

For immediate release

## **Beijing InfoComm China 2019: A Record-Breaking Show!**

*Asia Pacific's premier Professional Audiovisual and Integrated Experience tradeshow won plaudits all round for its world-class quality – depth of discussions, breadth of vision of future trends, and abundant business opportunities*

**Beijing, 23 July 2019** – Beijing InfoComm China 2019 ended its 3-day run on 19 July 2019, winning plaudits from visitors and exhibitors for its world-class quality, intensive learning experience and extensive showcase of cutting-edge Professional AudioVisual (Pro-AV) and Integrated Experience technologies and solutions.

The show has continued to grow from strength to strength as this year's numbers show. Key performance metrics broke new records. The registered attendance at the exhibition is a new high of 40,866 local and overseas visitors – up from 38,809 in 2018. Participating at the exhibition were more than 400 exhibitors from China and around the world. Amongst them, 20% were first-time exhibitors, and 80% exhibitors returning from previous years. Solidifying its reputation as the go-to-market platform for Pro-AV and Integrated Experience innovations and solutions, over 100 products launched at the show were new-to-China and new-to-Asia.

In line with the improved quantitative indicators, qualitative outcomes were also encouraging. The vibes on the exhibition floor and in conference rooms were noticeably more vibrant and bustling. Onsite surveys indicated satisfaction by exhibitors who reported more and better-quality enquiries by higher-level professionals and by visitors for the diversity of latest AV innovations and solutions.

“I am extremely pleased that the show has grown for the 11<sup>th</sup> year, increasing in diversity of exhibitors, and drawing visitors who continue to find value in the solutions and business opportunities available,” said Richard Tan, Executive Director of InfoComm Asia. “We will persist in building on our successes to innovate and curate new platforms and programmes as part of our strategy to anchor Beijing InfoComm China as the flagship event for the industry.”

In tandem with the vibrancy of the exhibition, the Summit also saw an increase in number of delegates, supported by key partnering industry associations. A total of 8,330 delegates attended more than 60 sessions over three days. The seminars and workshops generated intensive and robust discussions and exchanges on wide-ranging issues and challenges arising from the impact of disruptive technology on the future of business and industry. More than 70 speakers from industry and academia provided insights and in-depth exposition on a wide spectrum of topics, ranging from Internet of Things (IoT), artificial intelligence, robotics and big data. Beijing InfoComm China was, once again, able to deliver a rich learning experience for all visitors and delegates.

### **What Exhibitors Say**

“With an increasing number of business end-users at the show, we have adjusted our strategy. Demonstrating how our products apply in actual situations has become mainstream, so as to help visitors better visualize the potential of our solutions. Beijing InfoComm China serves as a good platform for us to communicate with industry players and systems integrators, which gives us insights into product development and market planning trends.”

Lipu Wu, Marketing Director, Hangzhou Hikvision Digital Technology Co., Ltd.

“This was Logitech’s first time participating in Beijing InfoComm China. Compared with other shows, Beijing InfoComm China brings large volume of visitors, and all of them high-quality at that. Our booth was always filled with people. We have gathered many leads among systems integrators and business end-users. The show has provided us with a good exposure for our new products. Beijing InfoComm China is a professional platform in the industry, and we will continue to exhibit at the show to expand our business.”

Yang Ting Ting, Video Collaboration Marketing Manager, Logitech (China) Technology Co., Ltd.

### **What Visitors & Delegates Say**

“This year is my fourth consecutive year visiting Beijing InfoComm China. We were here to see the latest products and meet suppliers. Until now, we have been communicating with them over the phone, so this was the first time we met up with them – at the show. Our business focuses mainly on smart campus. During the show, many exhibitors showcased their relevant products to us. It was a good opportunity to exchange ideas.”

Song Lai Yun, Project Manager, Lanxum

“I visit Beijing InfoComm China every year to meet old contacts, and exchange information on new products and technology trends. This year, I also attended the China Smart Hotel Technology Forum. It was a valuable experience to people in the hotel industry like myself. I learned much new knowledge and about many successful cases. I also met with some industry experts whom I intend to keep in touch with as future connection.”

Jeffrey Luo, Associate Director of MEP, Diaoyutai MGM Hospitality

### **See You In 2020**

Beijing InfoComm China will be held from 26 to 28 March 2020. For more information and updates, visit [infocomm-china.com](http://infocomm-china.com) or [ifcshow.com](http://ifcshow.com).

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### **About InfoCommAsia**

InfoCommAsia Pte Ltd. extends its influence through four marquee shows: InfoComm Southeast Asia, Beijing InfoComm China, Chengdu 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](http://infocomm-china.com)
- [infocomm-india.com](http://infocomm-india.com)
- [chengdu.infocomm-china.com](http://chengdu.infocomm-china.com)
- [infocomm-sea.com](http://infocomm-sea.com)

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