



The World's Preeminent LED Exhibition

Founded in 2005

LED  
CHINA  
2023

# Post-Show Report

The World-Class Audio-Visual Fest Integrating LED Displays and Its Industry Verticals

## LED CHINA 2023

July 17-19, 2023 | Shenzhen (Futian) Convention & Exhibition Center

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Trust Exhibition



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# 01 About the Organizer

Trust Exhibition is a professional event organizer with two decades of experience. With a database of 1 million+ buyers, including 400,000+ from 219 countries, our mission is to expand global business opportunities and elevate brand influence for enterprises worldwide. We offer exceptional exhibition management and services that adhere to international standards. We deliver renowned events - SIGN CHINA, LED CHINA, DS CHINA, EDE CHINA, in Shanghai, Shenzhen, and Guangzhou.

LED CHINA, founded in 2005, is a flagship exhibition of Trust Exhibition and the earliest specialized event in the global LED industry. Recognized as a leading show for the industry, it serves to enhance international brand visibility and provides a comprehensive trade platform for global buyers. Covering various industries such as LED displays, light and sound, AV integration, digital signage, LED illumination and signage, commercial display, laser projection, semiconductor material and equipment, new display technology, silicon-based micro-display, LED CHINA fosters global business opportunities and cultivates its international influence.

## Strategic partner of LED CHINA

CVIA  
China Video Industry Association

CMMA  
Mini/Micro LED Display  
Industry Branch,  
China Video Industry Association

CETA  
China Entertainment  
Technology Association

eea  
ESPORTS ENTERTAINMENT ASIA  
Esport Entertainment Asia



**50,000+m<sup>2</sup>**  
Exhibition Area



**1,000+**  
Brands



**30+**  
Conferences



**30,901**  
Total of Buyers



**1,211**  
Overseas Buyers



**88**  
Regions of Buyers

## 02 Exhibition Scale

LED CHINA 2023 took place successfully from July 17 to 19, 2023 at Shenzhen Convention & Exhibition Center in Futian. Covering an area of nearly 50,000 sq.m., LED CHINA served as the industry's sole global platform. In collaboration with the China Video Industry Association and CMMA - Mini/Micro LED Display Industry Branch of China Video Industry Association, the event showcased various fields, including LED display, Mini/Micro LED, naked-eye 3D, XR virtual production application, light and sound, AV integration, commercial display, laser projection, semiconductor material and equipment, new display technology, silicon-based micro-display, digital signage, LED lighting, and signage. This marked the first world-class fest integrating LED displays and its verticals in the world's largest industrial base - China.

During the three-day exhibition, LED CHINA achieved remarkable success by attracting 30,901 buyers from 88 countries and regions worldwide, representing a significant 24.15% increase compared to the previous edition in 2021. Mainland Chinese buyers accounted for 29,690, showcasing a notable rise of 20.5% (compared to 24,638 in 2021), while the remaining buyers including those from Hong Kong (China), Macau (China), and Taiwan (China) reached 1,211, displaying an impressive 380% increase (compared to 252 in 2021). LED CHINA has successfully recovered its overseas buyer count to approximately 80% compared to 2019, and the exhibition's attendance rate has also rebounded to around 40% post-pandemic. The turnout exceeded expectations, reaffirming LED CHINA's expanding global influence and instilling exhibitors with heightened confidence.

### Co-Located Events

- The 4th Universal Semiconductor & Display Expo 2023
- Audio-Visual Intelligence Integrated System Exhibition 2023

