



中国电子信息博览会  
China Information Technology Expo



### Exhibitor Package Pricing Information

Standard booth (9 sqm) USD 2,520      Ground area (at least 36 sqm) USD 260/m<sup>2</sup>

### CITE Organizing Committee

49 Fuxing Road, Beijing, China 100036  
Tel: +86-10-5166 2329 Fax: +86-10-6818 9519  
4<sup>th</sup> Floor, Haowei Building, 2 Langshan Road, North Science Park,  
Nanshan District, Shenzhen 518057  
Tel: +86-755-8614 9075 Fax: +86-755-8614 9047  
Email: [exhibitions@ceac.com.cn](mailto:exhibitions@ceac.com.cn)  
Skype: jennifer.ceac zoe.ceac

# 2014 China Information Technology Expo

Discover IT Dream, Share Digital Life

Hosted by  
Ministry of Industry and Information Technology  
The Municipal Government of Shenzhen

Partner Country  
The Republic of Korea

April 10-12, 2014  
Shenzhen Convention & Exhibition Center

[www.citexpo.org](http://www.citexpo.org)

## General Information

**Exhibition Name:** China Information Technology Expo (CITE 2014)  
**Date:** April 10-12, 2014  
**Venue:** Shenzhen Convention & Exhibition Center  
**Scale:** 100,000 sq.m., 1,500 exhibitors, over 100,000 visitors  
**Hosted by:** Ministry of Industry and Information Technology  
 The Municipal Government of Shenzhen  
**Organized by:** China Electronic Appliance Corporation  
 Shenzhen Flat Panel Display Industry Association  
**Website:** <http://www.citexpo.org>



## Hall Plan

### Hall 1: CITE Theme Hall

Digital audio & video: smart TV, stereo, digital home & products,  
 Intelligent mobile terminal: smart phone, tablet PC, wearable electronics,  
 Computer and internet: desktop, notebook, computer peripheral, next-generation network

### Hall 2: Flat Panel Display

LCD, OLED, touch screen, flat panel display & material

### Hall 3: LED

LED chip, electronic equipment, electronic material, LED lighting & display

### Hall 4: Internet of Things & Applied Electronics

BeiDou application, auto electronics, medical electronics, financial electronics

### Hall 6: Software & Internet

Software, cloud computing & large data, internet

### Hall 7: Electronic Instrument & Equipment

Electronic equipment, test & measurement instrument, electronic tool, special device

### Hall 8: New Energy

Lithium battery, photovoltaic

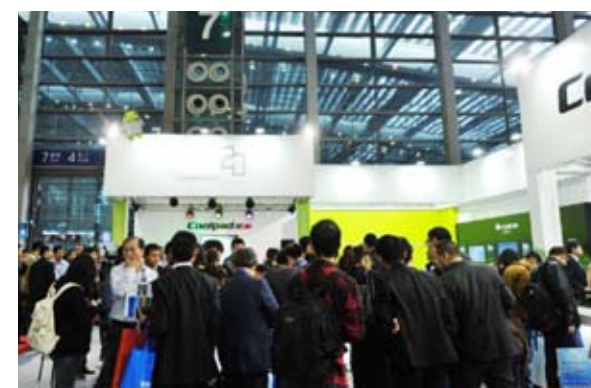
### Hall 9: IC & Component

High quality IC, high-end component, defense electronics

## One-stop Sourcing Destination for New Technology and New Products

2014 China Information Technology Expo (CITE 2014) is designed to be a national platform for the next generation information technology industry. The event, the largest comprehensive electronic information show in Asia to date, involves technologies from the entire electronic information industry chain.

China has become a globally important source and market for the research, development and production of electronic information products. China is the number one market worldwide for the output of computers, handsets, color TVs and dozens of components. Shenzhen, a pioneer of opening-up and reform, is a key player in China's electronic information market and home to many leading electronic information companies.









## State- and Municipal-level Government Collaboration





The Ministry of Industry and Information Technology (MIIT) is the ministry in charge of the manufacture of electronic and information products, the communications and software industry, as well as the promotion of informatization of the national economy and social services in China. MIIT cooperates with the Shenzhen municipal government to hold this leading Asia-based show with global influence.



## CITE 2013 Gold Awards of Innovative Product and Application

					
65-inch oxide HD display	12-inch AMOLED	MT6589	SC8810 low-cost smart phone platform	Metamaterial mini RF filter and ultra-thin flat-panel satellite antenna	Aether FPD design software platform
• BOE TECHNOLOGY GROUP.,LTD.	• Tianma Micro-Electronics Co.,Ltd.	• MediaTek Inc.	• Spreadtrum Communications (Shanghai) Co.,Ltd.	• Kuang-Chi Institute of Advanced Technology	• Huada Emphyrean Software Co., Ltd.

