

# ASIA PACIFIC, NOW THE WORLD'S LARGEST AV MARKET

*Are you here yet?*



**InfoComm**

CHINA  
2016

13 - 15 April 2016

China National Convention Center, Beijing



MUMBAI



JAKARTA



BEIJING



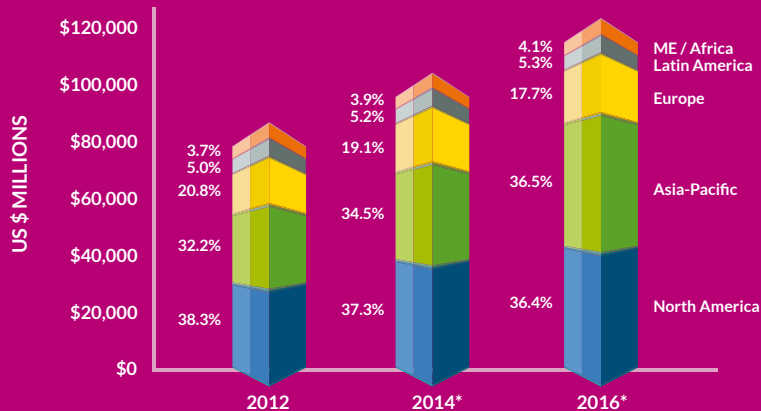
SINGAPORE



SEOUL

## GLOBAL PRO-AV MARKET SHARE, BY REGION (2012 - 2016)

In 2016, for the first time, the Asia-Pacific region is forecast to surpass North America and become the largest pro-AV market in the world with a 36.5% share.



Source: InfoComm 2014 AV Market Market Definition & Strategy Study

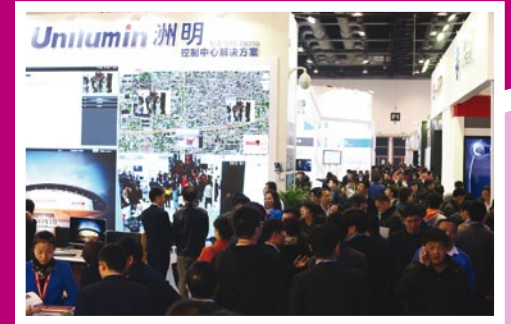
\* Projected

## An Epicentre of WORLD-CHANGING ACTIVITIES

Asia Pacific is glowing. It is a region that brims with nostalgic charm, even as modernity suffuses its cities. Such a synthesis is Asia Pacific's intrigue.

Seventeen out of the world's 28 megacities are here. Two billion people in Asia Pacific abide in urban areas – that's 55% of the world's urban population. The new economic behemoths, China and India are ensconced here too. China's \$6.8-trillion urbanisation plan and India's \$100-billion Delhi-Mumbai Industrial Corridor Project are gaining traction. These epochal developments have galvanised forward-thinking pro-AV and ICT brands to venture into Asia Pacific.

With the eyes of the world fixed on it, Asia Pacific's pro-AV market will reach the zenith and become the world's largest in 2016. Its net worth will be an impressive \$41.7 billion.



The pro-AV world is on the precipice of change. Asia Pacific's market looks set to become the lynchpin of the global industry's growth. As the region's most definitive pro-AV and ICT show, InfoComm China 2016 will ignite and lead this revolution.

China:

## IMMENSE POTENTIAL WITHIN YOUR REACH

High-rise smart buildings set against a glinting skyline. Bus stations equipped with digital signage that inform arrival schedules. This is China, now. Replacing its rural sensibilities are pro-AV and ICT-enabled infrastructures.

### THE ECONOMY

In 2014 and what is an unprecedented move, China became the world's largest economy. The International Monetary Fund forecasts its 2015 GDP growth to be 6.8%, higher than Asia Pacific's. Sustaining this trajectory is the opening up of the services sector, a reform detailed in the Third Plenum. Innovative pro-AV and ICT solutions will give the services sector the boost it needs to create memorable customer-oriented experiences.



### THE SENTIMENT

Earning yet another feather in its cap, China has become the top destination for foreign direct investment (FDI). In 2014, overseas firms invested a whopping US\$ 128 billion in China. Even more impressive, China's outbound investment will soon outstrip its inbound FDI. Outbound investments crossed

US\$ 100 billion in 2014, a mark of shifting economic influence. This stellar outlook will inspire greater trust and pull even more businesses into the country.

