



The 20th China Hi-Tech Fair

The Survey Report by the Third Party

November 14-18, 2018 Shenzhen Convention & Exhibition Center, China

01 Overview of the Fair



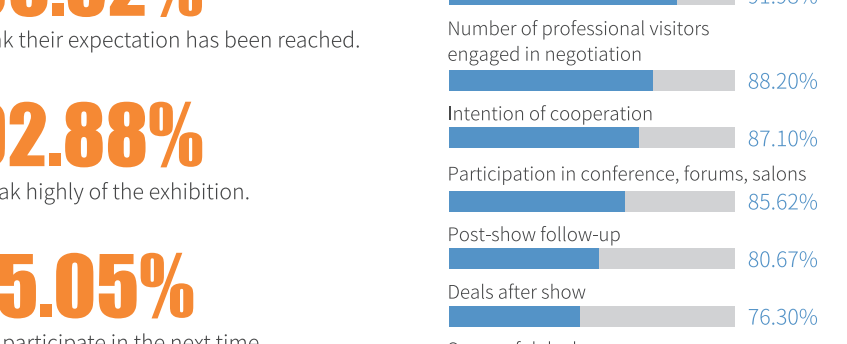
Regarded as China's No.1 Science and Technology Show, China Hi-Tech Fair (hereafter called "the CHTF") is the largest and most influential science and technology exhibition in China at present. It is held in Shenzhen every November.

In 2018, CHTF has entered its 20th session. It covers a total area of **140,000** square meters, with showing **11,322** high-tech projects covering fields like Internet of Things, advanced manufacturing, AI, energy conservation and environment protection, AR/VR, Internet +, big data, unmanned systems, smart cities, aerospace, new energy, new materials, green building, photoelectric flat, civil-military inoculation and modern agriculture.

02 Analysis of Exhibitors

Regional distribution of exhibitors

Domestic exhibitors account for 83%. And the proportion of overseas exhibitors is 17%, mainly in Asia (excluding China).



Category	Exhibitors
Countries distribution of overseas exhibitors	41 countries and regions including Korea, Japan, the United States, Canada, Russia, Germany, France, the European Union, Australia, Singapore, Italy, Switzerland, Sweden, the Netherlands, Finland, Belgium and Malaysia etc.
Category of group exhibitors	141 group exhibitors, including 61 overseas groups and 80 domestic groups (including 27 universities groups)

Staffing situation:

5 staff or below **47.44%**, 5-10 staff **33.30%**, above 10 staff **19.26%**

Positions of exhibitors:

It is found that middle-and-senior managements account for about 50%. The positions of the exhibitors mainly include salesman, product development, enterprise management and brand management.

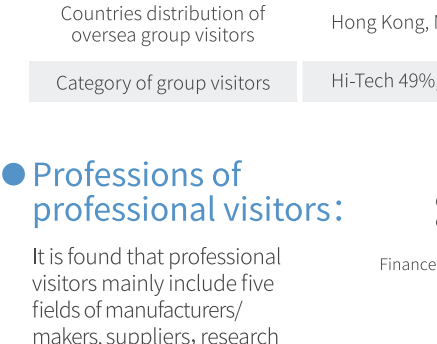


Other characteristics of professional visitors:

82.92% are enterprises **72.30%** are experienced exhibitors

Participating purposes:

The three main purposes for the exhibitors to participate in the CHTF 2018 are as follows: to promote brands and images, to promote their products or projects, and to explore partners.



Information channels:

It is found that exhibitors mainly know exhibition information through the invitation from the host.

Channels	Proportion
Host invitation	52.37%
Association invitation	26.19%
Official WeChat or Microblog	19.64%
Official website of the Fair	17.93%
Exhibitor recommendation	8.44%
Friend recommendation	3.42%
TV and broadcast	3.04%

Evaluation of exhibitors:

90.32% think their expectation has been reached.

92.88% speak highly of the exhibition.

75.05% will participate in the next time.

Evaluation of the success factors:



Voice from exhibitors:

President of the chamber of commerce union from Greece:
The scale of CHTF is very large and the degree of professionalism is relatively high. The transportation is very convenient. We like to participate in CHTF in the form of business association, which is of great help to the communication and expansion of P2P platform exhibitors.

