Post-Show Report

FILM EXPO SHENZHEN 2016
APFO EXPO SHENZHEN 2016

November 24-26, 2016
Shenzhen Convention & Exhibition Center

It's all in the film

www.film-expo.com

WeChat Account: filmexpo
FILM EXPO SHENZHEN 2016 and APFO EXPO
SHENZHEN 2016 concluded on November 26, 2016 at the
Shenzhen Convention & Exhibition Center. The show
spanned an exhibition area of 15,000 square meters,
showcased nearly 300 exhibitors and attracted 17,350
visitors — an increase of 339% over last year. At the same
time, the event welcomed 2,628 professional group visitors,
representing more than 105 companies. 200 business
matchmaking sessions were also successfully held via the
Reed-exclusive Target Attendee Program (TAP). Activities held
simultaneously throughout the exhibition, including seven
high-tech forums, attracted a total of 1,719 visitors and
covered a wide range of professional themes, including:
die-cutting market & materials technology, optical film
development, touchscreen and display technology, the
mobile industrial chain and smartphone casing, sapphire
processing and cleanrooms.

- 17,350 Professional Visitors
- 2,628 Delegates
- 976 TAP Visitors

Audience Analysis

- 9.53% High-performance Adhesive Tape Manufacturer
- 7.72% Functional Film Manufacturer
- 7.27% New Energy Film Manufacturer
- 6.08% Raw Material and Chemical Plant Manufacturer
- 5.39% Film Producing and Secondary Procession Equipment Manufacturer
- 4.63% Touch Panel Manufacturer
- 4.33% LCD/Electronics Household Electrical Appliance Manufacturer
- 3.72% Detection Equipment and Parts Manufacturer
- 3.67% Exporters & Importers/Distributor & Agent/ODM/EMS
- 3.31% Others
- 2.80% Tablet PC/Notebook Computer Manufacturer
- 2.72% Functional Film Manufacturer
- 2.50% Smart Mobile Phone Manufacturer
- 2.09% LCD/Electronics Household Electrical Appliance Manufacturer
- 1.10% Back light/Solar Cell Manufacturer
- 1.05% Film Producing and Secondary Procession Equipment Manufacturer
- 0.80% LCD/Electronics Household Electrical Appliance Manufacturer

94% of visitors would recommend the event to peers or friends.
The Voices of Our Visitors

Messages from TAP Visitors

“As a touchscreen manufacturer, we strive to provide excellent service to our customers and to produce the industry’s most exciting and innovative products. It’s imperative that we know market demands to improve the functions and designs of our products. The exhibitions, combined with technological forums, covered materials, equipment and other necessary industry information. The organizer additionally offered us opportunities for face-to-face exchanges with the industry upstream and downstream. Every benefit reaped throughout the event was significant; for instance, we learned about the newest technologies and market trends. We’d like to thank the TAP team for such thoughtful service, and we’d also like to wish FILM EXPO China our best wishes for the future!”

Wu Yanling, Head of Development Department at BOE Hefei Xinsheng Optoelectronics Technology Co., Ltd.

“The annual exhibition is always a magnificent occasion for the industry! This year, we felt especially grateful for the TAP team’s assistance. Their vitality and devotion allowed us to develop a unique feeling for the exhibition. I sincerely wish the exhibition an even more brilliant and successful future!”

Li Zeng, Research & Development Manager, Gongdong XinRui New Material Technology Co., Ltd.

Group Visitor Comments

“FILM EXPO & APFO EXPO SHENZHEN 2016 is an important platform for industry exchange. It not only enabled us and our peers to learn about the latest technologies, techniques and products, but it also facilitated our face-to-face communication with exhibitors and customers. It is indeed a reliable exhibition. We’d also like to thank the organizer for their meticulous and thoughtful service, including registration, notifications and shuttle bus service. Thanks again! We wish FILM EXPO & APFO EXPO SHENZHEN every success in the future!”

Royole Corporation

“The organizer offered us comprehensive and timely information before the exhibition, in addition to free shuttle service. During the exhibition, the staff was well-mannered and guided us throughout the venue. The event gathered many exhibitors, including well-known enterprises, and served as a valuable industry resource. In addition, several well-organized and concurrently held forums were open to all visitors. In general, our tour of the exhibition went very smoothly. We plan to take part in the next event. Thanks!”

BYD

“In my opinion, this year’s exhibition has been the best in recent years. For one thing, the organizer did an excellent job promoting the event, as well as providing quality service inside and outside the venue. This year’s conference pre-registration and on-site management were also better than past years, while invited companies and keynote speakers were mostly related to hot topics in the touchscreen industry. Moreover, the scale of the exhibition has expanded and visitor numbers have increased compared with past years.”

SHENZHEN LAIBAO HI-TECH CO., LTD.

