

**CIOE**

CHINA INTERNATIONAL  
**OPTOELECTRONIC**  
EXPO

SEPTEMBER. 5-8, 2018 SHENZHEN, CHINA

**POST  
SHOW  
REPORT  
2018**



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## Overview

110,000m<sup>2</sup> exhibition area covering the whole optoelectronic supply chain including optical communications, precision optics, laser, infrared, data center, optoelectronic sensing and photonics innovation.

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## Visitor Analysis

Visitor Satisfaction, Visitor Breakdown and Testimonies.

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Exhibitor Satisfaction, Exhibitor Breakdown and Testimonies.

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## Concurrent Conferences

1 Keynote Forum, 1 Academic Conference, 5 Industrial Conferences, 55 Technical Seminars and 800+ Presentations.

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## VIP Buyer Services

715 VIP buyers. 429 Match-making conference had been arranged for 200 Exhibitors.

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## Year-round Online and Offline Marketing Platform

Promoting your brand and expanding business territories with exceeding channels & top-notch social media platform.



# Overview

Exhibition Area:  
**110,000M<sup>2</sup>**

Visitors:  
**68,310**

Attendance Figures:  
**129,089**

Exhibitors:  
**1,831**

Optoelectronic Brands:  
**3,825**

Group Visitor:  
**396**

## CIOE 2018 Upgraded in Scale with Visitor Explosive Growth

**68,310** Professional Visitors from **79** countries and regions, **19.11%** increase compared to last year

**4,076** Oversea Visitors with **30%** explosive growth compared to last year

**129,089** Attendances in total, **15.32%** increase compared to last year

**15,379** Group Visitors, most of them are C-level management and technical experts, **19.32%** increase compared to last year

### **Focusing on optoelectronic applications to help industry interconnection**

In the past 20 years, CIOE has been accompanied the development of the optoelectronic industry and now has become a comprehensive exhibition of optoelectronic industry with great influence, covering the full optoelectronic industry chain such as optical communication, laser, infrared, precision optics, photonics innovation, optoelectronic sensing, data center, etc. It is a one-stop platform to find new suppliers, new products, and market opportunities, as well as to get market insights and to proceed technical and academic exchange.

Optoelectronic technology is blooming all over the world. CIOE 2018 is closely following the market development, segmenting audience data to approach precise marketing matching resources with showcasing the cutting-edge intelligent manufacturing technologies and innovative integrated solutions for 9 application industries such as optical communication, information processing and storage, consumer electronics, advanced manufacturing, defense and security, semiconductor processing, energy, sensing and measurement, lighting & display, and medical.



# Visitor Analysis

95.35%

Visitors are satisfied with CIOE 2018's overall exhibition organization

95.56%

Visitors are willing to participate in CIOE 2019

96.67%

Visitors will recommend CIOE to a friend or colleague

Increasing visitor satisfaction gaining reputation in industry

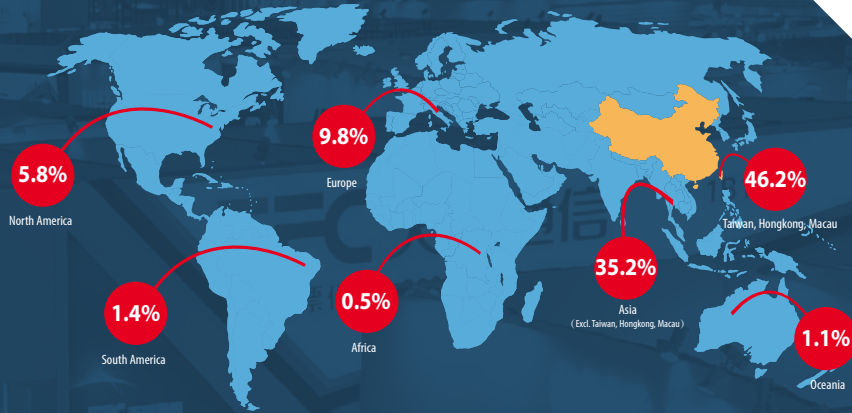
Oversea Visitors from **79** Countries and Regions

