

# C-TOUCH & DISPLAY SHENZHEN 2024

# Post-Show Report



 November 6-8, 2024

 Shenzhen World Exhibition & Convention Center

Concurrent Events



Organiser

 **Kuozhan**  
上海励扩展览有限公司

# Overview



**61,132**

Visitors



**986**

Exhibitors



**2,708**

TAPs

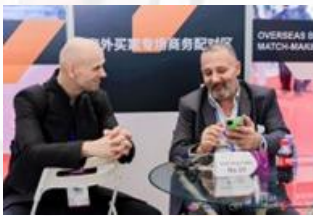


**1,522**

Overseas  
Visitors

## Summary

C-TOUCH & DISPLAY SHENZHEN 2024 brought together **986** high-quality domestic and foreign enterprises. More than **100** of them debuted new products onsite at the combined exhibition venue of over **140,000** Sq. m. The three-day exhibition attracted a record high of **61,132** domestic and foreign professional visitors (The data presented herein pertains solely to attendees of this exhibition, and the same applies to all subsequent data). Simultaneously, **5,195** delegates and **2,708** TAP (Target Attendee Program) invited buyers attended the show, facilitating **3,151** successful business matchmaking sessions.



2024  
TAP Invited Buyers



2,708

2023  
TAP Invited Buyers



2,146



2024  
Overseas Visitors

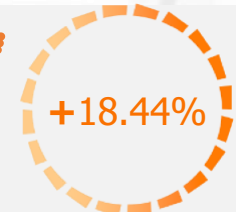


1,522

2023  
Overseas Visitors



1,285



During the exhibition, to facilitate cooperation between upstream and downstream of the international industry chain, C-TOUCH & DISPLAY SHENZHEN 2024 welcomed **1,522** overseas buyers from **87** countries and regions through the "Hosted Buyer Program," including the United States, Germany, the United Kingdom, France, Italy, Spain, Canada, the Netherlands, Sweden, Mexico, Japan, South Korea, Malaysia, Singapore, Vietnam, Thailand, India, etc. Professional visitors unanimously recognized the event as a worthwhile trip! This encouraging breakthrough couldn't have been achieved without the support of everyone involved, and once again, it has shown us the strong cohesion of the industry, adding new momentum to collaborative and mutually beneficial growth!

C-TOUCH & DISPLAY SHENZHEN 2024 set up special display zones based on popular themes, including the **Conference TV Zone, Micro LED/OLED Technology Zone, Automotive Display and Intelligent Cockpit Zone, E-paper Zone**, and more. **34** flagship enterprises gathered at the event, displaying over **300** premier industry products. The event's success in promoting the industry's sustainable development is unprecedented! At the same time, overseas exhibitors made a significant return, with high expectations for entering the Chinese market. Exhibitors from **11** countries and regions gathered at the event and debuted brand-new products. **21** forums and summits were held concurrently at the exhibition, with **213** industry experts sharing speeches on trending topics such as intelligent cockpit and in-vehicle displays, new displays, e-paper, mini/micro-LEDs, OLED, smart touch technology, smart commercial displays, smart security, smart factories, smart education, AI, internet of things, the metaverse, new energy materials, and more. Thank you for making C-TOUCH & DISPLAY SHENZHEN 2024 an extraordinary experience.

# Industry Scope

## Exhibitor Profile

New Display Technology  
 Smart Touch Technology  
 Mini/Micro LED Technology  
 Automotive Display  
 E paper Technology  
 Commercial Display & Application  
 Micro-display Technology  
 Materials Manufacturing Equipment

## Visitor Profile

Display and Touch Panel  
 Commercial Display  
 Automotive Electronics & Vehicle  
 Industrial Control Electronics  
 Consumer Electronics  
 Smart Home Appliances  
 Semiconductor packaging testing technology  
 Intelligent Transportation  
 Medical Electronics  
 MLED Direct Display

