

C-TOUCH & DISPLAY SHENZHEN 2025

Post-Show Report



 October 28-30, 2025

 Shenzhen World Exhibition & Convention Center, China

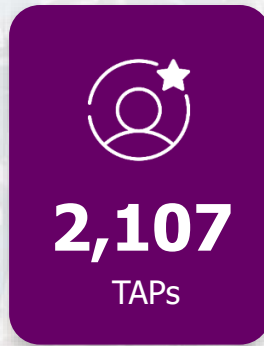
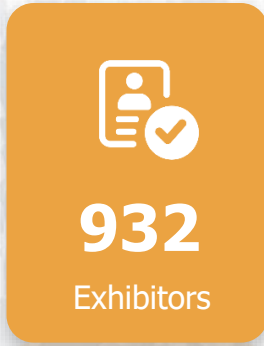
Concurrent Events



Organiser

 Kuozhan
上海励扩展览有限公司

Overview



Summary

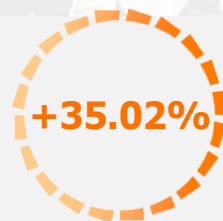
C-TOUCH & DISPLAY SHENZHEN 2025 brought together **932** high-quality domestic and international exhibitors, with more than **100** enterprises debuting new products onsite. The event was held alongside 8 major concurrent exhibitions, jointly covering an exhibition area exceeding **140,000** sqm. The three-day-event welcomed **55,320** professional visitors from China and abroad. (The data presented herein refers exclusively to attendees of this exhibition, and the same applies to all subsequent figures). Meanwhile, a total of **5,493** delegates and **2,107** TAP (Target Attendee Program) invited buyers attended the show, which facilitated **2,275** successful business matchmaking sessions.



2025
Overseas Visitors



2,055



2024
Overseas Visitors



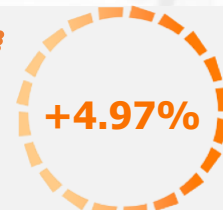
1,522



2025
Delegation Visitors



5,439



2024
Delegation Visitors



5,195

During the exhibition, C-TOUCH & DISPLAY SHENZHEN 2025 welcomed **2,055** overseas buyers from **115** countries and regions under its "Hosted Buyer Program," further strengthening collaboration across the global display industry supply chain. Buyers came from markets including the United States, Germany, UK, France, Italy, Spain, Canada, the Netherlands, Sweden, Mexico, Japan, South Korea, Malaysia, Singapore, Vietnam, Thailand, India and many others. Professional visitors all recognized that this year's event was well worth attending. 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 2025 introduced multiple themed showcase areas aligned emerging industry trends, including the **PLP (Panel-Level Packaging) & TGV Technology Zone, AI+AR Smart Glasses Experience Zone, Micro-Display Technology Zone, Automotive Display & Intelligent Cockpit Zone, Automotive Smart Dimming Glass Innovation Showcase, and the E-Paper Zone**, among others. A total of **73** leading enterprises participated in these areas, presenting over **400** next-generation products. The outstanding result marks a new milestone, reinforcing the event's pivotal role in driving sustainable industry development and innovation. At the same time, overseas exhibitors made a strong return, demonstrating renewed confidence and high expectation for entering Chinese markets. Exhibitors from **26** countries and regions took part and showcased a range of new products and solutions.

A total of 14 forums and summits were held concurrently at the exhibition, featuring **132** industry experts who delivered in-depth presentations on key 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 2025 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
- PLP & TGV Technology
- Automotive Smart Dimming Glass

Visitor Profile

- Display and Touch Panel
- Automotive Electronics & Vehicle
- Smart Home Appliances
- Semiconductor Packaging and Testing
- Intelligent Transportation
- Smart Wearable Devices
- Industrial Control Electronics
- Medical Electronics
- MLED Direct Display
- Commercial Display
- Consumer Electronics
- Gaming Display