68,310 Visitors

129,089 Attendances



### Oversea Visitors Breakdown by Region

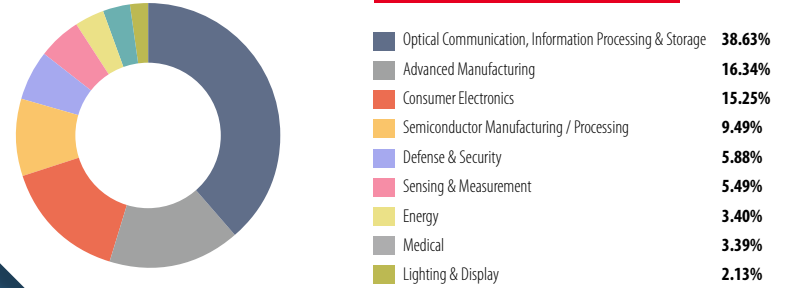


### Top 10 Oversea Countries & Regions

1. Hong Kong	26.84%	6. India	4.12%
2. Taiwan	19.26%	7. Russia	2.50%
3. Korea	9.35%	8. Singapore	2.43%
4. Japan	8.68%	9. Malaysia	2.04%
5. U.S.A	4.91%	10. Philippines	1.84%

Oversea Visitors Keep Increasing Annually  
 – Bringing Accessible Business Opportunities

### Visitor Breakdown by Industry



### Visitor Breakdown by Job Function

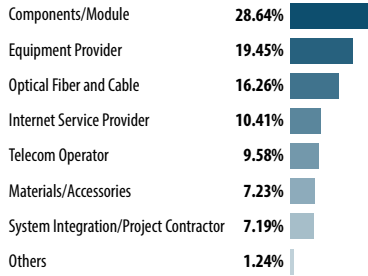


### Visiting Purpose

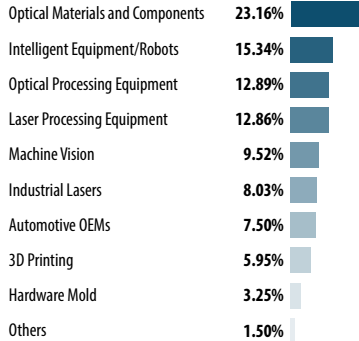


Visitor Analysis

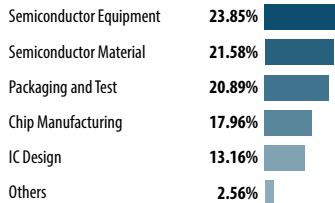
### Optical communication, information Processing and Storage