Tomsen Lee, Senior technology transfer officer from CityU:
This is my tenth time to participate in the Fair. It is here to present the scientific research results from CityU, and I hope to promote products to enterprises in Shenzhen, so as to serve Shenzhen.

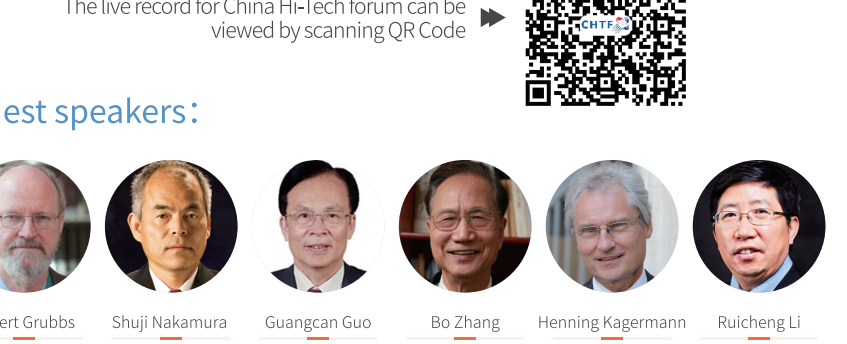
Exhibitor from Cuba:
This is my first time to participate in the Fair. I am very satisfied with everything here.

Sunri Gunnarsson, Ambassador of Iceland to China:
Iceland is currently making efforts to update its national innovative policies, and hopes to seek specific cooperative opportunities based on the innovation and technology policies of Iceland and China. As an important window for the opening up of China's high-tech sector and a high-end platform for industrialization, CHTF plays a key role in this process.



03 Analysis of professional visitor

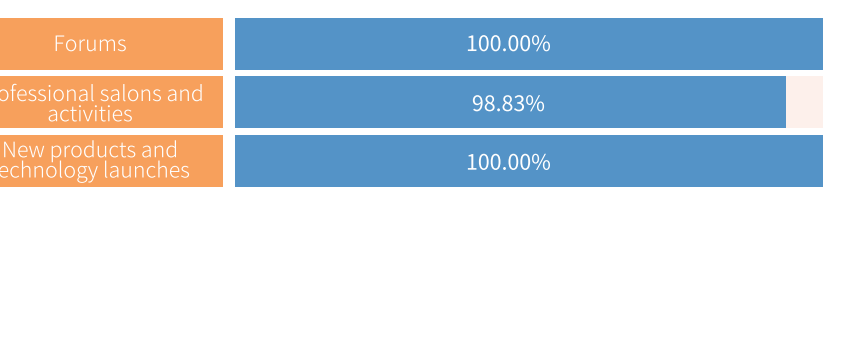
Professional Visitor index:



Note: The visitor index indicates the number of professional visitors or purchasers is received every pavilion every day.

Regional distribution of professional visitors:

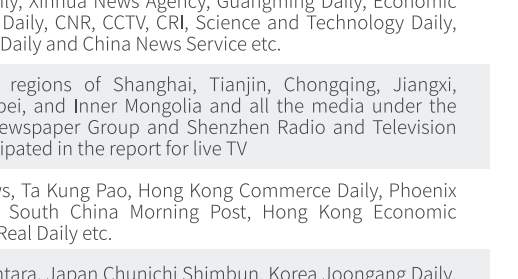
Domestic professional visitors account for 79.86%. And the proportion of overseas professional visitors is 20.14%, mainly in Asia (excluding China).



Category	Visitors
Countries distribution of overseas visitors	Hong Kong, Taiwan, Korea, America, Japan, Russia, Singapore, India, Canada, Australia, Malaysia, Nigeria, Iran, Germany, France, Turkey, Vietnam, Pakistan, UK, Macao and so on.
'Belt and Road' countries distribution of overseas visitors	Russia, Singapore, India, Malaysia, Iran, Turkey, Vietnam, Pakistan, Indonesia, Ukraine, UAE, Thailand, Kazakhstan, Saudi Arabia, Greece, Bangladesh, the Philippines, Jordan, Israel and Syria and so on.
Countries distribution of overseas group visitors	Hong Kong, Macao, Australia, Iran, Malaysia, and Germany etc.
Category of group visitors	Hi-Tech 49%, economy and trade 18%, comprehensive 33%.

