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Overview

The 1st China Information Technology Expo (CITE 2013) lowered the curtain successfully at Shenzhen Convention and Exhibition Center on April 12. The grand event, jointly hosted by the Ministry of Industry and Information Technology (MIIT) and the municipal government of Shenzhen, featured a combined show space of over 100,000 square meters. During the 3-day show period, more than 1,200 exhibitors attended with their latest products, 15 percent of which were foreign exhibitors. With nearly 100,000 professional visitors and 20 forums, CITE 2013 became the largest comprehensive electronic information show in Asia to date and covered technologies from the entire electronic information industry chain.

General Information

Exhibition Name: China Information Technology Expo (CITE 2013)
Date: April 10-12, 2013
Venue: Shenzhen Convention & Exhibition Center
Scale: 100,000 sq.m., 1,200+ exhibitors, 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
Theme: Speeding up the Development of New Generation Information Technology, Accelerating the Transformation of Development Mode
Website: http://www.citexpo.org

Hall Plan:

Hall 1: Electronic device and tool, Test and measurement instrument, Manufacturing equipment, Circuit protection, Sensor, New electronic material, International pavilion, China LED Fair
Hall 2: LCD, OLED, TP, TV, 3D up-middle-down-stream industrial chain
Hall 3: LED lighting, LED display, LCOS, Laser display
Hall 4: Internet of things, Cloud computing, Smart city, Smart phone, Flat computer,
Apple accessory
Hall 6: China Lithium Battery New Energy
Hall 7: CITE zone. Latest development of new generation information technology and major exhibitors such as MIIT Zone, CEC, CETC, HAIER, Lenovo,
ChangHong, BOE and so on.
Hall 8: Smart phone, Flat computer, Mobile, Consumer electronics and 3D display
Hall 9: Electromechanical component, Passive component, Defense electronic
On April 10, Deputy Minister of MIIT Yang Xueshan, Mayor of Shenzhen Xu Qin, President of CEC Rui Xiaowu and other honored guests participated the opening ceremony and visited exhibition halls.
On-site Activities

New products and technology making their debut at CITE

268 new product press conferences were held and about 2,000 new products and technology released during the show period.
Voices of Industry Elites


Besides showcasing the technical and industrial development achievements of the sector, the expo also offered more than 20 forums and seminars, including the China New Generation of Information Technology Summit Forum, Seminars organized by IEEE Consumer Electronics Society and IEEE Standards Association and so on.
About 60 companies and 80 products won the 2013 CITE innovative product and application award, including 10 gold awards and other awards in ten application fields.

Gold Awards of Innovative Product and Application

- BOE TECHNOLOGY GROUP., LTD.
- Tianma Micro-Electronics Co., Ltd.
- MediaTek Inc.
- Spreadtrum Communications (Shanghai) Co., Ltd.
- Kuang-Chi Institute of Advanced Technology
- Huada Empyrean Software Co., Ltd.
- Shenzhen China Star Optoelectronics Technology Co., Ltd.
- TCL Corporation
- YULONG COMPUTER TELECOMMUNICATION SCIENTIFIC (SHENZHEN) CO., LTD.
- ANHUI USTC IFLYTEK Co., Ltd.

The on-site business matching programs provided an open platform for information exchange between suppliers and buyers. The program included 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 were from science and technology parks, electronics associations and electronic markets. Buyer groups from Belton Group, BYD, Skyworth, Konka, ZTE, TCL, GREE, Fenghua, Samsung, Greatwall, Meidea and other companies made their participation.
## ITE 2013 Conference Program

### Shenzhen Convention & Exhibition Center

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<th>Conference</th>
<th>Venue</th>
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<td>April 10, PM</td>
<td>China new generation of information technology</td>
<td>Bougainvillea Hall</td>
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<td>April 10</td>
<td>Connected Vehicle Industry Forum</td>
<td>Chrysanthemum Hall</td>
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<td>April 10</td>
<td>China Smart City Forum</td>
<td>Jasmine Hall</td>
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<td>China Touch Screen Industry Industry Forum</td>
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<td>April 10</td>
<td>The 14th Circuit Protection and EMI/EMC Solutions Conference</td>
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<td>New Energy and New Energy Automobile</td>
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<td>April 10, PM</td>
<td>The Innovative Applications of NFC</td>
<td>Sweet osmanthus Hall</td>
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<td>April 11</td>
<td>2013 Flat Panel Display Industry Forum</td>
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<td>April 11</td>
<td>Color TV industry Development Forum</td>
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<td>April 11-12</td>
<td>2013 China LED Summit Forum</td>
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<td>April 11-12</td>
<td>2012 China LED Industry Annual Award Ceremony</td>
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<td>April 11</td>
<td>China International 3D World Forum</td>
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<td>April 12</td>
<td>The Global Mobile Internet and Intelligent Terminal Summit</td>
<td>Plum Blossom Hall</td>
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<td>April 12, PM</td>
<td>The Global Mobile Internet investment and Entrepreneurship Summit Forum</td>
<td>Chrysanthemum Hall</td>
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<tr>
<td>April 12, PM</td>
<td>The Development Trend of Socialization of new media</td>
<td>Narcissus Hall</td>
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<td>April 11, AM</td>
<td>2013 ICCE-China IEEE(IEEE Consumer Electronics Society)</td>
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<tr>
<td>April 11, PM</td>
<td>Summit on Big Data and Smart e-Commerce (IEEE Consumer Electronics Society)</td>
<td>Peony Hall</td>
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<td>April 12</td>
<td>IEEE Internet-of-Things Workshop (IEEE Standards Association)</td>
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<td>April 12-13</td>
<td>ICCE-China 2013 Technical Session 1</td>
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<td>April 12-13</td>
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Exhibitors Analysis