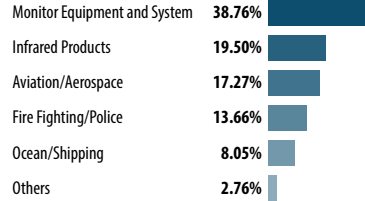
### Advanced Manufacturing



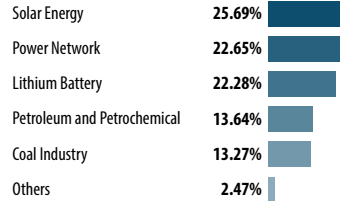
### Semiconductor Processing



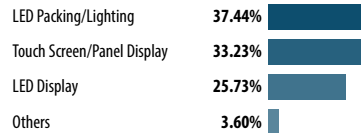
### Defense and Security



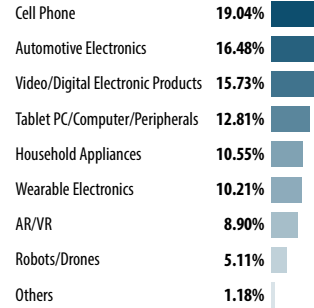
### Energy



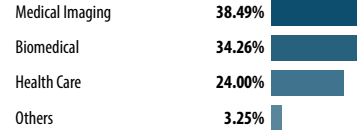
### Lighting & Display



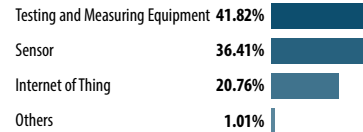
### Consumer Electronics



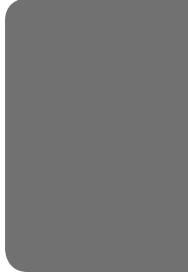
### Medical



### Sensing and Measurement



**Visitor Breakdown by  
9 Application Industries**

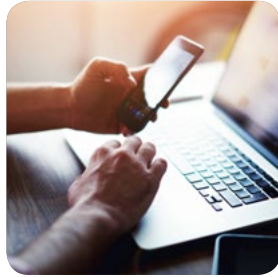






### Optical Communications Expo

Optical Communication Components	28.93%
Optical Communication System Equipment	18.87%
Optical Fiber and Cable	15.55%
Optical Communication Test Equipment	11.86%
Fiber Optical Sensors and Applications	11.74%
Data Center and Cloud Computing Equipment and Solutions	7.32%
Broadcasting and Television Accessories	5.37%
Others	0.36%



### Precision Optics Lens and Camera Module Expo

Optical Components and Materials	22.38%
Optical Lens and Camera Module	19.25%
Optical Coating Technology & Equipment	17.62%
Optical Processing Equipment	17.42%
Machine Vision and Optical Imaging Measurement	15.65%
Sapphire and Touch Screen Manufacturing	7.34%
Others	0.35%

### Laser Technology and Intelligent Manufacturing Expo

Laser System Equipment	22.75%
Laser Materials and Devices	17.63%
Intelligent and Automation Equipment	15.01%
Industrial Lasers	13.68%
Laser Specialty Applications	13.44%
Laser Optical Materials and Device	12.10%
Clean Engineering	4.99%
Others	0.40%

### Infrared Applications Expo

Infrared Equipment	26.97%
Infrared Devices	26.58%
Infrared Materials	23.44%
Infrared Applications	22.17%
Others	0.84%

### Photonics Innovation Pavilion

Optical Fiber Sensor	29.45%
Military-Civilian Integration	24.64%
Artificial Intelligence	17.54%
Internet of Things	9.80%
Emerging Display, Optoelectronic Display and Module	3.56%
IC and Integrated Photonics	2.79%
Photonics Manufacturing	2.68%
Biophotonics	2.48%
Smart Healthcare and Endowment	2.14%
AR/VR	1.96%
Big Data and Cloud Computing	1.66%
Ocean Optics	0.96%
Others	0.35%

# Areas of Interest for Visitors

### Data Center Expo

Cloud Computing & Big Data	31.65%
Infrastructure	26.46%
IDC	20.02%
ICT System Equipment	19.90%
Others	1.97%

### Optoelectronic Sensor Expo

Optical Fiber Sensor	33.99%
Optoelectronic Sensor	20.29%
Vision Sensors (Machine Vision)	11.92%
Internet of Things	11.81%
Intelligent Manufacturing / Automation	11.13%
LiDAR	10.48%
Others	0.38%

# Visitor Group

# No. of Visitor Groups: 396

Listed in no particular order

Optical Communication, Information Processing & Storage	Huawei, ZTE, Lenovo, Finisar, Baidu, Tencent, Yun Ding Telecom Technologies . . .
Consumer Electronics	OPPO, China Mobile, VIVO, Shenzhen Transsion Holdings, Gree Electric Appliances, Desay SV Automotive, XTC technologies . . .
Advanced Manufacturing	Foxconn, BYD Auto, Flextronics, Huawei Machine, Jabil Circuit, Foshan Pulihua Technologies . . .
Semiconductor Processing, Energy, Lighting & Display	BYD Energy, China Resources Semiconductor, Sanechips Technolog, Quintec, TCL New Technology, Skyworth RGB Electronics, Opplle Lighting, OSRAM . . .
Defense & Security	Luoyang Airborne Missile Academy, Zhongshan Shenjian Police Equipment Technology, Zhongchao Xinda Fin Tech, Huaxun China . . .
Medical	Mindray, SonoScape, Darma, Siemens Healthineers . . .



My feelings towards CIOE 2018 are: Lots of companies, big in exhibition area, full range of products, favourable atmosphere, activities in rich forms. In exhibition are, CIOE is much bigger than ECOC. Also like to say thank you to organizer's service from pre-show arrangement to onsite helpful instruction, very humanized and helpful. To sum it up, worthy trip to CIOE!