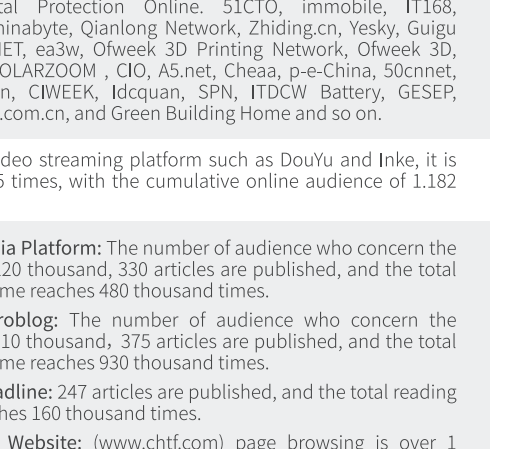
Professions of professional visitors:

It is found that professional visitors mainly include five fields of manufacturers/ makers, suppliers, research institutions, purchasing agents and traders/ agents/ dealers.



Categories of professional visitors:

It is found that the professional visitors mostly work on electronic information, IT& communications, advanced manufacturing and high-end equipment, energy conservation and environmental protection/new materials, new energy and education/scientific research/ medical treatment.



Positions of professional visitors:

It is found that middle-and-senior managements account for over 60%.



Participating purposes of professional visitors:

It is found that most professional visitors are to acquire industrial information and explore cooperative projects.



Evaluation of professional visitors:

97.77% speak highly of the exhibition.

74.90% will participate in the next time.

77.73% will recommend CHTF to others

Evaluation of the success factors:



Voice from professional visitors:

Mr Wang, work on a display industry
By spying a spot, the whole leopard may be inferred. I believe that other high-tech industries will enter into a virtuous circle just like the display industry, so as to promote the sound development of CHTF. I believe that CHTF will have more than two decades in the future.

Cellular Outfitter, American buyer
This visit to CHTF has given me a real insight into the rapid development of science and technology in China. It also makes me feel that it is right to come to China to find suppliers.

Jason, from a technology R&D institution
I have participated in many international exhibitions, and I think this year's CHTF is highly specialized, which can be seen from the exhibitors. What's more, many products are close to life.

NEWEGG INC., American buyer
It's a great honor to be invited by CHTF. As a mature electronic technology company, we need more cost-effective electronic accessories. This CHTF gives me a good platform for communication with suppliers.



04 Concurrent Events

Basic information about activities:

In the CHTF 2018, it successfully held **255** activities covering high-level forums, professional technology forums, industrial salons and technical conference, among which, **80** professional salons and activities as well as **80** new products and technology launches are included.

Forums and activities are shown as follows:

Date	Activity content	Activity organizer
November 14th	China Hi-Tech Forum-Opening Ceremony	China Hi-Tech Fair Organizing Committee
November 14th	China Hi-Tech Forum-Innovation Driving High Quality Development Forum	China Hi-Tech Fair Organizing Committee
November 14th	China Hi-Tech Forum-Future Technology Summit	China Hi-Tech Fair Organizing Committee
November 15th	China Hi-Tech Forum-Disruptive Innovation & Technology Forum	China Hi-Tech Fair Organizing Committee
November 15th	Belt and Road Initiative Innovation Cooperation Forum	China Hi-Tech Fair Organizing Committee
November 15th	The 14th China International Display conference-Summit Forum (CIBC)	Shenzhen Yawei Expo
November 16th	China Hi-Tech Forum-Technologies Leading Better Lives Forum	China Hi-Tech Fair Organizing Committee
November 15-16th	2018 Asian Pacific Smart City Development Summit Forum	The State Information Center, Shenzhen University
November 17th	Digital Media Technology and Industry Development Forum (HI)	CG Global Entertainment Limited, Silkroad Technology Company
November 17th	International Forum on University Technology Environmental Protection Online-5ICTO, immobility, IT168, Beareyes, Chinabyte, Qianlong Network, Zhiding.cn, Yesky, Guigu Network, YNET, ea3w, Olweek 3D Printing Network, Olweek 3D, GREENJUN, SOLARZOOM, CIO, A5.net, Cheas, p-e-China, 50cnet, CNSN, ebrun, CINEEK, Itqouan, SPN, IDOCN, Bateley, GUSENET, huanbao.bjx.com.cn, and Green Building Home and so on.	Shenzhen Intellectual science and innovation bureau, Shenzhen Huangang Juteng Electronic Technology Company
November 18th	2018 the 4th China Hardware Innovation & Maker Competition National Final	Fujian district science and innovation bureau, Shenzhen Huangang Juteng Electronic Technology Company
November 18th	The 20th CHTF Press Conference	China Hi-Tech Fair Organizing Committee, Shenzhen Municipal Publicity department