## Digital Performance



Web Traffic  
**29,334,903**



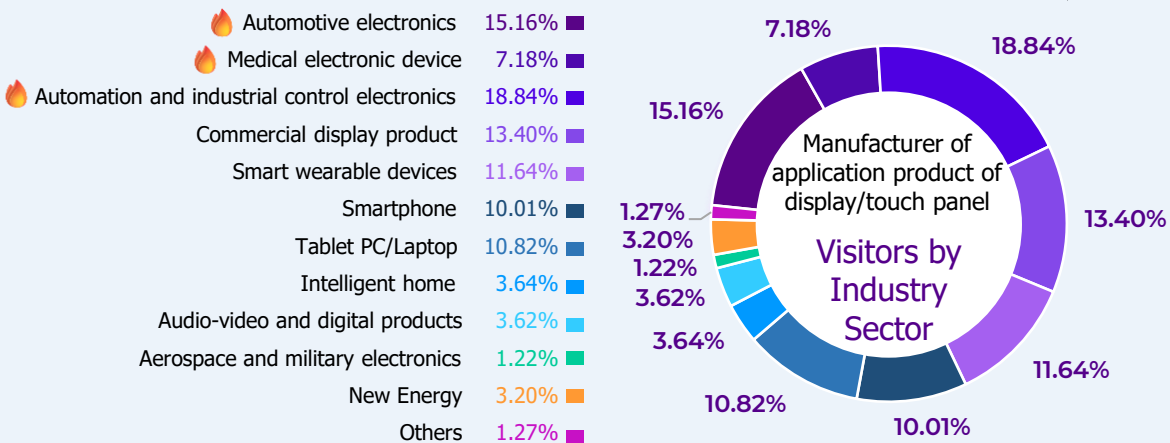
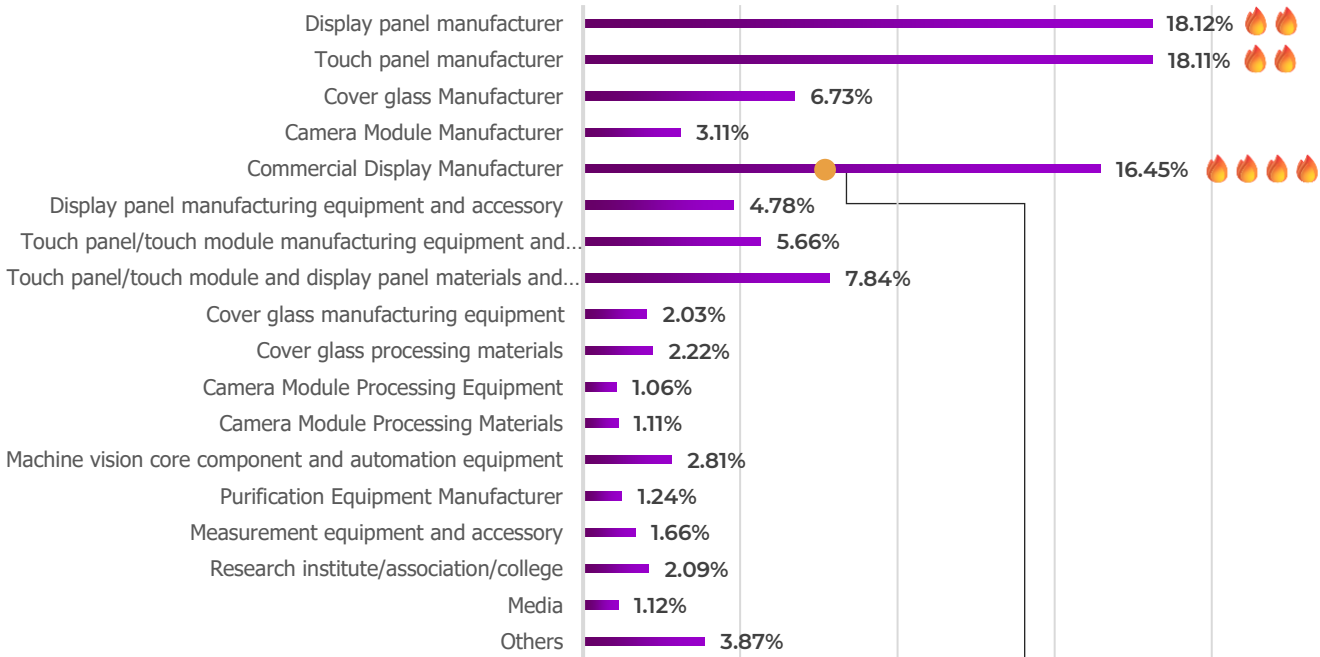
Social Media Followers  
**184,603**