Digital Performance



Web Traffic

27,864,117



Social Media Followers

194,592

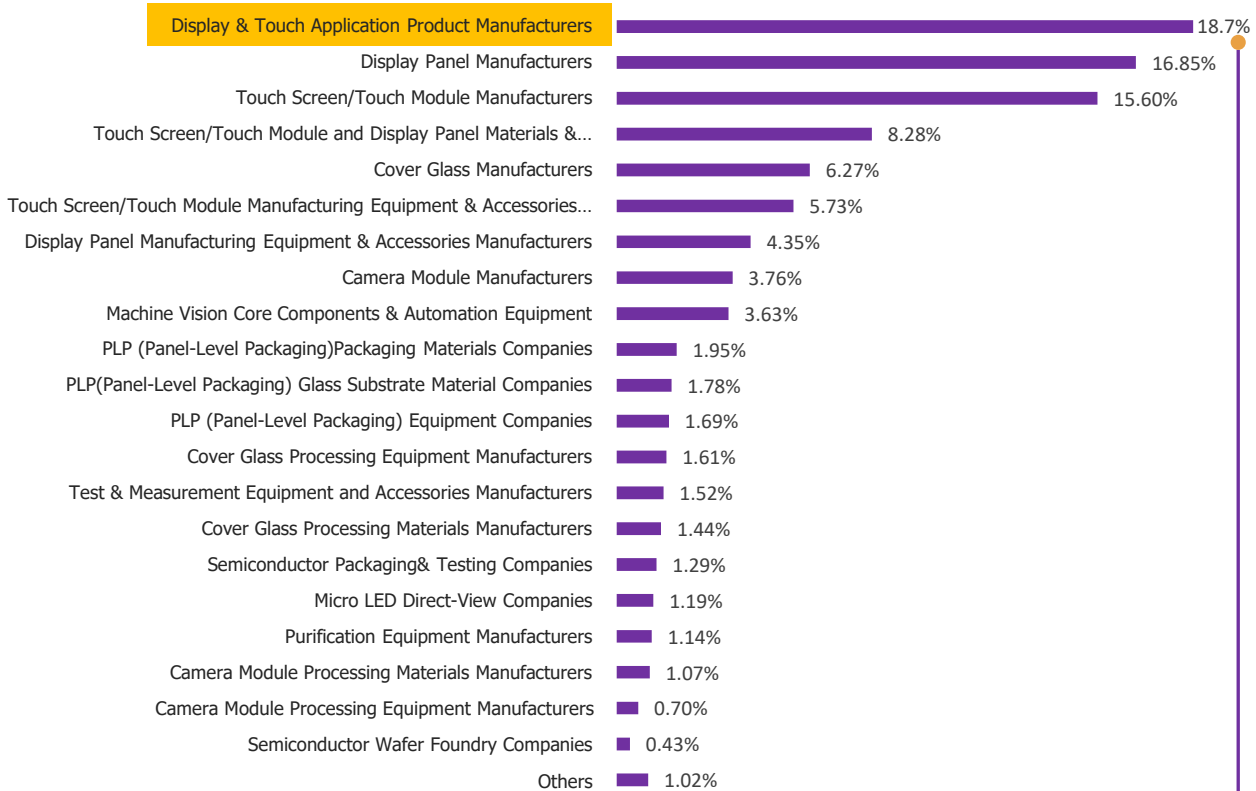


Video Viewers

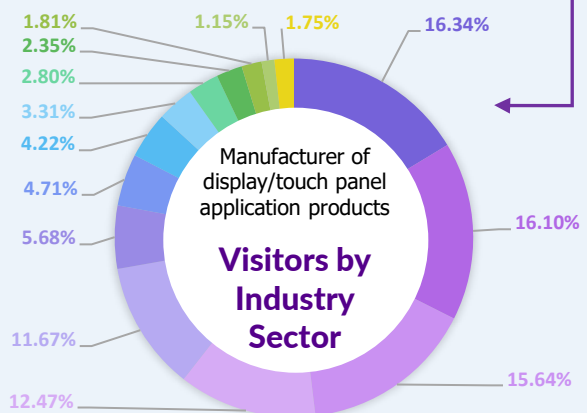
1,257,630

VISITOR ANALYSIS

1 Industry Composition



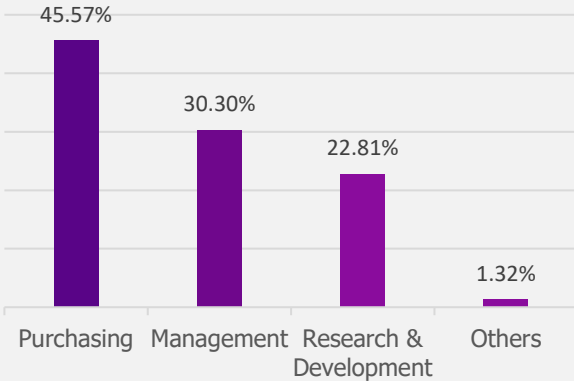
- 16.34% ■ Automation & Industrial Control Electronics
- 16.10% ■ Smart Phone
- 15.64% ■ Automotive Electronics
- 12.47% ■ Smart Wearable Devices (Including AI/AR smart Glasses in OBM/ODM)
- 11.67% ■ Tablet PC/Laptop
- 5.68% ■ Commercial Display Product
- 4.71% ■ Home Appliances
- 4.22% ■ Audio-video and Digital Products
- 3.31% ■ Intelligent Home
- 2.80% ■ New Energy
- 2.35% ■ Medical Electronic Device
- 1.81% ■ Gaming Display
- 1.15% ■ Aerospace and Military Electronics
- 1.75% ■ Others



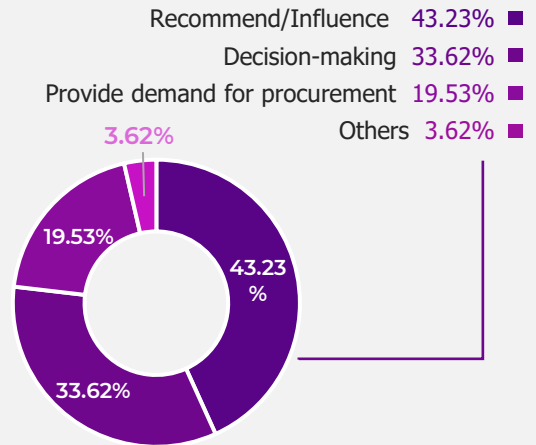
*Data comes from the C-TOUCH & DISPLAY SHENZHEN 2025 Visitor Survey Questionnaire.

Visitor Analysis

2 Visitor's Job Function

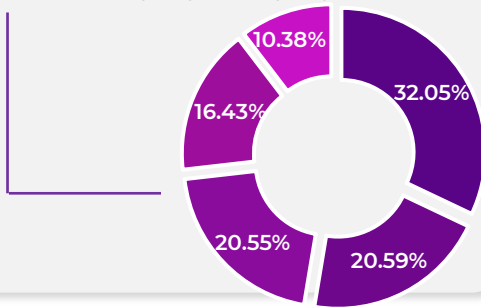


