

SOAR ON THE WINGS OF CHINA

The World's Most Promising
Technology Marketplace

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CHINA

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The Cornerstone of Global Growth

China is poised to outpace the United States by 2028 due to the coronavirus pandemic. The Dragon of the East hosts the world's greatest manufacturing centers, financial hubs and a conglomerate of next-generation technology. Not only has the country marked continuous progress in GDP, China's yuan is surging to 3-year highs and strengthening against the U.S. Dollar.

According to Reuters polls, June 2021's exports in China rose by 32% year-on-year higher than forecast of 23.1% — this shows that China's goods are in high demand and are empowering countries with necessities and technology to recover from the pandemic.

Furthermore, foreign direct investment in the high-tech sector grew by 32.1% year-on-year. In 2020, China has surpassed the US and became the world's largest FDI recipient.

All Eyes on China

To continue its streaks of success, China is flying forward fast and undistracted from its goal of being an innovative country. AI, 5G and big data are some of the major engines behind China's digital economy today, which is valued at 35.8 trillion yuan last year — and the second largest digital economy in the world.

Being one of the first countries to emerge out of COVID-19 headstrong, China is able to experiment and strategize for a new economic model and experience exponential growth in the post pandemic world.

With a wide-arm approach in digital business, China will become the cornerstone of global growth.

- China's yuan is surging to 3-year highs and strengthening against the US dollar
- 85% of the CFOs surveyed by Deloitte China expressed prioritizing China as a key investment region post-pandemic
- Foreign direct investment in the high-tech sector grew by 32.1% year-on-year
- China's digital economy was the second largest in the world last year

Innovations of the Future

China has achieved supremacy in various technologies from AI, 5G to immersive technology of the future. In fact, the AI industry of China is expected to reach US\$ 20 billion by 2022, according to the Chinese Institute of Electronics. Technologies such as 5G, content delivery network and cloud servers continue to grow and become the infrastructures of the new remote workforce. Indeed, China's internet data center market will post a 27% compound annual growth rate by 2022, reaching a revenue of 320 billion yuan, according to IDC Qian.

Every industry across China has been or is being digitalized. Even its manufacturing industry – which has placed China as the top manufacturing country for the last 12 years – is setting a new frontier for smart manufacturing, by moving up the value chain to provide talents, end-to-end services, and bespoke technologies.

Level Up with Next-Gen Technologies

With high demands for VR in entertainment, film and even virtual conferences, China is also the world's leading manufacturer of VR headsets. As 5G proliferates with the new digital economy, VR technology is set to benefit a wide range of sectors such as education and medical surgery in remote areas of the country.

Sports teams and broadcasters are also seeing increased value in applying internet of things (IoT) and big data to monitor athletes' performance, and to provide an immersive audience experience. Furthermore, big data can be used to promote brand interactions during live streams.

8K offers avant-garde picture quality in terms of pixel density, color range, screen brightness and sound. It provides depth to video content and new opportunities for display from home, gaming to outdoor advertising. The innovations showcased will position your company for the new digital world.

- China's internet data center market will post a 27% compound annual growth rate by 2022, reaching a revenue of 320 billion yuan, according to IDC Qian
- AI industry of China is expected to reach US\$ 20 billion by 2022
- IoT and Big Data promotes brand and advertising interactions



Beijing InfoComm China: The Heart of Pro-AV Innovation

Since its inception in 2007, Beijing InfoComm China has become the heart of Pro-AV innovation and the key hub for successful business deals. Meet the best prospects as the Show continues to attract top-flight attendees and luminaries of the industry.

NIXT China 2022: Emerging Tech Solutions for Businesses

Running alongside Beijing InfoComm China 2022 is the NIXT (Next Integrated Experience Technology) Exhibition and Summit. The NIXT Summit has been organized annually with Beijing InfoComm China since 2019. In 2022, the NIXT Exhibition will be introduced for the very first time.

This 4th edition of NIXT will be an exhibition with a difference, bringing together market leaders to showcase the integration of multiple emerging technologies into end-to-end solutions for business clients. Their collective repertoire straddles all industries, including agriculture, manufacturing, government, healthcare, education and more. The NIXT Summit will shine the spotlight on real-life successful projects.

NIXT China 2022 will be a hub of ideas, designs and concepts igniting creativity for vertical market end-users as well as IT and AV channel practitioners.