Video Viewers  
**3,581,562**

## Visitor Analysis

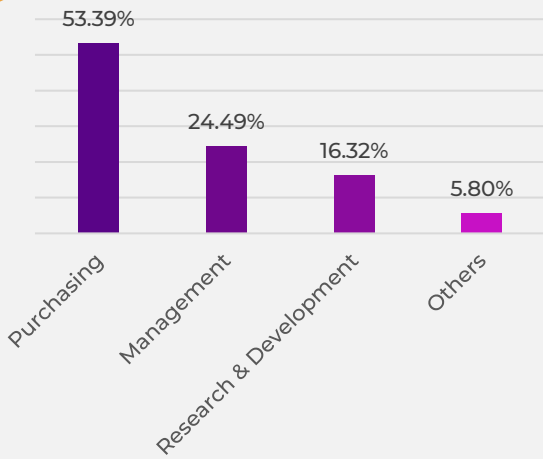
### 1 Industry Composition



# Visitor Analysis

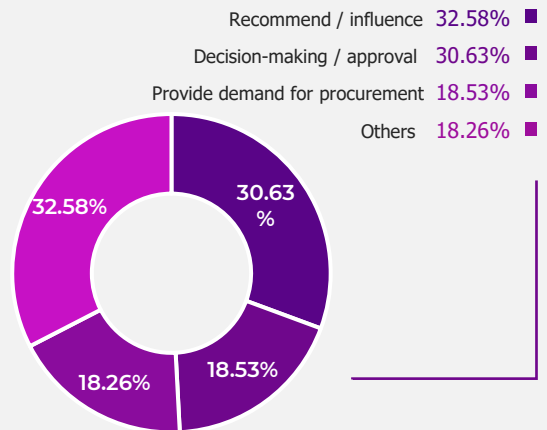
2

## Visitor's Job Function



3

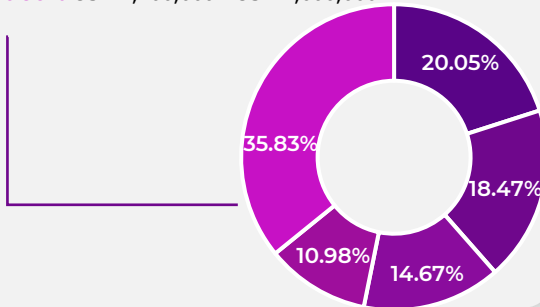
## Visitor's Purchasing Decision-making Power



4

## Annual Purchasing Amount of Visitor's Company

- 35.83% More than USD 7,000,000
- 20.05% Less than USD 700,000
- 18.47% USD 700,000 - USD 1,400,000
- 14.67% USD 1,400,000 - USD 4,200,000
- 10.98% USD 4,200,000 - USD 7,000,000



5

## Reasons for Visiting

- 29.17% To see what is new and interesting in my industry
- 13.27% To look for new agents / partners in order to create new business opportunities.
- 12.87% To meet up with existing suppliers to review business
- 10.22% To talk to as many suppliers as possible to achieve a specific business objective
- 9.68% To understand market trends for new products in preparation for future procurement

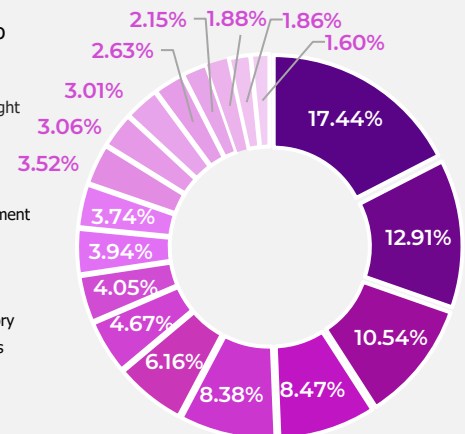
\*The above only lists the top five reasons for visiting

## Visitor-preferred Products



72.62% of the audience indicated that their companies have plans to purchase products from the exhibition within the next year.

- |   |  |
|---|--|
| 17.44% Display Panel  | 3.52% Mini LED/Micro LED Chips and Backlight Modules         |
| 12.91% Touch Panel/Touch Module   | 3.06% LED Display Technology                                 |
| 10.54% Display Panel Manufacturing Equipment and Materials                | 3.01% Automotive IC  |
| 8.47% Touch Panel/Touch Module Manufacturing Equipment and Materials      | 2.63% Mini/Micro LED Manufacturing Equipment and Materials   |
| 8.38% Touch Panel/Touch Module and Display Panel Materials and Components | 2.15% Machine Vision Core Component and Automation Equipment |
| 6.16% Cover Glass Processing Materials and Equipment                      | 1.88% Measurement Equipment and Accessory                    |
| 4.67% Cover Glass   | 1.86% Commercial Display Terminal Products                   |
| 4.05% Glass Substrate Advanced Packaging                                  | 1.60% E paper  |
| 3.74% Camera Module Processing Materials                                  | 3.94% Others   |