# 02 Exhibition Scale

## Partial Elite Exhibitors

### In Commercial Display, Digital Signage and LED Display



### In Lighting, audio, and special effects system



### In AV Integration and Stage Machinery



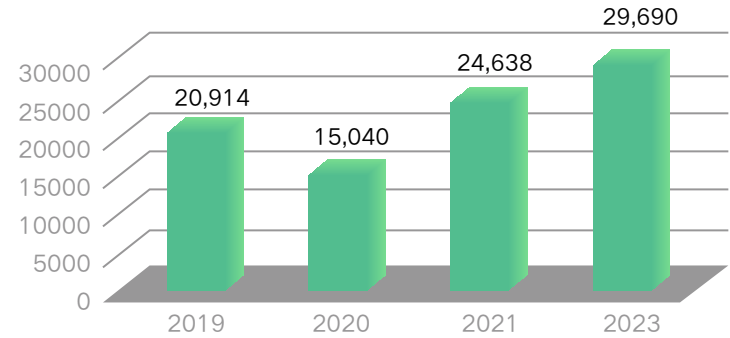
\* In no particular order

# 03 Buyer Data Analysis

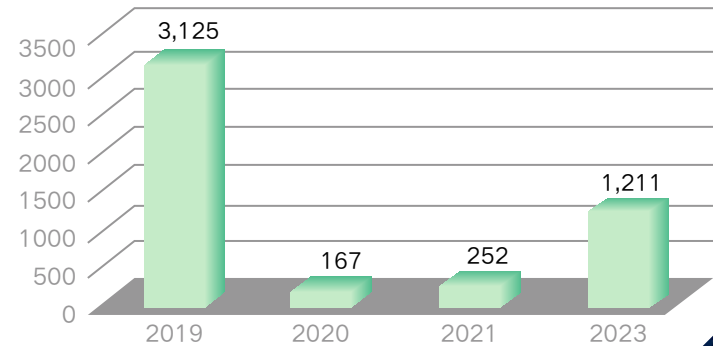


## Year-on-Year Growth from 2019 to 2023

### Domestic Buyers

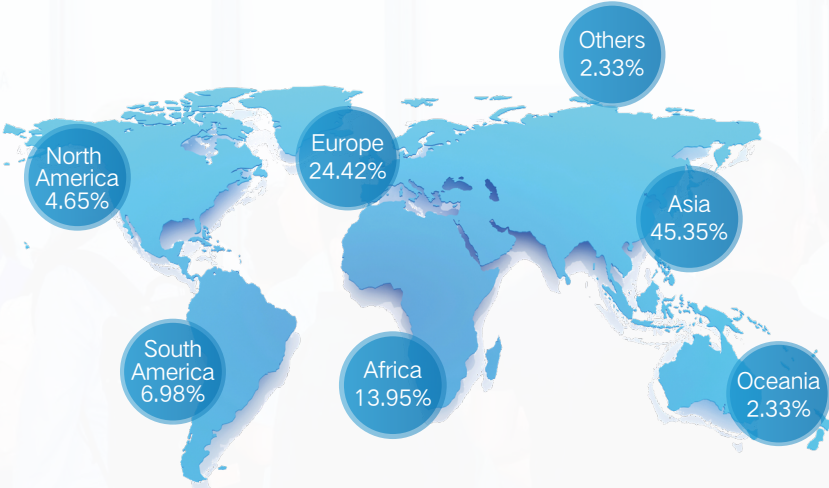


### Overseas Buyers

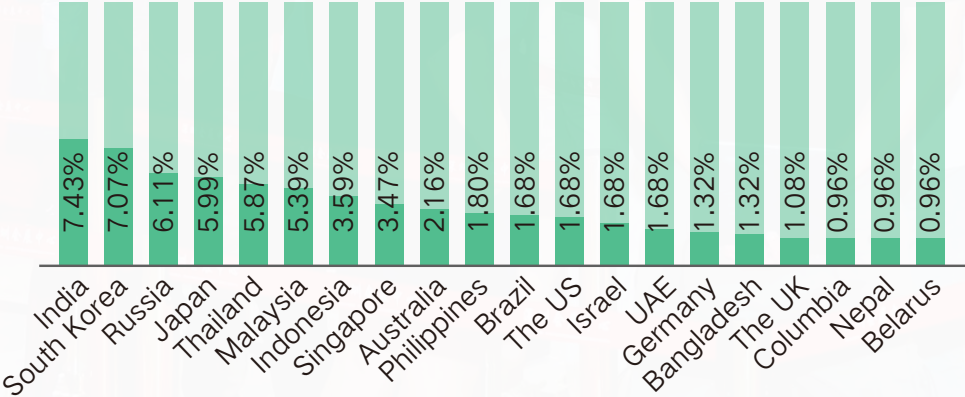


# 03 Geographic Analysis of Overseas Buyers

## Regional distribution

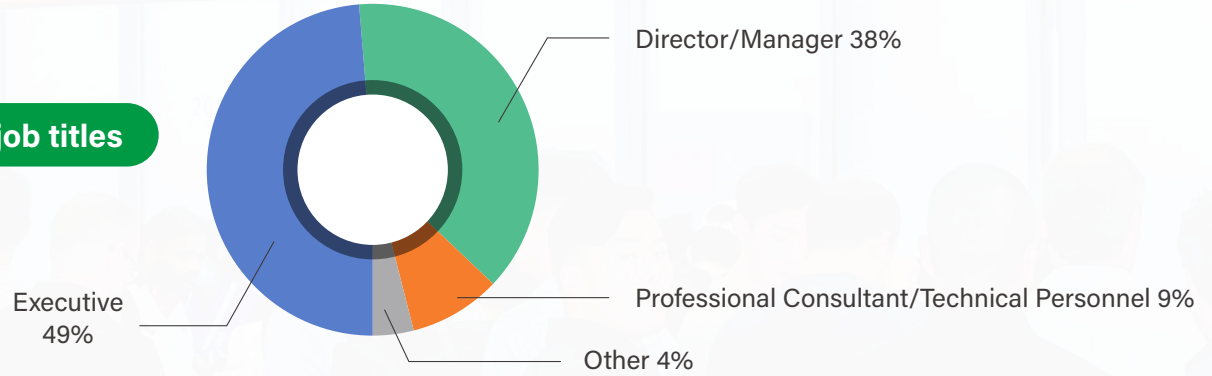


## Top 20 Countries (Including Ties) Ranking of Overseas Buyers



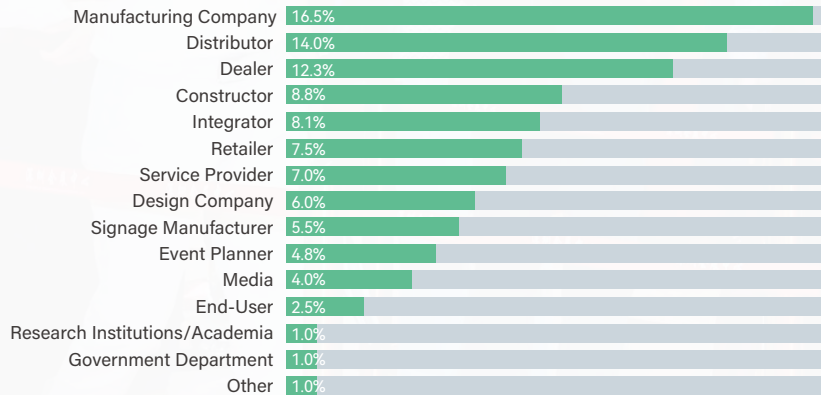
# 03 Analysis of Buyer Composition

## Analysis of buyer job titles



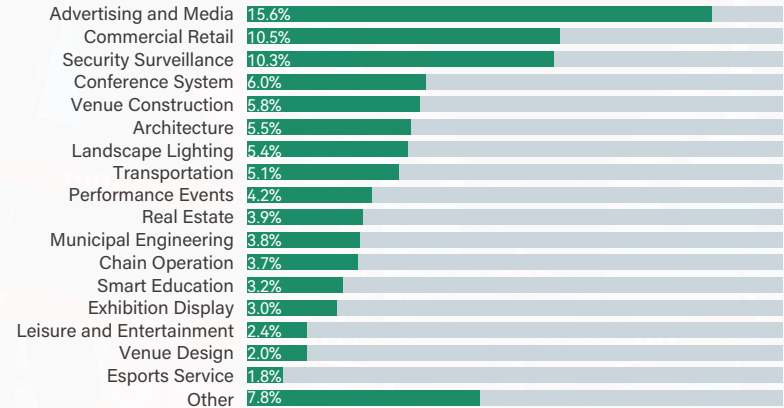
## Nature of Buyer Companies' Business

Proportion



## Buyer's Interested Sectors

Proportion





# 04 Comments from Attendees

## Buyer Comments



### Buyer from Sri Lanka

I saw many businesses and attendees at the venue, and it was a great experience for me. LED CHINA has been of great help to us, and I am delighted to have this exhibition that brings us together in China to explore cooperation opportunities. I will definitely recommend LED CHINA to all my colleagues at work and all my friends around me.



### Buyer from Malaysia

This is my 4th time coming to LED CHINA. It has been one of the trade shows that we attended every year in the past, and I am really looking forward to finding some great products here. This exhibition is fantastic, and I really enjoy it. We will definitely come back next year.