Beijing InfoComm China 2021 Visitor Demographics



37,189
unique visitors



Close to
400 exhibitors



68,000
square meters

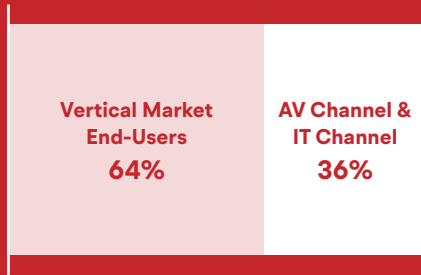


5,644
conference delegates

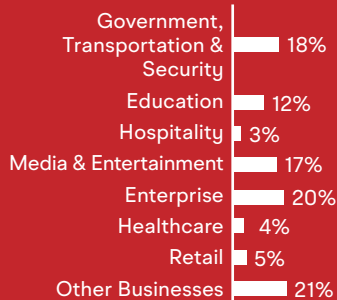
Visitors from Mainland China

Beijing	68%
Guangdong Province	6%
Shanghai	4%
Hebei Province	3%
Shandong Province	3%
Other Provinces & Cities	16%

Visitor Breakdown By Industry Sectors



Vertical Market End-Users

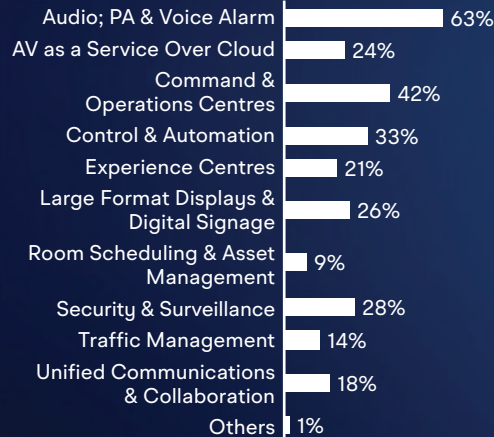


AV Channel & IT Channel

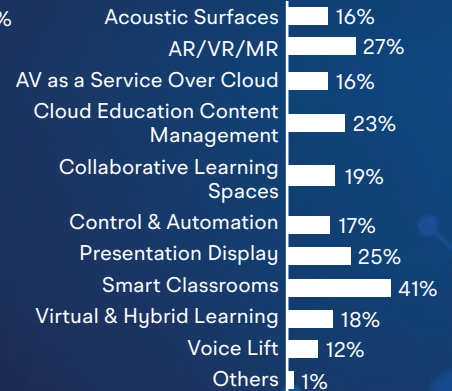


What Visitors Are Interested In

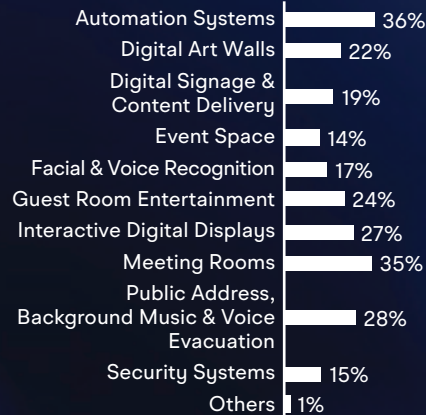
Government, Transportation & Security



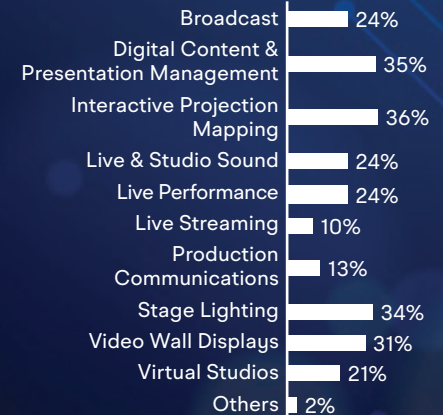
Education



Hospitality

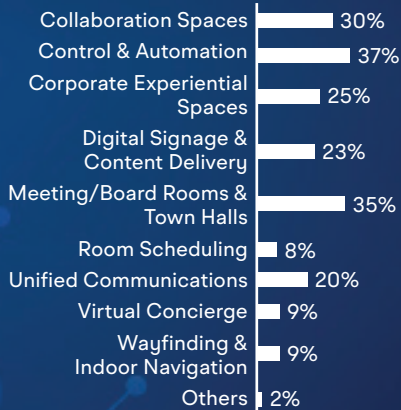


Media & Entertainment

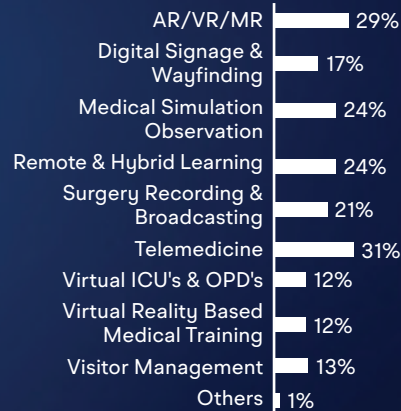


What Visitors Are Interested In

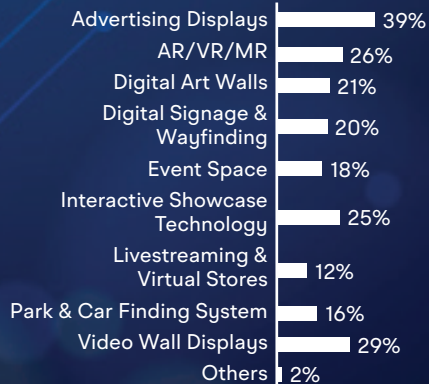
Enterprise



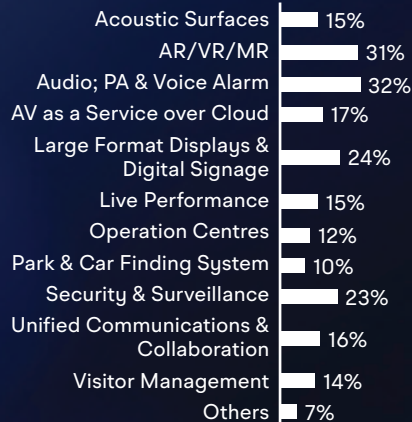
Healthcare



Retail



Other Businesses



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This is my third or fourth time visiting Beijing InfoComm China. This year, the scale of the Show as well as exhibitors and technologies on display were relatively greater than last year. I found a comprehensive range of conferencing system solutions that I had wanted to see.

**Sunny Yang, General Manager
Shenyang Starlinks Science &
Technology Co., Ltd.**

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Book A Booth

Being the hallmark event of the year, Beijing InfoComm China attracts top-tier exhibitors who ride on this platform to widen their professional network in Asia Pacific and to generate higher returns year-on-year. Some of the tech giant that have soared with us include Barco, Christie, Panasonic, Shure, Tencent, Sony and more.