# Overseas Visitors

**87** countries and regions

**1,522** overseas visitors

## America

**14%**

USA, Canada, Brazil, Argentina

## Others

**16%**

Australia, New Zealand, South Africa

## Asian

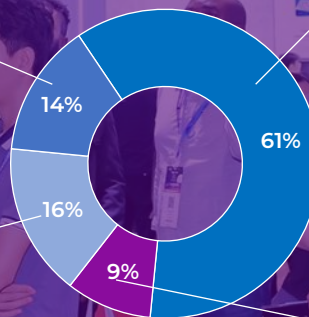
**61%**

Japan, South Korea, Singapore, Malaysia, Philippines, Indonesia, Vietnam.

## European

**9%**

Germany, France, United Kingdom, Italy, Spain, Switzerland, Poland, Ireland, Norway.



## Business Matchmaking

To enhance the visit experience and business outcomes for international buyers, this edition of the show organized a total of **230** overseas business matchmaking sessions. By deeply understanding the buyers' needs, we accurately paired them with relevant exhibitors, ensuring efficient and smooth communication. A notable highlight of the event was a transaction worth about **10.4** million USD made by an Indian buyer. This service also received high praise from the buyers, with feedback as follows:

C-TOUCH & DISPLAY SHENZHEN is a great and professional event, I've managed to meet lots of Chinese suppliers in the industry of digital tech, computer manufacturing, E-ink, phone LCD etc. These cutting-edge tech products offer various interactive modes, making them incredibly user-friendly and intelligent. I hope to see more buyers like me visiting Shenzhen to explore, learn, and purchase these amazing products. Thank you!

**Rice I. Kajila**  
Founder & CEO, OBTC Import & Export Company

The event was exceptionally well-organized and showcased an impressive scale. I particularly appreciated the opportunities to connect with professionals and explore the latest innovations in the field. The business matchmaking services were very helpful, facilitating meaningful conversations and potential partnerships.

**Derrick Cheng**  
CEO, SMOVE (M) Sdn Bhd

We were highly impressed by the scale and organization of the event, which allowed us to connect with industry leaders, explore cutting-edge innovations, and establish meaningful business partnerships. We would be delighted to participate and engage in more such outstanding events in the future.

**Maicon Dieze De Albuquerque**  
CEO, PLAYTIX

The business matchmaking sessions are very useful for foreigner companies to expand into international markets by connecting with Chinese suppliers. The staff of the exhibitors have demonstrated their excellent English proficiency.

**Aleksei**  
CEO, FBA HELP



### Cultural and Exchange Experience

To enhance the participation and satisfaction of buyers, we not only provided them with souvenirs such as panda decorations and fans but also allowed them to experience the charm of Chinese traditional culture, such as Paper-cuts and Lacquer Fan Making, showcasing the diversity and inclusiveness of this exhibition.

### International Promotion and Cooperation

In terms of international promotion, cooperative relationships have been established with **127** overseas media outlets from more than **10** countries and regions including the United States, South Korea, the United Kingdom, India, and Singapore. The overseas social media exposure has reached **1.8 million** views, effectively enhancing the international influence of the exhibition.

# Exhibitor Highlights



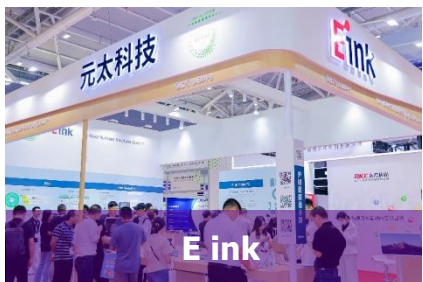
**BOE**



**TCL CSOT**



**CVTE**



**E Ink**



**iFLYTEK**



**TRULY**



**WG-TECH**



**CSG**



**CEC**



**Suchuan UTG**



**ShanJin Optoelectronics**



**MICRON**

\*The list is in no specific order



**Show Videos**

# Testimonials

## Exhibitors' Testimonials



### **Dr. Leng Changlin, Scientist and Intelligent IoT Chief Technology Officer Organization Center Head, BOE**

This year, our cooperation with C-TOUCH & DISPLAY SHENZHEN has been highly synergistic throughout the exhibition and forum processes. From selecting the appropriate booth location to communication, booth preparation, and external promotion, we have achieved efficient feedback and swift implementation, which has been a strong guarantee for the success of this exhibition.