			
110-inch HD 3D flat-panel TV (MTB001D01-1)	V101 ultra-thin TV	Coolpad LTE smart terminal Coolpad 8920	iFLY voice software
• Shenzhen China Star Optoelectronics Technology Co.,Ltd.	• TCL Corporation	• YULONG COMPUTER TELECOMMUNICATION SCIENTIFIC (SHENZHEN) CO.,LTD.	• ANHUI USTC iFLYTEK Co., Ltd.

## Five Reasons to Join in CITE

1. The only national platform for electronic & ICT industry in China. Gain access to the key decision makers recruited by central government and local governments.
2. Shenzhen mainly serves 3C applied fields including consumer electronics, computer and communication. With a heavy focus on the high-tech sector, Shenzhen is positioned strategically for innovation and growth as China develops. The city is home to some of China's most successful high-tech companies, such as Huawei, Tencent and ZTE. These companies have located their production centers, research facilities and trading operations in Shenzhen.
3. Major products include hardware and software, communications equipment, audio and visual products, optical electromechanical products, biomedical products and medical equipment. Shenzhen has ranked 1<sup>st</sup> in the export of software for five consecutive years.
4. Reach the extensive publicity platform including advertising, TV show, broadcasting, media column, press conference and guest interview, etc.
5. Demonstrate and launch new products and services to your potential clients with the help of buyer invitation program.

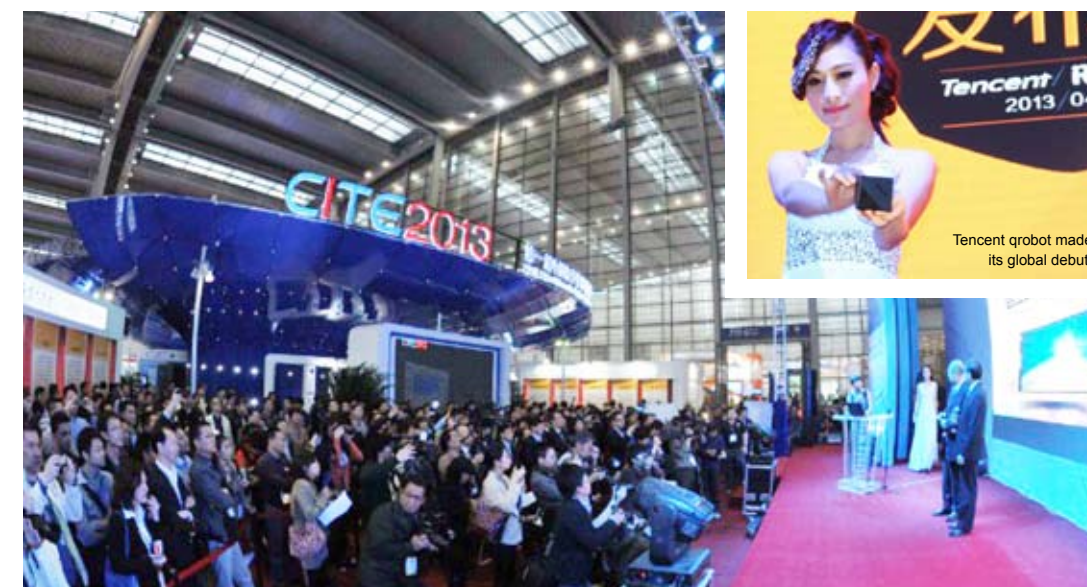
## CITE Promotes Exhibitors' Innovations

**CITE Awards** aim to recognize and reward new product and improve technology innovation capacity. On CITE 2013, about 60 companies and 80 products won awards including 10 gold awards.



## Enhance the Information Exchange between Suppliers and Buyers

The on-site business matching program provides an open platform for information exchange between suppliers and buyers. The program includes domestic and international buyer matching program as *one to one* format, qualified supplier introduction meetings, purchasing preference and supply meetings and so on. Thousands of visitors from science and technology parks, electronics associations and electronic markets will attend the events.







CITE 2014 will provide an extensive publicity platform including advertising, TV show, broadcasting, media column, social media, press conference and guest interview, etc.

## Value-added Service

- New products release: Publish your company's new products and news through the CITE's official website as well as preferred 100,000 buyers and 200 qualified media.
- Press conference: Take the opportunity to release latest news in press conference.
- Exclusive interview: Make an appointment with the senior journalists of electronics industry invited by CITE.
- Buyer invitation: Enjoy a high quality of services to your preferred customers free of charge.
- On-site product release stage: Debut new products at CITE stage.
- CITE show daily: Inform visitors what to expect from exhibiting companies and facilitate purchasing decisions at the show floor.

## Effective Media Strategy to Publicize the Event from China to the World

### CITE 2013 Media Report



CITE 2013 attracted more than 240 media and 400 journalists during the show period. There were over 1,000 released and reprinted articles reporting the show.