### THE LANDSCAPE

By 2020, 60% of China's population will live in smart cities. With smart cities and technologies being made a chief national policy, China offers stability and unimaginable opportunities for pro-AV and ICT players.

These factors culminating in immense growth, China's pro-AV market is now poised to generate US\$ 16.8 billion in 2016. That is 40% of Asia Pacific's share. Hence, China makes an ideal foothold from which the promise of the region can be tapped into.



InfoComm China:

## THE GATEWAY TO ASIA PACIFIC

Helping industry players make their presence felt in Asia Pacific is InfoComm China. It is slated to return to Beijing on 13 – 15 April 2016 for its 11th instalment.



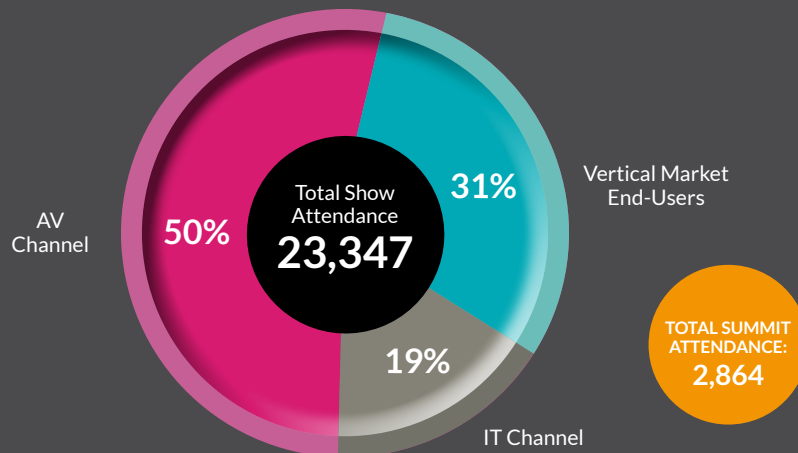
### EXHIBITION & SUMMIT

For over a decade, the show has acted as a pivotal conduit between industry players and solution-seekers. InfoComm China continually adds marquee features to its exhibition line-up. These heighten

visitor experience and optimise exhibitors' time. The Summit's learning sessions advance the collective knowledge. Experts are invited to share illuminating insights on technological advancements and market trends with delegates.

Because of the commitment to growing in tandem with the industry, every instalment of the show successfully outstrips the previous edition. This attests to the regional repute of InfoComm China.

## INFOCOMM CHINA 2015 VISITOR DEMOGRAPHICS



### VISITORS FROM CHINA 22,623

Beijing	64%
Guangdong Province	5%
Shanghai	5%
Jiangsu Province	3%
Shandong Province	3%
25 other cities & provinces	17%

### OVERSEAS VISITORS 724

Taiwan	26%
Hong Kong	13%
South Korea	13%
Singapore	7%
USA	4%
Japan	4%
37 other countries	34%

## NATURE OF BUSINESS

### AV Channel

Manufacturer	26%	
Distributor / Dealer / VAR	21%	
Systems Integrator	42%	
Rental / Staging Contractor	3%	
Others	8%	

### Vertical Market End-Users

Broadcasting / Telecommunications	10%	
Building / Facility Management	8%	
Business / Corporate	33%	
Education	11%	
Energy	1%	
Entertainment & Leisure	3%	
Finance & Banking	2%	
Government	2%	
Healthcare	1%	
Media / Advertising Agencies	8%	
Meetings / Events / Conventions	7%	
Security	5%	
Transportation & Air	2%	
Others	7%	

### IT Channel

Systems Design & Installation	60%	
Distributor & Dealer	16%	
Manufacturer	24%	

## VISITORS' PRODUCTS OF INTEREST

3D Technology	32%
Acoustic Products	29%
Amplifiers & Mixers	21%
Audio Technologies	25%
Audio Visual Technologies	34%
Audio, Video, Data Conferencing Equipment & Technology	32%
Cable, Connectors & Switchers	12%
Computer / IT / Networking	19%
Command & Control Systems	14%
Consoles	11%
Control / Interfacing / Distribution Systems & Technologies	12%
Digital Signage	10%
Display & Monitors	22%
Electronic Whiteboards, Chalkboards & Wall Track Systems	13%
Furniture	3%
Home Networking & Automation	8%
Home Theatre Technologies	10%
Language Interpretation Systems	7%