### Buyer from Australia

This is my first time attending this exhibition. I have also been to other trade shows in China, but all my friends recommended LED CHINA, so I came here to take a look and seize this opportunity to find suitable products. I'm aware that there is another exhibition in Shanghai in September, and I will be there as well. I look forward to finding some good products in September too.



### Buyer from India

I found the products I was looking for at this exhibition, and I also gained insights into the LED industry in recent years. I will definitely recommend LED CHINA to my friends around me.

## Exhibitor Comments



### Ivy, Foreign Trade Director of GUANGDONG RAYEE OPTOELECTRONIC TECHNOLOGY CO LTD

This is our second time attending LED CHINA, as it is one of the most prominent exhibitions in the LED industry. This event attracts numerous professionals, including potential customers, partners, and LED experts. Therefore, it serves as an excellent platform for us to enhance our visibility and establish meaningful connections.



### Yao Jianxin, Product Director of HANGZHOU HIKVISION DIGITAL TECHNOLOGY CO LTD

We believe that there are still many opportunities in the LED industry in the second half of this year. There were many attendees at the exhibition this year, and we are especially pleased to see the participation of many overseas buyers. This indicates that there is still a positive outlook for the entire LED market.



### Hasssan from SHENZHEN FABULUX TECHNOLOGY CO LTD

The experience was truly fantastic. I had the opportunity to witness numerous amazing LED products and learn about the latest trends in the industry. Moreover, I was able to establish valuable business connections that will benefit my company. Overall, it was an enriching experience.



### Liu Ning, Business Manager of SHENZHEN BAKO OPTOELECTRONICS CO LTD

LED CHINA has provided us with a great platform for communication. Through this platform, we not only have the opportunity to develop new customers but also learn more about various product technologies. Since each company has different technologies, we can learn from each other and improve the technical level of our products.

## 05 Co-Located Conferences

During the show, LED CHINA forged strong partnerships with industry associations including the China Video Industry Association, the CMMA - Mini/Micro LED Display Industry Branch of China Video Industry Association, the Esports Entertainment Asia (EEA), and the China Entertainment Technology Association. Together, we hosted more than 30 exclusive high-end conferences. This innovative collaboration blended trade activities with industry conferences, providing a dynamic platform for all attendees to engage in meaningful and in-depth communication.



Esports Theme Conference

## 05 Co-Located Conferences



2023 未来视听年度峰会  
AUDIO-VISUAL SUMMIT

**Mini/Micro LED Ecosystem Conference**

Monday | **2023.7.17** | 13:30-17:00



2023 未来视听年度峰会  
AUDIO-VISUAL SUMMIT

**OLED Ecosystem Conference**

Tuesday | **2023.7.18** | 13:30-17:00



2023 未来视听年度峰会  
AUDIO-VISUAL SUMMIT

**Laser Display Industry Summit**

Tuesday | **2023.7.18** | 09:30-12:00



2023 未来视听年度峰会  
AUDIO-VISUAL SUMMIT

**Semiconductor Manufacturing  
and Closed Beta Test Forum**

Tuesday | **2023.7.18** | 09:30-12:00

**Commercial Display Theme Conference**

## 05 Co-Located Conferences



**Lighting, Audio, and Video Theme Conference**

# 06 Event Partners

50+

Cooperation with Global Influential Media



10 Years+

Promotion at International Exhibitions



# 06 Event Partners

100+

Global media coverage across newspapers, magazines, multimedia platforms and more



100k+

Accurate buyer data with over 1 million global buyer records

**AV Magazine (AVMag) - 150000**  
**Sourcing, B2B and must-to-visit details at LED CHINA 2023 by AVMag**  
**Author: Deborah G. Wassermann, Director of Marketing, AVMag**

There were 4.5 million attendees at the LED CHINA 2023 event in the first 3 weeks from the opening, well in line with the 4.5 to 5 million expected. LED CHINA 2023, which opened its exhibition, did not disappoint its creative innovation, entertainment, user experience, etc. These new developments have already brought tremendous impact to our world experience.