3 Visitor's Purchasing Decision-making Power



4 Annual Purchasing Amount of Visitor's Company

- **32.05%** More than USD 7,050,000
- **20.59%** Less than USD 705,000
- **20.55%** USD 705,000 – 1,410,000
- **16.43%** USD 1,410,000 – 4,230,000
- **10.38%** USD 4,230,000 – 7,050,000



5 Reasons for Visiting

- **28.77%** To see what is new and interesting in my industry
- **15.32%** To look for new agents / partners in order to create new business opportunities
- **12.16%** To meet up with existing suppliers to review business
- **10.25%** To talk to as many suppliers as possible to achieve a specific business objective
- **10.13%** To understand market trends for new products in preparation for future procurement

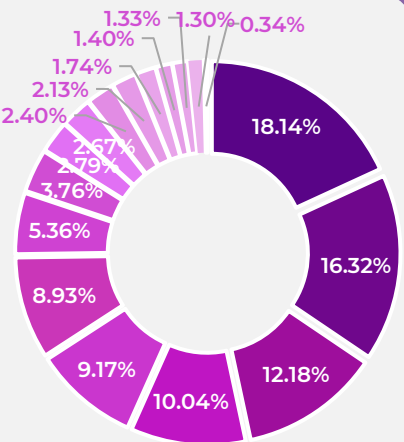
**The above only lists the top five reasons for visiting

6 Visitor-preferred Products



58.89% of the visitors indicated that their companies have plans to purchase products from the exhibition within the next year.