——**Mr. Liu, Fixed Network Development, Huawei**

Thanks to organizer's arrangement, we had a very effective and fruitful trip at CIOE. Especially the mobile & automotive theme visiting tour are very specific. Pretty Good!

——**Mr. Li, Purchasing Delegation, LG Innotek**

We've got this intelligent island project in Pingtan in Fujian province and need to purchase series of optical communications and data center products. CIOE is a very suitable platform and we've found lots of exhibitors via VIP match-making service. Thanks to CIOE we'll be soon to achieve cooperation. See you next year!

——**Mr. Wei, Xiaoyunwang Fujian Technologies**

We've meet lots of potential suppliers at CIOE 2018 and we can also see how the exhibition accelerate and help with the exchanging of the whole industry. Even though we had very high expectation towards CIOE 2018, it still over surpassed our expectations. As a VIP buyer, I can feel the comprehensive and improving service by the organizer from pre-show exhibitors screening, expedite entry, VIP lounge and personalized agenda. There services did help with my work. I hope CIOE can keep growing bigger and better, and keep benefiting the whole optoelectronics industry. See you at CIOE 2019.

——**Mr. Wang, Procurement & Certification Department, Mindray**

It's my first time at CIOE. We're grateful the international optoelectronic platform built by organizer for us to get to meet suppliers face to face. Exhibitor profile covered variety products from optical materials to modules. We are microdisplay manufacturer and we are so happy for seeing lots of AR/VR camera modules and prototypes with advanced optical technologies so we can exchange technical and cooperative ideas with the suppliers directly. Wish CIOE a bright future.

——**Mr. Zhao, Product R&D Department, BOEDT**

You can see a lot of camera suppliers and testing equipment suppliers at CIOE 2018. The vehicle-mounted camera session and optoelectronic sensing expo they built especially for automotive electronic helped with automotive electronic manufactures like us a lot. Thank you CIOE for building an exchanging platform for industrial professionals and a platform to learn about the trends in the industries. Wish CIOE make another splendid achievement soon.

——**Mr. Li, Intelligent Research Institute, HSAE**

**What did our visitor say?**

# Exhibitor Analysis

**1,831** exhibitors from  
**30** countries and regions

513  
Oversea exhibitors  
in 28%

**1,831**  
Exhibitors

1,147  
Joint ventures  
or oversea brands  
in 30%

**3,825**  
Optoelectronics brands

**90.9%**

Exhibitors are willing to  
participate in CIOE 2019

**91.8%**

Exhibitors are satisfied with overall  
exhibiting experience in CIOE 2018

**90.8%**

Exhibitors will recommend  
CIOE to a friend or colleague

CIOE's insistence on closely following international trends with international views has been greatly agreed and supported by industrial academicians, research institutes and colleagues. More and more leading companies started to showcase their best and latest products on CIOE. I hope CIOE could continue its brilliance in commercial operation and become stronger year after year.

——**Weijun Tong, General Manager of Specialty Fibre, YOFC**

In fact we've been participating CIOE for 10 years and the first time was CIOE's 10th anniversary. After that I witnessed CIOE's development from an interesting show to this extraordinary exhibition. CIOE keeps being professional and it had become the optoelectronic exhibition with highest number of professional visitors in the world as far as I know.

——**Stephan Mannshardt, CEO, Luceo Technologies GmbH**

CIOE, known as the annual optoelectronic industrial gathering platform, is very good and helpful to connect with professional and experts from home and abroad. The whole world's professionals would like to come and visit CIOE. In the past 20 years, CIOE had witnessed the development of China's optoelectronic business and it really did a great job to connect and drive the global optoelectronic industry.

——**Zhichao Li, President, Lida Optical and Electronic**



## What did our exhibitor say?

We have been exhibiting at CIOE since the 1st edition. After 20 years, all leading companies have gathered here, exchanging industrial perspectives with each other. It's an excellent platform. Wish CIOE a great future.