“We’d like to thank the organizer for their invitation. Their warm and thoughtful service provided us with a pleasant experience throughout the exhibition. Thanks, indeed! We wish the exhibition continual progress and success in the future, and we’re looking forward to next year’s event!”

KUMHO LCD (SHENZHEN) CO., LTD.

“The organizer provided good service, and those in charge displayed a strong sense of responsibility. Exhibitors were mostly well-known enterprises and the product display was diverse and plentiful. FILM EXPO & APFO EXPO SHENZHEN 2016, as a brand exhibition, is widely recognized in the touchscreen industry. Many thanks to the exhibition’s tailored services that provided us with a smooth, convenient, and efficient tour of the event. We’d like to wish the exhibition further progress in the future!”

Dongju (Dongguan) Electronics Technology Group, PRIMAX
Data analysis of TAP visitors

Synthetic data of TAP guests

- On-site visitors: 976
- Business matchmaking sessions: 200

Key TAP visitors

Mobile enterprises: ZTE, Huawei, Oppo, Coolpad, etc.

Auto electronics enterprises: Auto, Sacher, Visteon, AUTO, Auto, etc.

Touchscreen and display enterprises: BOS, BOE, Foxconn, AMOLED, etc.

Die-cutting processing enterprises: BYD, FRB, Foxconn, Truly, etc.

Satisfaction of TAP visitors: 96.22% were satisfied with the service

Estimated highest volume of transactions in the coming 12 months:

- 1-3 months after exhibition: RMB 27.5 million
- 3-6 months after exhibition: RMB 152 million
- 6-12 months after exhibition: RMB 21.5 million
- Other: RMB 30 million

Business Matchmaking
"At FILM EXPO & APFO EXPO SHENZHEN 2016, we met colleagues from major upstream and downstream enterprises in the touchscreen industry from home and abroad; this is in accordance with our company strategy to vigorously develop the optical film market in South China. Therefore, this event was of great significance to our company. The three-day exhibition attracted a large number of exhibitors and visitors. Kangdexin exhibited in both of the venues for film and touchscreen, gaining good results. A big thanks to the organizer!"

Zhangjiagang Kangdexin Optoelectronic Material Co., Ltd.
Huang Shangyuan, Manager, Extrusion Material Division, Sales Department/Marketing Department

"FILM EXPO & APFO EXPO SHENZHEN 2016 showcased the complete industrial chain, displaying the latest products of well-known enterprises in touchscreen and glass cover plates. Therefore, visitor flow rate over the three-day period was satisfactory. We’d like to wish a better tomorrow for FILM EXPO & APFO EXPO SHENZHEN!"

Dong Guan Fu Yin Adhesive Co., Ltd.
Chen Tianyi, Marketing Director

"FILM EXPO & APFO EXPO SHENZHEN 2016 displayed the entire industrial chain and attracted many exhibitors. The organizer did a good job with exhibition operations, and the visitors, though large in quantity, were well organized due to increased on-site efficiency. Thanks to the staff for their excellent organization."

Shaanxi Beiren Printing Machinery Co., Ltd.
Li Manhong, Sales Director

"FILM EXPO & APFO EXPO SHENZHEN 2016 has a great brand effect in the industry. The concurrent meetings attracted an especially large number of customers and companies to visit and purchase. We wish the exhibition every success in the future."

HOACO Automation Technology Co., Ltd
Lou Guochen, Deputy Marketing Director

91% of exhibitors would recommend FILM EXPO China to peers or friends

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HOACO Automation Technology Co., Ltd
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Bio pharmaceuticals. China Electronics System Engineering No. 2 Construction. Together with over 200 attendees from China and influential enterprises in the clean technology industry included Clima, Vaisala, Lenge Purification Equipment and technology; cleanrooms are required for panel, liquid crystal, and touchscreen production. Core participants from With the emerging concept of human machine interface (HMI), wearable devices have become the new favorite in industries. The 13th CITF edition gathered 350 professional visitors from every sector of the industrial chain, intelligent terminal demands, while integrating hot technological applications in the touchscreen and display topics spanned the upper, middle and downstream of the industry and centered on market trends and future change has emerged as OLED and QLED prepare to occupy the market. What should optical film companies do to cope with this development? 150 representatives from upstream and downstream enterprises in the new display industry discussed the technological development of optical film and the market status quo. The forum featured speakers from Shenzhen Sheng Wave Optoelectronic Technology Co., Ltd., Chinese Academy of Sciences, Nuovo Film Inc., China Lucky, and AGFA.

The 2nd Die-Cutting Market & Materials Technology Forum 2016 [South China Station]
In 2016, integration of the die-cutting industry chain and terminal brand cost controls has led the materials and die-cutting processing markets to enter a period of hyper-competition. Technology, costs, internal friction, quality, yield, and the capital chain…what other factors influence the competitiveness of a company? 300 guests, including representatives from upstream and downstream enterprises, as well as speakers from Letv Phone, Nanjing University of Posts and Telecommunications, Harbin Institute of Technology, Jiacheng Group, and QF Capital, discussed how die-cutting processing and material enterprises can develop, and indeed survive.