The live record for China Hi-Tech forum can be viewed by scanning QR Code

Guest speakers:

Evaluation of activities satisfaction:

It is found that the satisfaction rate of forum and new products-technology launches reaches 100%, followed by that of professional salons and activities (98.83%).

Forums	100.00%
Professional salons and activities	98.83%
New products and technology launches	100.00%

05 Overall promotion

The media participated are as follows:

Media category	Name of media
China central media	People's Daily, Xinhua News Agency, Guangming Daily, Economic Daily, China Daily, CNR, CCTV, CRI, Science and Technology Daily, China Youth Daily and China News Service etc.
Provincial and municipal media	Media from regions of Shanghai, Tianjin, Chengde, Jiangxi, Hu'nan, Hebei, and Inner Mongolia and all the media under the Shenzhen Newspaper Group and Shenzhen Radio and Television Group participated in the report for live TV
Media from Hong Kong and Macao	Wenhui News, Ta Kung Pao, Hong Kong Commerce Daily, Phoenix Satellite TV, South China Morning Post, Hong Kong Economic Herald, and Real Daily etc.
Overseas Media	Indonesia Antara, Japan Chunichi Shimbun, Korea Joongang Daily, Associated Press of Pakistan, Thailand INN24 TV, Turkish A Haber TV, Vietnam News Agency, and Bahrain TV etc.
Web portal	Tencent, Sino, Sohu, Netease etc.
Professional media	Chinese Science Daily, Science and Technology Daily, POnline, Zhongguancun Online, PChome, ToutiaoBa, eNet, Leiphone, CIO/NET, Computer News, IT, CWW, LED, ChinaSe, China Environmental Protection Online, 5ICTO, immobility, IT168, Beareyes, Chinabyte, Qianlong Network, Zhiding.cn, Yesky, Guigu Network, YNET, ea3w, Olweek 3D Printing Network, Olweek 3D, GREENJUN, SOLARZOOM, CIO, A5.net, Cheas, p-e-China, 50cnet, CNSN, ebrun, CINEEK, Itqouan, SPN, IDOCN, Bateley, GUSENET, huanbao.bjx.com.cn, and Green Building Home and so on.
Live video streaming	In the live video streaming platform such as DouYu and Inke, it is broadcast 85 times, with the cumulative online audience of 1.182 million.
We media	Wechat Media Platform: The number of audience who concern the platform is 220 thousand, 330 articles are published, and the total reading volume reaches 480 thousand times. Official Microblog: The number of audience who concern the platform is 310 thousand, 375 articles are published, and the total reading volume reaches 930 thousand times. Today's Headline: 247 articles are published, and the total reading volume reaches 160 thousand times. The official Website: (www.chtf.com) page browsing is over 1 million PV during the exhibition and more than 2.25 million PV pages throughout the year.

Among them, the CCTV News Channel broadcasts **17** pieces of news. Besides, the CCTV News Channel, the CCTV Economic Channel (Channel 2), Channel 1 and Channel 4 all replayed the CHTF 2018, which is much helpful to promote the Fair.

Representative reports are as follows:

Next session

The 21th China Hi-Tech Fair

November 13 - 17, 2019 Shenzhen Convention & Exhibition Center, China

Organizer

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