Consumer electronics:
CEC, CETC, Lenovo, ChangHong, Haier Group, ChuangJia(CANCA), BOE Technology Group, HASEE, MediaTek, Aigo, Spreadtrum Communications, Upad, Newman, Eben, 3M, RugGear, Zhongyi Mobile, Shenzhen Renqing Technology, Syllable, Shenzhen Yifang Digital Technology......

Electronic components:
DMEGC magnetic Ltd., Eyang Holdings (Group), Changzhou Changjie Technology, SAMYOUNG, Changzhou Jianli Electronic, Weltronics Component....

Semiconductors:
Semiconductor Manufacturing International Corporation (SMIC), Galaxy Semiconductor, Shenzhen Tuofeng Semiconductor Technology, Guangdong Kexin Industrial, BrightKing, Shenzhen Heketai Ectronice, Shenzhen Longjing Micro-electronics, Shenzhen Tianwang Electronics, Guangzhou Suoer Semiconductor......

Relay:
Guizhou Guihang Automotive Components, Clion Relay, Zhejiang Asia Dragon Relay, Songle Relay, NingboHuike New Era Electrical Appliances, Cixi Kaifeng Electronic, Wuxi Tianhao Electron....

Connector:
China Aviation Optical-electrical Technology, AVIC SHENYANG XINGHUA Aeroelectric Appliance, Ningbo Degson, Shijiazhuang 850 Factory, Cixi Dengfeng Connector Factory......

Power supply:
Tone Parts Electronics, Guangzhou Chenwei Electronic Technology, Fusite Battery, Shaoyang Dali Power Industrial, Taiteng Electronics, Chixiang New Energy, Litaixin,
Luliang Battery, Shenzhen Gacun Kly Technology, Foshan Tongtu Industrial, Zhejiang Chuangye Electronics, EEMB Battery, VDSON (HZ) Electronics ……

**Electronic device:**

**Test & measurement instrument:**
Agilent, GOOD WILL INSTRUMENT, Rohde & Schwarz China Ltd., ITECH Electronic, YOKOGAWA Shanghai Trading, SUZHOU 3CTEST ELECTRONIC, DONGGUAN HUAYI MASTECH COMPANY LIMITED, EVERFINE INSTRUMENT, HIOKI E. E. CORPORATION, China Electronics Technology Group Corporation 41st Research Institute, CHANGZHOU TONGHUI ELECTRONIC……

**Electronic tool:**
Topdz, Nitto Tools Trading, Nantong Baishili tools, Guangzhou Sanbao Electronic Sci. & Technology, Xiamen Vectech Electronics Company Limited……

**Lithium battery:**
Shenzhen B&K Rechargeable Battery Inc, Hongyun Battery, Dia-Nitrix (China), NextEye, Hipower Group, Azbil Control Solutions, Heter Electronics Group, Suzhou Green Power New Energy Materials……
The three-day exhibition attracted over 100,000 visitors, and there were over 5,000 oversea visitors made their participation. Thousands of visitors from science and technology parks, electronics associations and electronic markets and buyer groups from Belton Group, BYD, Skyworth, Konka, ZTE, TCL, GREE, Fenghua, Samsung, Greatwall, Meidea and other companies made their participation.

Visitors' occupational breakdown

- Basic electronics industry: 40%
- Consumer electronics: 29%
- Industry customers: 7%
- Individual consumers: 5%
- Others: 19%

Visitors' business role

- Management: 18%
- R&D: 34%
- Purchasing: 15%
- Sales: 11%
- Others: 22%
Visitors Making Their Participation

- Visitor Registration
- New Products Release
- Oversea visitors
- Arriving at Exhibition Hall
- Waiting for registration
Media Report

CITE 2013 attracted more than 240 media and 400 journalists during the show period. There are 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.