- 18.14% Display Panel
- 16.32% Touch Panel/Touch Module
- 12.18% Touch Screen / Touch Module
- 10.04% Display Panel Manufacturing Equipment and Materials
- 9.17% Touch Panel/Touch Module Manufacturing Equipment and Materials
- 8.93% Touch Panel/Touch Module and Display Panel Materials and Components
- 5.36% Cover Glass
- 3.76% Cover Glass Processing Materials and Equipment
- 2.79% Automotive IC
- 2.67% Mini LED/Micro LED Chips and Backlight Modules
- 2.40% Machine Vision Core Component and Automation Equipment
- 2.13% Camera Modules and Manufacturing Materials
- 1.74% PLP Panel-Level Advanced Packaging
- 1.40% Measurement Equipment and Accessory
- 1.33% LED Technology
- 1.30% E paper
- 0.34% Others



Overseas Visitors

115 countries and regions

2,055 overseas visitors

Korea	17.03%
Japan	12.60%
India	8.95%
Thailand	8.53%
Malaysia	7.15%
Vietnam	7.02%
Singapore	6.54%
Germany	5.57%
United Arab Emirates	5.24%
United States	4.30%
Others	17.07%

Business Matchmaking

To further enhance the visit experience and business outcomes for international buyers, this year we arranged a total of 138 dedicated overseas business matchmaking sessions. By gaining a clear understanding of buyers' purchasing requirements in advance, the organizers ensured precise pairing with suitable exhibitors, enabling efficient, direct and result-driven communication. This service received highly positive feedback from the participating buyers:

It was a great experience to explore such a wide range of innovative materials and advanced technologies presented at the show. The solutions showcased here have provided meaningful inspiration for our future product development and opened new possibilities for enhancing product safety and efficiency within our industry. We look forward to returning in 2026!

Eden Ben-Haim
Acquisition Management International Trade

The trade show and service were very good and well organized. We are very happy that we meet a lot of potential suppliers, we are now talking with them for potential business opportunity. We will go back next year!

Mehmet Akaryildiz
DEA Investment

Thank you for organizing such a wonderful expo, it was well organized and the support staff were very kind and helpful. We look forward to your future expos.

Jathniel Cyrus
Inspire Education

An excellent experience! We had a productive and enjoyable time at C-TOUCH & DISPLAY SHENZHEN 2025, connecting with professionals and exploring the latest technologies. The business matchmaking service was very valuable, and we look forward to participating again!

Atia Farzana Chowdury
Global Trade Mirpur



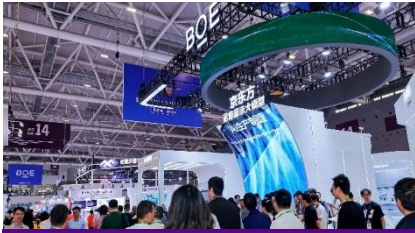
Diversity and Inclusive Experience

To enhance engagement and improve the overall experience for overseas buyers, this year's exhibition introduced a dedicated international visitor zone for networking and interaction, an exclusive rest area, multilingual support services, and Prayer Rooms. In addition, thoughtfully curated gifts—including panda-themed souvenirs and Chinese-style teacups—were prepared for international guests, further highlighting the event's diversity, hospitality, and welcoming international atmosphere.

International Promotion and Cooperation

In terms of international promotion, we established partnerships with **640** overseas media outlets across 10 countries and regions, including the United States, South Korea, the United Kingdom, India, and Singapore. Prior to the exhibition, our overseas social media campaigns generated nearly **318,000 impressions**, significantly enhancing the event's global visibility and influence.

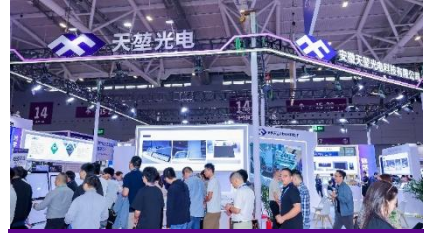
Exhibitor Highlights



BOE



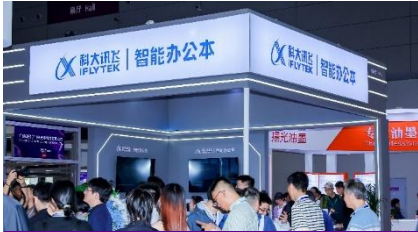
HKC



ANHUITIANKUN



E-Ink



iFLYTEK



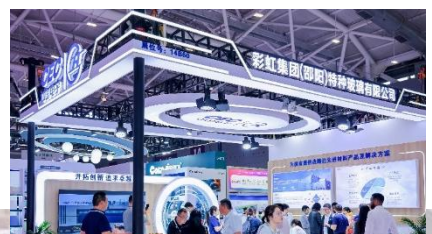
TRULY



WG TECH



CSG



Caihong Group



DKE



Guojia Optoelectronics



Xingtai Technology

*The above are listed in no particular order.