——**Li Huang, President, Guide Infrared**

CIOE had become the most influential optoelectronic event in the world after 20 years. It is not easy. We'd like to say thank to all the hard work and effort of organizer's. We'll keep following CIOE's pace and grow together with CIOE. There's an obvious bloom in visitors at CIOE 2018, as well as enhancement of exhibitor level. I believe it's a good sign. We're sure CIOE will get more better in the future and we'll fully support to this great event.

——**Yang Liu, Director of Foreign Cooperation Department, Shenzhen JPT Opto-electronics**

We are honored to join the 20th edition of CIOE which turned out to be a stunning and fascinating event no matter in which aspect. Maxell also brought real car to showcase this time and we're hoping to bring practical experience of our product to more people. Event like CIOE could connect a better communication between companies and customers. We'll definitely keep joining CIOE in the future.

——**Takata Hidenori, Manager of AIS Design Department, Maxell**



# Concurrent Conference



CHINA INTERNATIONAL  
OPTOELECTRONIC CONFERENCE

## *Connect You to the Future of Optoelectronics*

*China International Optoelectronic Conference (CIOEC) is a professional symposium held concurrently with CIOE. The conference provides a unique exchange platform for optoelectronics industries, researches and institutes. The topics will cover the full spectrum of optoelectronics industry, including optical communications, optical manufacturing, optical fiber sensing, AR/VR, infrared applications, laser technologies, data centers.*



**1 Keynote Forum**



**55 Technical Seminars**



**800+ Presentations**

Technical Conference

## 2018 Global Optoelectronic Industry Technologies Conference

4 High-end keynote speeches brought by Jianlin Cao, former deputy minister of the Ministry of Science and Technology of China, executive deputy director of the Communications Technology Committee of the Ministry of Industry and Information Technology; Leping Wei, director of the Science and Technology Committee of China Telecom Corporation; Jianyu Wang, academican of the Chinese Academy of Sciences, dean of the Chinese Academy of Sciences Shanghai Branch; Lihong Wang, academican of the National Academy of Engineering.



Academic  
Conference



Academic Conference

## Optoelectronics Global Conference (OGC) 2018

8 symposia covered the topics on laser technologies, optical communications and network, infrared technologies and applications, precision optics, lighting and display, optical components and applicatios. One workshop, Sino-Sweden Special Optical Fiber Workshop and one special session on Optical fiber technology in endoscope were hosted. The academic conference attracted 390 attendees from home and aboard In 3 days.



## Optical Communications Forums

### Optical Communication Technology and Innovation Development Forum

5 sessions covering optical network, home broadband, fiber, integrated optics, data center and optical interconnections. The conference conducted in-depth and comprehensive exchanges and discussions on the technical trends, industry hot topics and development trends of optical communication in the 5G era. China Mobile, China Unicom, China Telecom, ZTE, Huawei, Source Photonics, Alibaba, Baidu, Tencent and other industries leading companies participated in the event.

*Optical Communication Technology and Innovation Development Forum / China Mobile - SPN Opens 5G Carrier New Age  
China Unicom- 5G+ Video Ecological Conference / Optoelectronic Devices and Integration Technology Seminar  
Big Data Era: Cloud Data Center and Optical Interconnections Development Forum / "New Fiber, New Future" Seminar*



*China Optical Intelligent Manufacturing 2025 (Shenzhen) / AR Display and 3D Sensing Technology Seminar  
AI and Industry 4.0 Seminar / Optical Inspection Technologies and Applications Seminar*

## Precision Optics Forums

### China Optical Intelligent Manufacturing 2025 (Shenzhen)

The three-day conference consisted of 3 sessions, 22 reports, 500+ experts and elites in optics field. Focusing on the opportunities and challenges of optical manufacturing industry, wafer-level optical imaging module manufacturing technology, and extreme manufacturing-ultra-precision/micro-nano manufacturing and inspection technologies; It is an ideal exchanging platform for production, academia, research and manufacturing in the field of optical industry.