As China's economy flies ahead in full steam, Beijing InfoComm China 2022 is the launchpad for your company to soar to new heights. Rub shoulders, shake hands and sign deals with the best prospects. Book a booth today!

Exhibit Space Rates

(USD per sqm, excluding tax)

	Bare Exhibit Space	Shell Scheme Package**
Loyalty Rate*	380	422
Early Bird Exhibit Rate (Valid till 28 January 2022)	430	472
Standard Exhibit Rate	460	502

*To qualify for these rates, exhibitors must have participated in and paid for their booth in full at Beijing InfoComm China 2021.

**The pricing indicated in the table above includes bare space. Please refer to the Exhibitor Technical Manual for details for shell scheme provisions.



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The Show brings together upstream and downstream suppliers in the entire industry. It is an ideal platform for learning and information exchange. Topics such as changes in the entire value chain of this industry could be discussed here, to give businesses like ours ideas and inspirations in relation to future trend, business development and product development. On the other hand, we are able to meet many systems integrators, engineers, distributors and users. This helps to promote our business and meet our expectations in terms of business opportunities.

Shi Feng, Marketing Director, MAXHUB

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Organizer

infocommAsia

InfoCommAsia Pte Ltd is the region's preeminent organizer of tradeshows for the Professional AudioVisual (Pro-AV) and Transformative Solutions industries. Through industry-leading shows in China, India and Southeast Asia, InfoCommAsia connects global and regional solution providers, vertical market end-users and the supply chain with the most important markets of Asia Pacific.

Additional information is available at:

www.infocomm-china.com
www.nixt-china.com
www.infocomm-india.com
www.infocomm-sea.com

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