Show Videos

Testimonials

Exhibitors' Testimonials



Dr. Changlin Leng, Scientist, Chief IoT Technology Officer and Head of Organization Center, BOE

The C-TOUCH & DISPLAY SHENZHEN 2025 offered an excellent platform for business, technology, and academic exchanges. Our company gained valuable opportunities, and the organizers efficiently managed booth setup, communication, and promotion. We thank the team and look forward to future collaboration.



Xuguang Jiang, Vice President of Display Ecosystem Division, HKC

The C-TOUCH & DISPLAY SHENZHEN 2025 was well-organized and efficient, providing an excellent platform for industry exchange. Thanks to the organizers for a seamless experience!



Honggang Liu, President, Electronic Glass Division, CSG

The C-TOUCH & DISPLAY SHENZHEN 2025 showcased glass-based innovations and trends toward lighter, sharper, and smarter displays. It continues to set a benchmark for global industry development.



Huan Huang, General Manager, Automotive R&D Division, Truly

At the C-TOUCH & DISPLAY SHENZHEN 2025, we experienced the organizer's professional and meticulous approach. The three-day exhibition was vibrant and efficient, providing an excellent platform to showcase technologies and explore collaboration opportunities.



Kun Zhong, Vice President, iFLYTEK

At the C-TOUCH & DISPLAY SHENZHEN 2025, we experienced a highly professional and efficient platform for industry exchange and application. Discussions on AI+Display, smart office, and education provided valuable collaboration opportunities.

Key Visitors' Testimonials

FOXCONN

The C-TOUCH & DISPLAY SHENZHEN 2025 offered valuable industry insights and collaboration opportunities. The exhibition showcased the latest trends with high-quality content and professional organization, providing an efficient and enjoyable visitor experience.

HISENSE

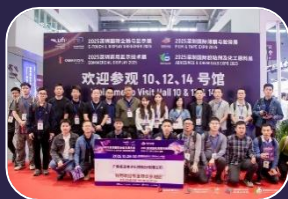
The visit to the C-TOUCH & DISPLAY SHENZHEN 2025 was highly satisfying. The event offered solid, valuable content, providing insights into industry trends, resource connections, and an engaging visitor experience. On-site services were attentive and professional, with prompt and friendly staff and well-organized facilities. Overall, the experience was seamless, and we appreciate the organizer's efforts in delivering such a high-quality event.

Testimonials from Key Delegation Visitors



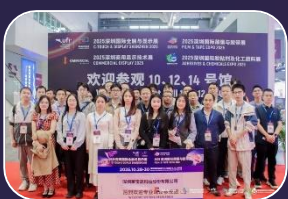
The C-TOUCH & DISPLAY SHENZHEN 2025 showcased clear layouts, well-defined zones, and smooth visitor flow. Covering the full industry chain from materials to end applications, the exhibits were comprehensive and forward-looking, with on-site demonstrations highlighting cutting-edge trends. Services were attentive and efficient, making the show both highly professional and attendee-friendly.

BOEVX Automotive Huizhou Limited



C-TOUCH & DISPLAY SHENZHEN 2025 offered clear guidance, smooth coordination, and an excellent visiting experience. The exhibition was well-organized and easy to navigate, covering key areas comprehensively.

CVTE



C-TOUCH & DISPLAY SHENZHEN 2025 was a successful and highly productive industry event. Covering the full touch and display ecosystem—including flexible screens and Micro LED—the exhibition showcased high-quality exhibitors, cutting-edge technologies, and forward-looking products. With strong professional attendance and vibrant business and technical exchanges, the show remains a premier platform for industry insights, supplier connections, and trend spotting.

SHENZHEN Laibao Hi-Tech Co., Ltd.