Optical Film Development & Key Technology in Post LCD Display Industry
It is well-known that every round of technological change will bring about an ‘industrial whipaw’. In early years, competition among PDP, LCD, Samsung and LG secured their ranks as leaders in the display industry, while SSK, SDI, LGChem, Mtek, Kolon and other companies retained their lead in optical film. Now, another round of technological change has emerged as OLED and QLED prepare to occupy the market. What should optical film companies do to cope with this development? 150 representatives from upstream and downstream enterprises in the new display industry discussed the technological development of optical film and the market status quo. The forum featured speakers from Shenzhen Sheng Wave Optoelectronic Technology Co., Ltd., Chinese Academy of Sciences, Nuovo Film Inc., China Lucky, and AGFA.

The 13th Shenzhen International Touchscreen & Display Tech Forum
CITF is a major technology event sponsored by Reed Exhibitions Kuozhan (RKZ), and organized by the China Touch Control Association (CTCA). Modern Touchscreen & Display magazine serves as the official media partner. It is held twice a year in Shanghai and Shenzhen, respectively. As of 2016, CITF has hosted 13th successful editions. Forum topics spanned the upper, middle and downstream of the industry and centered on market trends and future intelligent terminal demands, while integrating hot technological applications in the touchscreen and display industries. The 13th CITF edition gathered 350 professional visitors from every sector of the industrial chain, including speakers from renowned enterprises like Huawei, Tianna, IHS Markit, Visionox, K&D Technology, HOLITECH, Top-Touch Electronics and O-Film, Discussion topics additionally included technological developments and the market status quo of the touchscreen industry.

Mobile Phone Industry Chain Summit 2016
The smartphone industry stands among the world’s most fiercely competitive industries. Boasting a large platform and high industrial value, it continues to attract more and more new players in the mobile phone industry. Meanwhile, major transformations and market reforms have taken place nearly every two to three years, resulting in industrial trend changes and new and emerging leading enterprises. During the one-day forum, speakers from Counterpoint, TCI, SAMSUNG, EverDisplay Optronics, MEIZU and Wind, together with 250 representatives from every level of the photoelectric display industrial chain, reviewed global trends in today’s mobile industry, the technological development of key components and the market status quo.

Smartphone Casing Industry Summit 2016
A year of skyrocketing development for the smartphone CNC industry brought about large and ultra-large CNC processing enterprises, such as FOXCONN, (Shenzhen) Everwin Precision and JANUS (Dongguan) Precision. The CNC processing industry is capital and labor intensive. With the world economy entering a ‘new normal’ stage, Guangdong Province and other electronics industry hubs in South China have all begun to experience labor shortages. Consequently, many enterprises now feel the imperative need for rapid industry upgrades. Technological representatives from Huatai Securities, Wingtech Group, Harvest Star Technology, Everwin Precision, Yujing Machinery, ChaoZhou Three-Circle and DOMIN Chemical, together with over 200 attendees, discussed design, materials and processing technologies of smartphone casings.

Sapphire Processing Technology & Application Forum 2016
Sapphire has gained significant attention from various industries in recent years due to improvements in sapphire production technology and continual cost reductions (apart from substrate applications in basic LED panels). Countries are optimistic about business opportunities in sapphire substrate. Forum themes covered protective glass, smartwatch protective glass, home keys and camera lenses for Apple, Samsung, LG, Huawei and other high-end smartphone brands that now use sapphire as a major component material. Technological representatives from renowned enterprises, including Guizhou Haotian Optoelectronics, Monocrystal, Guangdong Fuyuan Technology and Aurora Optoelectronics, together with over 200 representatives from every sector of the photoelectric display industry, discussed the development of sapphire technologies and the market status quo.

The 16th Seminar of the Cleanroom (2016), Clean the Key of South China
With the emerging concept of human machine interface (HMI), wearable devices have become the new favorite in the electronics market, and are now seen everywhere. Touchscreen production is impossible without clean technology; cleanrooms are required for panel, liquid crystal, and touchscreen production. Core participants from influential enterprises in the clean technology industry included Clima, Vaisala, Lenge Purification Equipment and China Electronics System Engineering No.2 Construction. Together with over 200 attendees from China and abroad, the group carried out a one-day discussion on, among other hot topics, cleanrooms, semiconductors and bio pharmaceuticals.
Exhibits