As the largest electronic information industry display platform, CITE 2013 attracted not only domestic media, but also the attention of international famous media. Oversea report covered Asia, North America, Europe and Latin America.

PR Newswire, Reuters, Business Weekly, Yahoo and official news agency and leading media in Korea, Japan, Indonesia, Thailand, Germany, Brazil, Canada and so on reported CITE news.



## CITE 2014 Partner Country - The Republic of Korea

Since the establishment of diplomatic relationship 20 years ago, the economic and trade connection between China and the Republic of Korea have been rapidly growing, reaching 250 billion U.S. dollars in 2012. China has already become Korea's biggest trade partner and investment target country. Korea has also become China's third biggest trade partner. The exhibition area of the Partner Country at CITE will include Partner Country's information technology industry development status, well-known companies' brand image display and SMEs technology innovation exhibits.





## Voices of Industry Elites

Besides showcasing the technical and industrial development achievements of the sector, the expo also offered more than 30 forums and seminars, including the China New Generation of Information Technology Summit Forum, IEEE Consumer Electronics Society Conference, China Internet Forum and so on.

### CITE 2014 Conference Program

China New Generation of Information Technology	Cloud Computing and Open Data
First Quarter Economy Analysis of Color TV Industry	Embedded and Industry Control System Forum
China Intelligent Terminal Industry Summit	2 <sup>nd</sup> China International Flat Panel Display Forum
Wearable Device Industrial Chain Forum	China Touch Screen Industry Forum
China Internet Forum	China Business Display System Industry Summit
Opportunity and Challenge of Financial Internet Forum	China LED Summit Forum
Electronic Commerce and IT Industrial Chain Revolution	China Lithium Battery New Energy Summit Forum
New Chance for Internet and Online Game	China Photovoltaic Industry Forum
New Chance for 4G and Internet	Circuit Protection and EMI/EMC Solutions Conference
Mobile Payment and Future Life Forum	Electronic Material Technology Forum
China Smart City Forum	2014 Test & Measurement Forum
2014 China Smart Home Forum	Connected Vehicle Industry Development Summit
IEEE International Conference on Consumer Electronics	3D Print Forum
Healthy Internet of Things Forum	



Keynote speech by deputy minister Yang Xueshan of MIIT in 2013 China New Generation of Information Technology Summit Forum



Chen Biao  
Vice mayor of Shenzhen

Huai Jinpeng  
Academician of Chinese Academy of Sciences

Li Dongsheng  
CEO of TCL

Guo Deying  
CEO of Coolpad

Liang Chunxiao  
Vice President of Alibaba

Liu Xiaodong  
COO of BOE







## Photo Gallery of CITE 2013

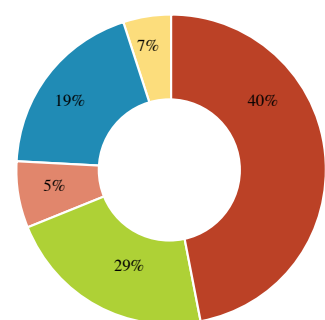
## CITE 2014 Targeted Visitors

- Government affiliated agencies, local governments
- Executives with decision making authority
- Core users in the industry
- Purchasing and resellers
- News media

## CITE 2013 Visitors Analysis

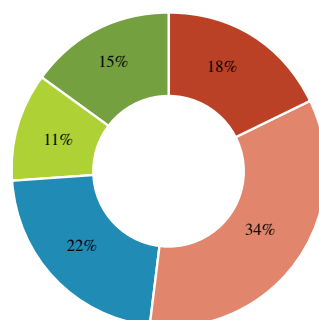
CITE 2013 attracted over 100,000 visitors. Thousands of visitors from science and technology parks, electronics associations and electronic markets and buyer groups from Samsung, ZTE, TCL and other companies made their participation.

Visitors' occupational breakdown



■ Basic electronics industry ■ Individual consumers  
■ Consumer electronics ■ Others  
■ Industry customers

Visitors' business role



■ Management ■ Sales  
■ R&D ■ Others  
■ Purchasing



MIIT



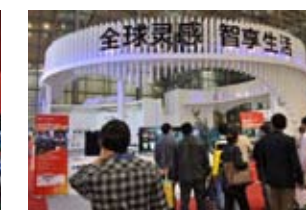
Korea Pavilion



CEC



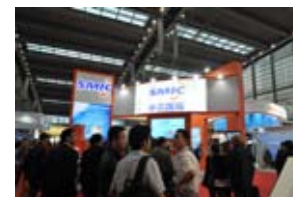
lenovo 联想



Haier



CETC



SMIC



科大讯飞 IFLYTEK



MEDIATEK



京东方 BOE



AOC



AGC 旭硝子



Coolpad 酷派



Tencent 腾讯



TCL



AUO