### **Chen Zhiyuan, Director of Brand Operations Department, TCL CSOT**

Thanks for the organizer's meticulous arrangements! The opening ceremony was grand yet concise, with smooth operations from pre-event preparations to the exhibition period. The award dinner was warm and creative, and the staff were professional and patient. The pre-event promotions were highly effective in attracting professional visitors. Wishing the event even greater success in the future!



### **Shi Feng, Director of Media, CVTE**

C-TOUCH & DISPLAY SHENZHEN is a premier industry event showcasing cutting-edge technologies and products. We extend our heartfelt thanks to the China Video Industry Association and Reed Exhibitions for creating a platform that fosters deep collaboration between the upstream supply chain and downstream clients, driving high-quality industry development. Wishing C-Touch & Display SHENZHEN continued success and excellence!



### **Liu Honggang, President of the Electronics Glass Division, CSG Holding**

C-TOUCH & DISPLAY SHENZHEN brings together the global supply chain, providing an excellent networking platform for exhibitors and downstream clients. Concurrently organized events related to chips and displays, effectively integrate the electronics industry. We hope the expo continues to innovate and achieve even greater success!



### **Chen Zhiyou, Marketing Director, Suchuan Technology**

C-TOUCH & DISPLAY SHENZHEN has established an outstanding professional platform, bringing industry peers from across the globe to share experiences and exchange ideas, benefiting all participants. We look forward to the trade show continuing to inject new energy as a bridge that fosters collective industry growth. Let's collaborate for mutual success.

## Key Visitors' Testimonials

### **Shenzhen Laibao Hi-Tech Co., Ltd**

Impressed by C-TOUCH & DISPLAY SHENZHEN, we appreciate the organizer's attention to detail and commendable services. It's a platform for technology display and communication. I look forward to the arrival of the next edition.

### **DESAY SV**

C-TOUCH & DISPLAY SHENZHEN is a showcase of new products and innovative applications, providing a clear view of the industry's latest trends and TAP services for efficient business matching, greatly avoiding unnecessary searches.

## Testimonials from Key Delegation Visitors



This year's C-TOUCH & DISPLAY SHENZHEN was a resounding success, featuring a well-planned layout and an extensive array of exhibits. The spacious and organized venue ensured a comfortable experience, highlighting cutting-edge technologies. It served as an outstanding platform for business and knowledge exchange, as well as advanced displays. The exhibition was professional, innovative, and well-executed, delivering top-notch services.

### **HKC Co., Ltd.**



Having participated in the C-TOUCH & DISPLAY SHENZHEN many times, we have always found it to be well-organized, offering a valuable opportunity to learn about new advancements and network with industry peers. The clear signage and convenient access to rest areas, also making it a pleasant experience for attendees.

### **Zhonghangsuwei Co., Ltd.**



The exhibition is a technological feast and a journey into the future, showcasing the power of technology and the charm of innovation, which has deepened our understanding of the relationship between humans and technology. We believe our lives will become smarter, more convenient, and beautiful as the progress of technology.

### **BOE Varitronix Limited**

- Shenzhen Laibao Hi-Tech Co.,Ltd
- KYOCERA
- BOE Varitronix Limited
- Guangzhou Shiyuan Electronic Technology Company Limited
- Shenzhen AV-Display Co., Ltd
- Zhonghang Suwei Co., Ltd
- Shenzhen Ultra-Diagnostics Biotech. Co., Ltd
- Guangzhou Menpad Technology Group Co., Ltd
- Continental Automotive
- Unilumin Group
- AU Optronics
- TPK
- Vitalink
- HITEVISION
- Shenzhen STS Microelectronics Co., Ltd.
- Huawei Technologies Co., Ltd
- SKYWORTH
- BIEL Crystal
- Shenzhen KTC Commercial Display Technology Co., Ltd.
- China Display Optoelectronics Technology Holdings Limited
- Tianma Microelectronics Co., Ltd
- HKC Co.,Ltd
- Huizhou Desay SV Automotive Co., Ltd.
- WISTRON
- AirTAC
- BIEL Technology Limited
- Foxconn
- Bear Electric Appliance Co., Ltd.
- Okii
- ZTE
- Shenzhen HUAKE TEK Co., Ltd.
- TCL Electronics Holdings Limited
- Shenzhen Skyworth Automotive Company
- TCL
- VALEO (Shenzhen)

Delegated Companies (Partial List)

# TAP Club

TAP (Targeted Attendee Program) club offers 365 days customized service and a trading platform meticulously designed by C-TOUCH & DISPLAY SHENZHEN for high-quality visitors with purchase demand or plan from display and touch industry upstream and downstream application enterprises, and aims to connect buyers with senior management of our exhibitors



The exhibition received **2,708** invited TAP buyers and facilitated **3,151** business matchmaking sessions. The estimated transaction value is expected to reach about **2.4** billion USD within 3 to 6 months after the exhibition.