Die-cutting Machine and Part

Die-cutting manufacturer

Base Film
Release Base Film, Tape Base Film

Base Tape
Film, Paper, Cloth, Foil, Foam Cotton Base Tape

Functional Film
Optical Film, Brightness Enhancement Film, Composite Brightness Enhancement Film, Diffusion Film, Reflective Film, Polarizing Film, Conductive Film for Backlight and Display, PET Hardened Film, ITO Film, Protective Film, Release Film, Optical Protective Film for Touch Screen/Display Screen, PET/PE/OPP Protective Film, Anti Scratch Film, Anti Explosive Film, Anti Glass Film, Anti Spy Film and Other Functional Protective Film, Optical Level Release Film, Release Paper, Coated Paper and Other Sub Material & Base Material, New Energy Film, Solar Photovoltaic Back Sheet Film, Lithium Battery Separator/Water Treating Film, Other Special Film, Anti Explosive Film, Biodegradable Film, Anti Rust Film, Thermal Conductive Graphite Film/Insulating Film/Anti Static Film, BO/PET, PET/CPP Film, IMD Decorating Film, Heat Shield Film/Vehicle Film, Window Film, Reflective Film, Brightness Enhancement Film

Adhesive Tape/Glue/Tackifier
Film Based, Paper Based, Cloth Based, Foil Based, Foam Cotton Based Adhesive Tape

Film Producing and Secondary Processing Equipment Manufacturers & Parts
Blown Film Equipment, Film Extrusion Plant, Cast Film, Stretch Film, Wrapping Film Equipment, Coating Equipment, Slitting Equipment, Rewinding Equipment, Laminating Equipment, Strip-dividing Machine, Auto Cutting Table, Laminating Equipment, Rewinding Equipment, UV Curing Unit, Coating Die Instruments, Corona Treater/Dust Removal Processing for Optical Film, Tension/Correction Controller, Filters, Film Roll Core, Static Removal Device, Ion Fan, Clutch, Waste Gas Treatment, Blade

Tape Producing and Secondary Processing Equipment Manufacturers & Parts
Coating Equipment, Slitting Equipment, Rewinding Equipment, Laminating Equipment, Strip-dividing Machine, Auto Cutting Table, Laminating Equipment, Rewinding Equipment, UV Curing Unit, Coating Die Instruments, Corona Treater/Dust Removal Processing for Optical Film, Tension/Correction Controller, Filters, Film Roll Core, Static Removal Device, Ion Fan, Clutch, Waste Gas Treatment, Blade

Detection Equipment
Film Defect Inspection Systems, Coating Thickness Measuring Instruments

Raw Material and Chemical Plant
Film Adhesives, Mold Release, Resins, Silicone Glue, Film Painting, Masterbatches, Hot Melt Adhesives, Additives, Inks, Adhesive Tape/Glue/Tackifier, Protective Film Glue, Adhesives, OCA Optical Adhesive

FILM EXPO SHENZHEN 2017 & APFO EXPO SHENZHEN 2017 will help you:

To enhance your brand awareness
To expand your market share
To acquire more business leads
To establish good relations with compatible partners and agents who meet your business needs
To successfully promote your new products and technologies
To accelerate your pace of international market expansion

FILM EXPO SHENZHEN 2017 is organized by Reed Exhibitions Kuozhan. It is an internationally influential exhibition for functional film with a core exhibit focus on high performance film, coating, die-cutting and other key processing equipment. The exhibition serves end users in the areas of, among others, electronics, optics, automotive, medical and new energy by showcasing the industry’s newest high performance functional film materials and technologies. It is a key industrial platform for displaying comprehensive capacity technology research and development, production, and processing of functional film. It additionally serves as a networking platform for functional film and processing equipment manufacturers to innovate applications and further expand their business.

APFO EXPO SHENZHEN 2017 is organized by Reed Exhibitions Kuozhan. It is an internationally influential exhibition that focuses exclusively on equipment related to protective film, optical film, coating, and adhesive tape and die-cutting technology.

APFO EXPO SHENZHEN is a key industrial platform in China and abroad for showcasing comprehensive capacity technology research and development, materials and technologies. It is a key industrial platform for displaying functional film materials and technologies. It is a key industrial platform for displaying comprehensive capacity technology research and development, production, and processing of functional film. It additionally serves as a networking platform for functional film and processing equipment manufacturers to innovate applications and further expand their business.

In Conjunction With

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Represented Industries:
- Optical Optoelectronics
- 3C Telecommunications Device
- Medical Equipment and Industrial Machine
- New Energy
- Vehicle
- Electrical Appliance
- Plastic Packaging

Visitor Categories:
- Industrial Film and Tape Manufacturer
- Flat Panel Display Manufacturer
- Backlight Module Manufacturer
- Touch Panel Manufacturer
- Die Cutting Manufacturer
- Lithium-ion Battery Photovoltaic Manufacturer
- Distributors and Agency
- Printing and Packaging Company
- FPC Manufacturer

November 24-26, 2017
See you next time at the Shenzhen Convention & Exhibition Center!

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