Lighting & Studio Support Systems	10%
Mounting Systems	5%
Measurement & Test	4%
Multimedia	15%
Projectors	19%
Projection Screens & Shades	14%
Projector Lenses & Accessories	9%
Public Address & Intercom System	8%
Presentation & Training Aids	5%
Publications & Information Services	9%
Rack & Rackmount Systems	5%
Signal Management & Processing	8%
Simulation Systems	7%
Speakers	11%
Streaming & Webcasting	9%
Systems Integration	17%
Video Production & Editing Technologies	9%
Wireless AV Systems	11%
Others	19%

## EXHIBIT PROFILE

InfoComm China has become a pivotal show for both regional and global pro-AV and ICT brands. It is a springboard for them to make inroads into or further their market positions in Asia Pacific.

- 3D Technology
- Acoustic Products
- Amplifiers & Mixers
- Audio Technologies
- Audio Visual Technologies
- Audio, Video, Data Conferencing Equipment & Technologies
- Cable, Connectors & Switchers
- Command & Control Systems
- Control / Interfacing / Distribution Systems & Technologies
- Digital Signage
- Display & Monitors
- Electronic Whiteboards, Chalkboards & Wall Track Systems
- Furniture
- Home Networking & Automation
- Home Theatre Technologies
- Language Interpretation Systems
- Lighting & Studio Support Systems
- Mounting Systems
- Projectors
- Projection Screens & Shades
- Projector Lenses & Accessories

- Public Address & Intercom System
- Presentation & Training Aids
- Publications & Information Services
- Rack & Rackmount Systems
- Simulation Systems
- Systems Integration

"Content and creativity are two factors that will lead future trends. Our company has already changed our strategy and direction. From now onwards, we will focus more on delivering projects, specifically those anchored in creativity. We aim to heighten the value of creativity. Great ideas cannot be imitated; and without great ideas the best hardware does not provide any value. InfoComm China has managed to bring together industry players across different sectors; this encourages creativity. We will certainly return next year."

*Cai Ping, Marketing Director  
Dehao Electronics Technology Ltd.*

## VISITOR PROFILE

Year after year, tens of thousands of specifiers and end-users flock to InfoComm China, all eager to see what the market's newest and most cutting-edge solutions can do for their businesses.

### AV CHANNEL:

- AV Consultant
- AV System Integrator
- Manufacturer of AV Equipment, Systems & Solutions
- Manufacturers' Representative (Distributor, Dealer)
- Rental / Staging Contractor

### IT CHANNEL:

- IT Systems Design & Installation Professional
- Manufacturers' Representative (Distributor, Dealer)
- IT Manufacturer

### TECHNOLOGY MANAGERS FROM THESE INDUSTRIES:

- Broadcasting / Telecommunications
- Business / Corporate
- Defence
- Education
- Entertainment & Leisure
- Finance & Banking
- Government
- Healthcare
- Hospitality
- Media / Advertising
- Meetings / Events / Conventions
- Museum
- Real Estate
- Development / Architecture / M&E Consultancy / Facility Management
- Retail
- Security
- Transportation
- Worship

"This is my second time visiting InfoComm China. The suite of products at the show is all-encompassing. The show also features a multitude of new inventions. Prior to my visit, I had prepared a checklist, which detailed the various offerings by different companies. I wanted to be sure I saw the new products and equipment that could cater to the needs of my customers' projects. I am glad that I managed to check off my entire list. This has been most rewarding. I will definitely return next year."

*Lu Xiupeng, AV Engineer,  
Beijing Insease Technology  
Co., Ltd.*

# PARTICIPATION RATES

	MEMBER (USD per sqm)		NON-MEMBER (USD per sqm)	
	Raw Space	Shell Scheme	Raw Space	Shell Scheme
<b>Standard Rate</b>	430	472	460	502
<b>Loyalty Rate</b> (Applicable only to past InfoComm China 2015 exhibitors)	380	422	420	462
<b>Double Storey Surcharge</b> (An additional surcharge applies for booths less than 150 sqm)	140		140	

\*Shell Scheme Package includes:

- Wall partitions
- Fascia board with booth number and company name in English
- Needle punch carpet
- Furniture & electrical entitlement (refer to [www.infocomm-china.com](http://www.infocomm-china.com) for details)



### Are You Here Yet?

InfoComm China 2016. The world's bellwethers will be here. Get the chance to pick their brains, even collaborate with them and design the blueprint for the next game-changing solution. The show is also where you will meet Asia Pacific's solution seekers. Solidify your reputation and become the go-to provider for the region's advancement needs.