C-TOUCH & DISPLAY SHENZHEN 2024 TAP Service has received high praise from exhibitors and professional buyers:

## Buyers' Feedbacks

C-TOUCH & DISPLAY SHENZHEN was excellently staged. The TAP service facilitated efficient communication between exhibitors and buyers. Their professional matchmaking excluded resource waste and blind search. I am very satisfied with the overall experience of this exhibition

**Rubo Technology**



The exhibition was comprehensive, offering buyers a direct view of new products and opportunities to discuss the latest technologies with industry experts. The TAP team effectively bridged exhibitors and buyers, boosting viewing efficiency and quality. We wish the event a continued success and improvement.

**Huaqin**



## Exhibitors' Feedbacks

The TAP matchmaking service at C-TOUCH & DISPLAY SHENZHEN was very good, with a sincere and clear attitude of buyers, helping exhibitors make quick connections. Your dedication and innovative spirit are impressive. I look forward to continuing our cooperation!

**TCL CSOT**



The business matching is a highlight arranged by the organizer. The TAP staff are enthusiastic and proactive in building communication between exhibitors and buyers, maximizing the value for exhibitors. I am very satisfied and look forward to meeting again next time!

**E ink**



# Conference



**21** ONSITE EVENTS



**213** SPEAKERS



**3,206** CONFERENCE ATTENDEES

# Industry Leaders Spotlight

## CHINA VIDEO INDUSTRY ASSOCIATION

Dong Min, Secretary General

Practitioners across the display industry should be committed to making new displays and innovative applications in the tech sector. Thereby accelerating the development of a comprehensive industry system characterized by high-end products, complete supply chains, a thriving ecosystem, and diverse applications. Adhering to a win-win cooperation mindset and embracing global partnerships, offering the world more of China's manufacturing and innovations.

## TCL CSOT

Zhou Mingzhong, Head of the Technical Center

The display industry is undergoing a profound structural change, with OLED technology at a critical juncture of rapid growth. It has become the mainstream choice in the consumer market, establishing a huge competitive advantage. At the same time, more market voices have pointed out that OLED will be used in mid-to-large devices such as notebook computers and display devices in the future. TCL CSOT will continue to follow the market trend, optimize and upgrade OLED technology solutions to enhance performance and cost advantages. From panel optimization to new process control, and then to extend the product life cycle, TCL CSOT has realized the multi-dimensional innovation of printed OLED, laying a solid foundation for the future.

## MAXHUB

Xiong Kai, Deputy General Manager of the Enterprise Service Business Unit

With the continuous development of commercial display in AI, solutions and industrialization, CVTE will continue to focus on the commercial display industry, with "smart experience" as the goal, constructing a core SOC, multi-core technology, and NPU computing power, as well as a deep development capability of software and hardware scenarios, forming a combination of hardware + software, AIGC as the brain, three-in-one product technology solution, providing customers with more efficient, intelligent, and convenient experience.



# Highlights



**E Paper Zone**  
Empowering sustainable industry development



**Conference TV Zone**  
Innovative technology for smart office



**Micro LED/OLED Zone**  
Leading the way in micro display industry



**Automotive Display and Intelligent Cockpit Zone**  
Unlocking a new vision of intelligent cockpit



**Media and Livestream Interviews**  
Helping promote brands



**Awards Dinner**  
Sharing moments of glory

# See you at C-TOUCH & DISPLAY SHENZHEN 2025

**Dates:** Oct. 28-30, 2025

**Venue:** Shenzhen World Exhibition & Convention (Bao'an)

**Organiser:** RX Kuozhan

## Contact us

**For Exhibitors:**

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edison.li@rxglobal.com

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## WEBSITE

CN: [www.cquanchu.com.cn](http://www.cquanchu.com.cn)

EN: [www.quanchu.com.cn/en-gb.html](http://www.quanchu.com.cn/en-gb.html)

## SOCIAL MEDIA

-  @quanchuexpo
-  @C-touch & Display Shenzhen
-  @C-TOUCH & DISPLAY
-  @C-touch & Display Shenzhen

## WECHAT



**Organiser**

**RX Kuozhan**  
上海励扩展有限公司

