microchip enterprises such as MediaTek, Semiconductor Manufacturing International Corportaiton (SMIC), China Resources Microelectronics, Spreadtrum, and Rockchip, exhibited their new high performance processors and the newest system integration plans.

Active attendance from leading industry enterprises. The first expo attracted a huge number of large enterprises and competitively strong middle- and small-sized enterprises from the IT industry. Large enterprises included CEC, CETC, Lenovo, Haier, Hisense, BOE, Changhong, TCL, and Coolpad. Microchip enterprises included MediaTek, Spreadstrum, Rockchip, and SMIC. Optoelectronic enterprises included CSOT, AUO, Infovision Optoelectronics, China Aviation Optical-Electrical Technology, Tianma, Goworld, and Han's Laser. Basic electronic enterprises included Guizhou Space Appliance and Hengdian Group DMEGC Magnetics. Electronic equipment enterprises included Junquan Automation and Yinhua Electronics.

Electronic test and measurement equipment enterprises included Agilent, Rohde & Schwarz, and Yokogawa. Lithium battery enterprises included B&K and Mitsubishi Chemical. The expo also attracted a number of figures from various industries; in addition to the leaders and teams of the exhibitors, over 300 industry leaders came to the expo and took part in events.

Took preliminary steps to create a technology release and industry exchange platform. The first CITE held 268 new product and technology launch events from exhibiting enterprises mainly from the IT and audiovisual, and microchip exhibition halls, as well as enterprises from the cloud computing, smart homes, digital products, flat panel display, lithium ion battery, LED, and instrument and apparatus sectors, etc. In addition to this, influential industry media bodies and experts organized *the 2013 CITE Innovative Product and Application Award*. The selection criteria covered 10 sectors: computers and peripherals, mobile smart devices, audiovisual equipment, digital products, basic electronics, flat panel displays, semiconductor lighting, automotive electronics, software product and services, and mobile internet applications. There were a total of 10 enterprises that won the 2013 CITE Innovation Award Gold Award and 53 products were awarded the 2013 CITE Innovation Award. The Organizing Committee held the awards ceremony during the *CITE Night - Welcome Reception* event. Over 20 themes and almost 70 specialized seminars where over 200 industry leaders, experts, and audience members discussed the newest development trends in the IT industry, were also held during the expo. The themed seminars included the Global Mobile Internet & Intelligent Terminal Summit 2013, the China Vehicle Networking Product and Technology Expo and Vehicle Networking Industry Development Forum, the Smart City Forum 2013, the China Touch Screen Industry Development Forum 2013, the China Flat Panel Display Conference 2013, the 14th Circuit Protection and EMI/EMC Technical Seminar, the China Color Television Industry Development Forum 2013, China LED Industry Healthy Development Forum 2013, the 7th Lithium Battery International Summit, and the IEEE International Conference on Consumer Electronics (ICCE-China 2013). The expo was given an adequate opportunity to utilize its role as an exchange platform.