**LED CHINA 2023** is scheduled from 17 to 19 July, 2023, taking place in the most innovative and modern exhibition center in Shanghai, China. The show presents not only the innovation of LED technology, but also creates an all-in-one platform where a major display, light & sound and AV integration. From the unique gear and user experience, the exhibition features interactive light experience, lighting, entertainment, smart lighting, etc.

All the LED products, lighting applications, and innovative technologies for LED CHINA 2023 attendees in a VIP suite. <https://www.ledchina.com/en/2023>

**Like a hawk on our exhibitors**

Visit the Official Website - [www.ledchina.com/en/2023](https://www.ledchina.com/en/2023)

More Information | Exhibitor Showcase | Get VIP Privileges

LED CHINA 2023 is a must-to-visit event for all those in the LED industry. Register now!

**LED CHINA 2023, See You There**  
[www.ledchina.com/en/2023](https://www.ledchina.com/en/2023)

**Free Exhibition**  
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**LED CHINA 2023 (July 17-19, 2023)**  
**Author: Deborah G. Wassermann, Director of Marketing, AVMag**

**Why Join LED CHINA 2023 Show?**

**LED CHINA 2023** is a must-to-visit event for all those in the LED industry. Register now!

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**LED CHINA 2023 (7月17-19日)**  
**Author: Deborah G. Wassermann, Director of Marketing, AVMag**

**为什么参加LED CHINA 2023展会?**

**LED CHINA 2023** 是LED行业所有相关人员必须参观的展会。注册现在!

**LED CHINA 2023, 见您在那里**  
[www.ledchina.com/en/2023](https://www.ledchina.com/en/2023)

**免费展览**  
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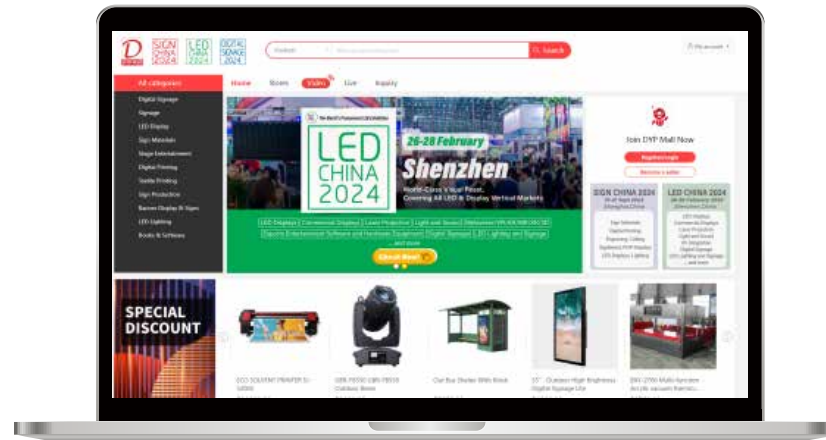
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# 07 LED CHINA Online Mall and Social Media

LED CHINA has developed DYP Mall, an official online marketplace, to integrate physical exhibition with online commerce. It provides the industry with the best trading platform for expanding global business. Visit DYP Mall to expand your global business!



## LED CHINA Online Mall



Global [www.DYPmall.com](http://www.DYPmall.com)  
Domestic [www.Duoy.com](http://www.Duoy.com)

**Join Forces with over 1,000 Manufacturers**



Stay up-to-date with the latest exhibition news by following us on Facebook @Sign and LED CHINA!

# 08 2024 Prospect



*The World's Preeminent LED Exhibition*

**February 26th-28th, 2024**

Shenzhen (Futian) Convention & Exhibition Center

***Embrace the 3D Conversion with LED CHINA 2024  
Explore LED displays and its verticals,  
Visual + Audio + Metaverse + Esports***

## Co-Located Event



Professional Audio, Lighting  
& Systems Show Asia 2024



Meta Esports Show 2024



AUDIO-VISUAL INTELLIGENCE INTEGRATED  
SYSTEM EXHIBITION 2024



The 5<sup>th</sup> Universal Semiconductor  
& Display Expo 2024



**80,000<sup>+</sup>m<sup>2</sup>**  
Exhibition Area



**2,000<sup>+</sup>**  
Brands



**100<sup>+</sup>**  
Regions of Buyers

\*Above are projected figures


***Join the first exhibition on the Chinese exhibition calendar in 2024***



***Take Advantage of the New Year's Peak Sourcing Season!***



**Trust Exhibition**

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