Be ready when Asia Pacific takes its rightful spot as the world's largest pro-AV market. Book your booth in InfoComm China 2016 today.

### ORGANISER

InfoCommAsia Pte Ltd.  
Constance Lee  
Project Director  
constancelee@infocommasia.com

### EVENT MANAGER

Baobab Tree Event Management Co., Ltd.  
Sam Chan  
t: +852.3520.3611  
f: +852.3520.3618  
e: sam.chan@baobab-tree-event.com

### SALES CONTACT

**NORTHERN CHINA**  
Jolin Zhu  
Baobab Tree Event Management Co., Ltd.  
t: +86.10.5624.8956  
m: +86.137.2002.3018  
f: +86.10.6413.6369  
e: jolin.zhu@baobab-tree-event.com

**EASTERN CHINA**  
Josephine Yueh  
Baobab Tree Event Management Co., Ltd.  
t: +86.139.5747.9650  
e: josephine.yueh@baobab-tree-event.com

Lidya Tian  
t: +86.10.5624.8915  
m: +86.182.1014.6516  
f: +86.10.6413.6369  
e: lidya.tian@baobab-tree-event.com

**SOUTHERN & WESTERN CHINA**  
Chufy Tan  
Baobab Tree Event Management Co., Ltd.  
t: +86.20.3758.3765 Ext. 8003  
m: +86.188.2003.3683  
f: +86.20.8765.5805  
e: chufy.tan@baobab-tree-event.com

**HONG KONG & MACAU**  
Felix Tsang  
Baobab Tree Event Management Co., Ltd.  
t: +852.3520.3611  
m: +852.9125.5543  
f: +852.3520.3618  
e: felix.tsang@baobab-tree-event.com

**TAIWAN**  
Jie Tsai  
ACE Forum  
t: +886.2.2570.6960 Ext. 302  
m: +886.9.2293.8535  
f: +886.2.2570.2305  
e: jie@aceforum.com.tw

**KOREA**  
Jimi Kim  
ACE Marketing Inc.  
t: +82.2.541.2988  
m: +82.10.7722.5469  
f: +82.2.541.2985  
e: jimikim@acemarketing.co.kr

**JAPAN**  
Kiyoshi Satake  
Japan Representative of InfoCommAsia Pte Ltd.  
t: +81.4.7134.1153  
m: +81.90.4730.3199  
f: +81.4.7134.1153  
e: kiyoshi.satake@nifty.com

**AUSTRIA, GERMANY, SWITZERLAND**  
Sabine Niesen  
TRADEX-Services GmbH  
t: +49.8177.998220  
f: +49.8177.9982210  
e: niesen@tradex-services.com

**ITALY**  
Chiara Benedettini  
Connessioni  
t: +39.55.0139650  
m: +39.334.7134388  
e: c.benedettini@connessioni.biz

**UNITED KINGDOM**  
Warren White  
Ascent Events Ltd.  
t: +44.1622.863.448  
m: +44.7885.948.934  
e: warrenwhite@ascentevents.co.uk

**REST OF THE WORLD**  
Constance Lee  
InfoCommAsia Pte Ltd.  
t: +65.6674.8663  
m: +65.9181.4747  
f: +65.6725.8415  
e: constancelee@infocommasia.com

## SHOW ORGANISER

InfoCommAsia Pte Ltd is the Asia Pacific regional subsidiary of InfoComm International®, the international trade association of the pro-AV and ICT industries. Established in 1939, InfoCommAsia's 5,000 members including manufacturers, systems integrators, dealers and distributors, independent consultants, programmers, rental and staging companies, end-users and multimedia professionals from more than 80 countries.

InfoComm International is the leading resource for AV market research and news. Its training and education programmes, along with its separately-administered Certified Technology Specialist (CTS) and corporately-administered Certified Audiovisual Solutions Provider (CAVSP) credentials, have set a standard of excellence for AV professionals.

InfoComm International is the founder of InfoComm, the largest annual conference and exhibition for AV buyers and sellers worldwide. The InfoComm trade shows are run in China, India, the Middle East, South America, Europe and Russia. Of these, InfoCommAsia manages the shows in China, India and the Middle East.

Additional information is available at [www.infocomm.org](http://www.infocomm.org).

Organised by:

**infoCommAsia**

A project of:

**infoComm**  
INTERNATIONAL