- Delegated companies (Partial Lists)
- Samsung Display Dongguan Co., Ltd.
 - Huawei Terminal Co., Ltd.
 - Xiaomi Corporation
 - Guangdong OPPO Mobile Telecommunications
 - Vivo
 - ZTE Corporation
 - Honor Terminal Co., Ltd.
 - Lenovo (Shenzhen)
 - Panasonic Appliances Digital Technology (Shenzhen) LIMITED
 - SkyWorth
 - Nubia
 - Foxconn Technology Group
 - GAC R&D CENTER
 - Hitachi Building Technology (Guangzhou) Co., Ltd.
 - Nexperia Semiconductors Ltd.
 - Jiangmen Yeebo Semiconductor CO., Ltd.
 - Wuhu Token Sciences Co., Ltd.
 - Valeo Automotive Internal Control (Shenzhen) Co., Ltd.
 - Shenzhen KTC Technology Co., Ltd.
 - Desay SV Automotive
 - Shenzhen Hangsheng Electronics Co., Ltd.
 - CVTE
 - TCL
 - LG Display Shenzhen Co., Ltd.
 - AUO Corporation
 - Innolux Corporation
 - Visionox
 - BOE
 - Tianma Microelectronics Co., Ltd.
 - HKC
 - China Star Optoelectronics Technology
 - Jiangxi Holitech Technology Co., Ltd.
 - BOEVX Automotive Huizhou Limited
 - Mindray Medical International Limited
 - Jiangxi Firstar Panel Technology Co., Ltd.
 - HCP Technology
 - Han's Laser Technology Industry Group Co., Ltd.
 - Shenzhen AV-Display Co., Ltd.

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 **2,107** invited TAP buyers and facilitated **2,275** business matchmaking sessions. The estimated transaction value is expected to reach about **2.195** billion USD within 3 to 6 months after the exhibition.

C-TOUCH & DISPLAY SHENZHEN 2025 TAP Service has received high praise from exhibitors and professional buyers:

Buyers' Feedbacks

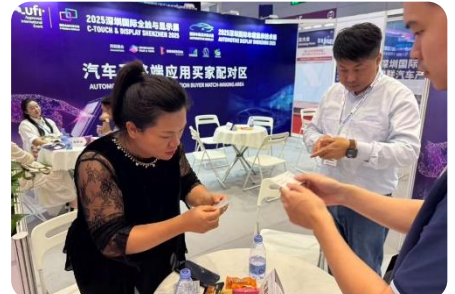
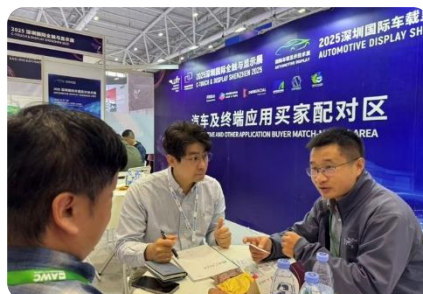
Many thanks to C-TOUCH & DISPLAY SHENZHEN for the thoughtful arrangements. This year's show brought us valuable resources. We had in-depth discussions with engineers from several potential suppliers, who clearly understood our needs and helped establish strong initial connections. We also gained substantial insights into TGV and dispensing materials, with the organizer demonstrating a high level of professionalism. We look forward to returning next year.

BOE



The staff at C-TOUCH & DISPLAY SHENZHEN were professional, attentive, and enthusiastic. The visit was smooth and productive, and we gained valuable insights from both technical exchanges and business discussions. This year's show was high-quality, and the organizer's thoughtful support left a strong impression. We thank the team for their guidance and wish the show continued success.

ZhongSheng Medical



Exhibitors' Feedbacks

The TAP business matchmaking service at C-TOUCH & DISPLAY SHENZHEN was highly professional and efficient, helping us identify potential buyers and connect quickly. It significantly improved our exhibition results, bringing us valuable partnership opportunities and market insights. We look forward to the next edition and wish the show continued success.

Anhui Tiankun Optoelectronic Technology



We have attended C-TOUCH & DISPLAY SHENZHEN for several consecutive years, and its professionalism and influence continue to impress us. The business matchmaking program is a clear highlight, with the TAP team providing dedicated support to connect exhibitors and buyers. We are very satisfied with this year's participation and wish the show continued success.

