

PRESS RELEASE

For Immediate Release

## **Beijing InfoComm China 2020: Fortifying Businesses Through Cutting-edge Technologies and Solutions**

***Innovative next-generation capabilities, strong attendance and active interactions attest to the Show's position as the hub for securing business continuity and growth in today's unpredictable economic landscape***

**Beijing, 30 September 2020** – Beijing InfoComm China 2020 concluded on a positive note. The three-day show was marked by a lively and buoyant atmosphere that is familiar to exhibitors and visitors who had participated in previous years. This year's Show was particularly timely, featuring products and solutions that included AI, IoT, robotics and other smart technologies that will be pivotal in empowering businesses to capitalize on new opportunities in the post-pandemic landscape.

For exhibitors, Beijing InfoComm China 2020 was a welcome platform to connect with customers face-to-face after months of distance working and remote communications. The Show enabled the resumption of business dealings and transactions, making up for the lost time and opportunities caused by the pandemic-induced disruptions. Ideas and opportunities abound as the 30,866 visitors explored new solutions that will enable their businesses to navigate the changing challenges in the new normal.

"We are satisfied with the quantity and quality of buyers at the Show. I met potential customers and had fruitful discussions with them. Beijing InfoComm China has been very useful for us in developing and expanding our customer base", said Li Langping, Manager, Intelligent Collaborative Marketing of Huawei.

"The flow of visitors to the exhibition was beyond my expectation," shared Aaron Lu, Product Director at Tico. "Before the Show, everyone generally believed that there should not be too many visitors on the first day. In fact, if you look around, there are visitors talking about business almost at every booth."

### **Smooth and Fruitful Engagements**

The precautionary measures such as mandatory mask-wearing and safe-distancing measures put in place to help safeguard the well-being of all participants did not take the edge off the usual buzz and excitement on the exhibition floor. Exhibitors and visitors were observed to have been engaging in brisk and lively discussions and interactions. Extensive networking activities were also taking place in the booths and meeting rooms, showing that the quality of experience at the Show was not comprised.

"The first day of the Show was good. I spent almost 70% of my time communicating with buyers at the booth. As an international show for Pro-AV and integrated experiential technology, Beijing InfoComm China attracts industry professionals. They all come to visit with their ideas and needs. Under the current

situation, we can still reach new customers at the Show which makes us very satisfied”, said Lu Yang, Technical Director of FionTu Group.

Once again, Beijing InfoComm China has maintained its proven track record of delivering quality visitors, living up to its reputation as the premier exhibition on professional AudioVisual (Pro-AV) and integrated experience technologies and solutions.

### **Ready Solutions on the Show Floor**

Many of the leading and established solution providers and brands were among the more than 450 exhibitors, including over 100 who were participating for the first time. Their participation was a powerful endorsement of Beijing InfoComm China as the industry preeminent showcase, and of the ability of the organizer to stage a premier trade exhibition efficiently and safely under unprecedented conditions. International exhibitors showing confidence in the Show include Christie, Crestron Electronics, BARCO, Epson, Panasonic, Huawei, Philips, Poly, Shure, Bose, Audio-Technica, d&b audiotechnik and Dataton AB. Local exhibitors include AOTO, Leyard, Absen, Liantronics, Unilumin, Changhong, TCL, Dahua, BoeGam, CASIRIS Technology, TAIDEN, DSPPA and MAXHUB.

The inaugural **Start-up and Incubator Zone** at the Show – a collaboration with Beijing Zhongguancun Software Park and Shenzhen Overseas Chinese High-Tech Venture Park – generated much excitement among visitors. They were among the firsts to preview next-generation integrated experience solutions by 25 start-ups – such as artificial intelligence, Internet of Things and more – that will be coming into the market in the near future.

“This is my first time visiting Beijing InfoComm China. I found some solutions that could be applied to my current projects, and am hoping these technologies can help develop my business. I also met some brands, suppliers and partners which are useful leads for further follow-up”, said Xue Lei, Senior Structural Engineer of Beijing Hangtian Kede Technology Co., Ltd.

“When the pandemic broke out early in the year, and business operations were disrupted and movement of people was curtailed, we were not sure if Beijing InfoComm China could be staged due to health and safety concerns,” said Richard Tan, Executive Director of InfoCommAsia. “However, the encouragement of exhibitors gave us the confidence to proceed with organizing the Show, with the support of venue and industry partners. We are heartened by the positive response and feedback, validating our decision and justifying the confidence of participants and industry players.”

### **Inspired Ideas and Opportunities at the Summit**

At the Summit, which also ran for three days in parallel to the exhibition, 5,589 delegates enjoyed and gained valuable insights from keynote presentations and discussions at 53 sessions. Partners including China Hotel Association Wisdom, Guangdong New Intelligent City Construction Service Center and China InfoWorld had collaborated actively to organize the sessions, ensuring relevance and depth of learning to specific industries. Delegates came from educational institutions, industry, trade associations, research institutes and the public sector.

A new feature, the **AV Managers Day** attracted strong participation by practitioners and managers. Diverse experiences in project and operations management were shared, and many participants were able to take away valuable knowledge and information relevant to their professional work.

The **NIXT Conference** was held for the second time following a successful debut last year. Delegates were impressed by the quality of the speakers and presentations. Case studies on the transformative power of six technologies – namely AI, IoT, Robotics, Smart Wearables, Extended Reality and 5G – on various industries including media and entertainment, manufacturing, retail, smart cities and transportation created a lasting impression on participants.

“The Summit at Beijing InfoComm China is a good platform for information exchange. It not only allows professionals from various industries to gather together, but also provides an opportunity for them to learn from one another. As an alliance that focuses on AV/IT convergence, we need a platform like Beijing InfoComm China’s Summit to promote our philosophy and the entire ecosystem involving audio, video and IT. I consider Beijing InfoComm China the best exhibition I have seen since the pandemic broke out this year,” said Holden Guo, Vice Secretary of SDVoE Alliance (China).

### **Beijing InfoComm China 2021**

The 2021 edition of Beijing InfoComm China will be held on 21-23 July 2021 at the China National Convention Center in Beijing, China. More information and booking facility are available at [www.infocomm-china.com](http://www.infocomm-china.com) or [www.ifcshow.com](http://www.ifcshow.com).

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### **About InfoCommAsia**

InfoCommAsia Pte. Ltd. is the region’s preeminent organizer of tradeshows for the Professional AudioVisual (Pro-AV) and Transformative Solutions industries. Through industry-leading shows in China, India and Southeast Asia, InfoCommAsia connects global and regional solution providers, vertical market end-users and the supply chain with the most important markets of Asia Pacific.

### **Additional information is available at:**

[infocomm-china.com](http://infocomm-china.com) | [infocomm-india.com](http://infocomm-india.com) | [infocomm-sea.com](http://infocomm-sea.com)

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