Industrial  
Conference



## Laser, Infrared and Other Forums

*The 2nd Executive Forum on Laser Technologies / The 3rd Executive Infrared Imaging Forum  
Executive Forum on 3D Sensing For Consumer / Executive LiDAR for Automotive Forum / EPIC Photonics Tech Watch  
Infrared Technology Development & Application Innovation Forum / China Laser Applications Innovation Summit*



### **Co-organized with International Authority Analysis Institution Yole Développement**

Encouraged by five consecutive years of successful forums, CIOE is proud to collaborate with Yole Développement to organize in 4 different forums on: Laser Manufacturing, InfraRed Imaging, LiDAR and 3D Sensing.

CIOE & Yole International conference has attracted great attention from the industry. 200+ global optoelectronic professionals have gathered together, sharing the insights of the latest technologies, analysis of marketing competition states and learning the future trends. Well-known players like Apply, Samsung, LG, Cisco, Huawei, ZTE, Accelink, Finisar, Corning, Sunny Optical, Schott, Volvo, Valeo, Coherent, TRUMPF, HAN'S DSI, Fraunhofer ISIT, Ullis, II-VI Photonics, CETC participated in this event.

## "Optoelectronics+" Forums -- Penetrating into applications

*Green Data Center Innovation Forum / Financial Industry Innovation and Practice in Data Center  
APAC Blockchain and AI Innovation Forum / The 23rd Memseminar: Millimeter Wave Radar Technology and Applications  
"Optoelectronics+" Automotive Application Summit / Automotive Intelligent Driver Assistance Technology Innovation Summit  
"Optoelectronics+" Mobile Phone Application Summit*

In response to the bloom of optoelectronic technology in various application fields, CIOE jointly collaborated the authoritative media and institutions of the industry to hold a "Optoelectronics+" series of forums, covering topics on data center, blockchain, artificial intelligence, millimeter waves radar, automotive intelligent assisted driving, automotive electronics applications, mobile communications.



**Industrial  
Conference**

# VIP Buyer Services

**715**  
Qualified Buyers

**200+**  
Exhibitors

*CIOE has designed a VIP buyer program to help exhibitors to meet qualified and potential buyers from China and abroad as much as possible. CIOE match-making service also enables precision match between buyers and exhibitors. 715 visitors have joined CIOE 2018 VIP Buyer Services and 429 match-makings were hosted for more than 200 exhibitors.*

CIOE VIP特邀买家  
INVITED VIP

CIOE  
中国国际光电博览会  
CHINA INTERNATIONAL  
OPTOELECTRONIC  
EXPO

# 429

## Match-makings





# Online Channels

## E-newsletter

**Data Volume: 1.1 Million**

Weekly news being blasted to precision data segmentation from 9 application industries.

## Official Website

**www.cioe.cn**

Annual impression: 2 Million. The Ideal platform for branding awareness, products and news releasing.

## Social Media

**WeChat Volume: 73,905 Fans**

Year-round interaction with industrial elites with Wechat blast and chat groups. CIOE also shows great influence on Facebook, Twitter and LinkedIn.

## Exhibition Webcasting

**320,000+ people watching**

CIOE 2018 onsite webcasting for the latest products and technologies of exhibitors.

## Optoelectronic Wechat Learning

Real-time lecturing on Wechat, having KOLs or technicians in the optoelectronic industry and applied industry to educate, communicate with professionals for topics such as optical communications, precision optics, laser, infrared, sensing, automotive and mobile phones.

## Media Partner

**Partners: 300+**

Multiple channels to reach potential customers with 300+ global media partners and the world's largest corporate news release agency - PR Newswire.



## New Product and New Technology Presentation

The communication platform for industry insiders to learn trends of products, technologies and policy.

## China Optoelectronics

Year circulations 80,000 pcs.

CIOE's own magazine for leaders & marketing managers of the leading optoelectronic enterprises in China and abroad, R&D engineers, purchasers, and also from chambers & associations, optoelectronic institutions, universities, institutional investors and government bodies.

## Onsite Printed Publication

Applications tour routes, visitor guide, official catalog, *optoelectronic express*.

## Interview

CCTV (China Central Television) will interview exhibitors onsite at their booth for their latest updates in business.



# Offline Channels



CHINA INTERNATIONAL  
OPTOELECTRONIC  
EXPO

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# SEE YOU AT CIOE 2019

**SEPTEMBER. 4-7**  
SHENZHEN, CHINA