Faytech



Conference & Events

 **14** Themed Conferences

 **132** Speakers

 **3,093** Attendees

Expert Spotlight

CHINA VIDEO INDUSTRY ASSOCIATION

Min Dong, Secretary General

With AI, computer vision, and voice interaction, the display industry is entering a new era of innovation and upgrade. China has become a global hub for display technology and ecosystem development. Amid international and market challenges, industry players should stay confident, collaborate across the supply chain, and leverage new technologies, products, and applications to drive high-quality growth and build an innovative ecosystem for the next era of display and touch.

BOE

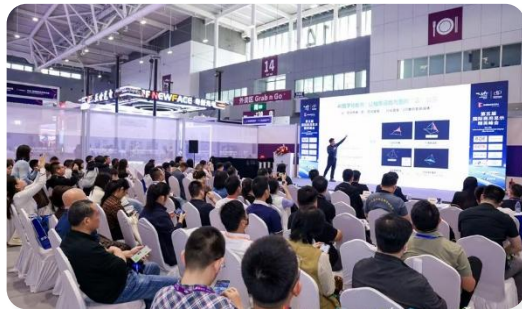
Dr. Changlin Leng, Chief IoT Technology Officer and Head of Organization Center

AI is rapidly transforming industries, including display. BOE's 'Screen of Things' strategy accelerates AI-display integration, enabling practical innovations and reshaping work, life, and manufacturing with AI + Display.

iFLYTEK

Nan Shi, General Manager

Traditional teaching tools have limited interaction. iFLYTEK's 'AI Classmate' uses multimodal perception and natural interaction to understand teaching intent, generate content, and collaborate proactively. Eye-protective displays and virtual avatars enhance learning, track progress, and shift education from tool use to value creation.



Featured Zones



E-Paper Zone
Focusing on Color E-Paper and Large-Sized Commercial Displays



AI + AR Smart Glasses Experience Zone
Innovative Technology Redefining Future Visual Experiences



Microdisplay Technology Zone
Leading the Trends in Display Technologies and Products



In-Vehicle Display & Smart Cockpit Zone
Unlocking a New Vision for Smart Cockpits



PLP Panel-Level Packaging & TGV Technology Zone
Exploring the Frontiers of Advanced Packaging Technology



Automotive Smart Dimming Glass Innovation Zone
Redefining the Future of Smart Cockpits



Award Ceremony
Sharing Moments of Glory



Media Interviews & Live Coverage
Boosting Brand Promotion



2025 International Smart Cockpit & In-Vehicle Display Summit

📅 May 30, 2025 📍 Wuxi, Jiangsu

To promote exchange and collaboration in smart cockpit, in-vehicle display technology, and C-TOUCH & DISPLAY SHENZHEN partnered with Wuxi CCPIT to host the 2025 International Smart Cockpit & In-Vehicle Display Summit and Sourcing Meeting. The event showcased the latest technologies, fostered industry collaboration, and included 100+ supplier-buyer matchmaking sessions with over 20 OEMs and Tier 1 suppliers. The summit attracted 200+ professional attendees.



Aledia Micro LED Matchmaking Salon

📅 June 27, 2025 📍 SHENZHEN

The 'Aledia Micro LED Demand Matchmaking Salon,' co-hosted by Aledia and C-TOUCH & DISPLAY SHENZHEN, was successfully held at Crowne Plaza, Shenzhen. Leading Micro LED equipment companies, including SAMON Technology, Wuhan Dr Laser Technology, Hymson Laser Technology, and Teyitech, discussed technological collaboration, industry integration, and future trends, driving new momentum for Micro LED commercialization.





Year-Round Marketing & Brand Awareness

Omni-channel Online Marketing Impact

Specifically, we prepare product brochures tailored to different application areas, including previews of exhibits covering specific technical aspects. These materials help visitors identify key interests in advance and plan an efficient, targeted visit tour, while enabling exhibitors to connect precisely with their target customers.



797,000+
Email Direct Marketing Reach



549,000+
SMS Marketing Reach



210,000+
Social Media Followers



Mainstream and Vertical Media Coverage



644,000+
Domestic and International Media Coverage



3,500+
Live Streaming Viewership



Featured Media Partners (Partial):



See you at C-TOUCH & DISPLAY SHENZHEN 2026

Dates: Oct. 27-29, 2026

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

Organiser: RX Kuozhan

Contact us

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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

