

For immediate release

Beijing InfoComm China is All Set to Create a Bigger Impact

Asia Pacific's premier Professional AudioVisual Show returns, packed with advanced technologies that can help businesses come out stronger in the post-pandemic landscape

13 July 2021, Beijing – Beijing InfoComm China will return to China National Convention Centre (CNCC) from 21 to 23 July 2021, amid stronger business sentiment driven by robust growth momentum in the broader economy. The Show is taking place at an opportune time when many businesses are purposefully building capacity and investing in capabilities for the future.

China has recovered well from the pandemic. The economy expanded by a brisk 18.3 per cent in the first quarter of 2021, supported by a surge in factory output and retail sector activity. The government has a road map to sustain economic growth and transform China into a global power by 2035. Technological innovation and scientific research are key to this vision. In particular, the government will ramp up investments in seven emerging technological areas, including artificial intelligence (AI), quantum information, brain science and semiconductors, among others.

Innovations and advancements in emerging technologies will continue to have a positive impact on the Professional AudioVisual industry and businesses across every industry. These technologies may be embedded in complex Pro-AV systems, or they may be used to integrate the Pro-AV applications with other products to deliver seamless solutions. This makes Beijing InfoComm China a must-attend tradeshow where innovative Pro-AV systems and Integrated Experience solutions powered by AI or other advanced technologies are showcased and demonstrated.

THE EXHIBITION:

Some 400 Brands from China and Overseas, including Big Names in Pro-AV and Advanced Technology

Beijing InfoComm China 2021 will occupy all nine halls in the CNCC, covering 68,000 square metres. The Show has attracted some 400 exhibitors, of which over 55 are new entrants. The vast range of Chinese and overseas products and solutions on display have advanced tremendously since the Show's first edition, reflecting the increasing impact of digital and emerging Pro-AV technologies on businesses around the world. Just to name a few, visitors to this year's Show will get to meet big Pro-AV names

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like Huawei, Intel, Sony, Christie, Barco, Panasonic and EZ Pro; and even technology icons like Tencent and Dingtalk Meeting who have chosen Beijing InfoComm China as the event to make their debut in the Pro-AV market.

“Over the years, our passion for excellence in creating the best show of its kind has established Beijing InfoComm China as the premier Pro-AV and Integrated Experience exhibition in Asia Pacific,” said Richard Tan, Executive Director of InfoCommAsia. “Our approach is to learn from every show and keeping abreast of latest developments in the industry so that we can continue to curate the best programmes for stakeholders.”

THE SUMMITS:

Two Distinguished Conferences with More Than 50 Free-to-Attend Learning Sessions

Happening in tandem with the Exhibition are the Beijing InfoComm China Summit and NIXT Summit. These have long been established as valuable educational platforms for all stakeholders – Pro-AV purveyors and professionals, C-suites, entrepreneurs, decision-makers, etc.

This year, delegates can expect over 50 free-to-attend learning sessions led by industry movers and shakers from the emerging technology and Pro-AV sectors. Sessions will incorporate presentations and case studies, and address the impact and creative application of potentially disruptive technologies such as AI, Data, Quantum Computing, Robotics, Cloud, AR/VR to businesses across all industries, including Finance & Banking, Healthcare, Retail, Advanced Manufacturing, Logistics & Supply Chain, Education, Transportation and more.

Pro-AV consultants, engineers, technical managers and specialists can also look forward to a new track called TECHTALK presented by leading AV and IT practitioners focusing on AV infrastructure, digital signage, collaboration and more.

REGISTER EARLY

Visitors can get the latest updates and pre-register their visit to Beijing InfoComm China 2021 at www.infocomm-china.com or the Show’s official WeChat account.

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About InfoCommAsia

InfoCommAsia Pte Ltd. extends its influence through three marquee shows: InfoComm Southeast Asia, InfoComm China, and InfoComm India. Each show comprises an exhibition that showcases the world's most cutting-edge and in-demand inventions, and a Summit that presents learning opportunities. Bringing together industry players and top-level decision-makers from across all industries, the shows enable industry players to tap into the vast potential presented by the Professional AudioVisual and Integrated Experience Technology markets of each country and region.

Additional information is available at:

infocomm-china.com | infocomm-india.com | infocomm-sea.com

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