



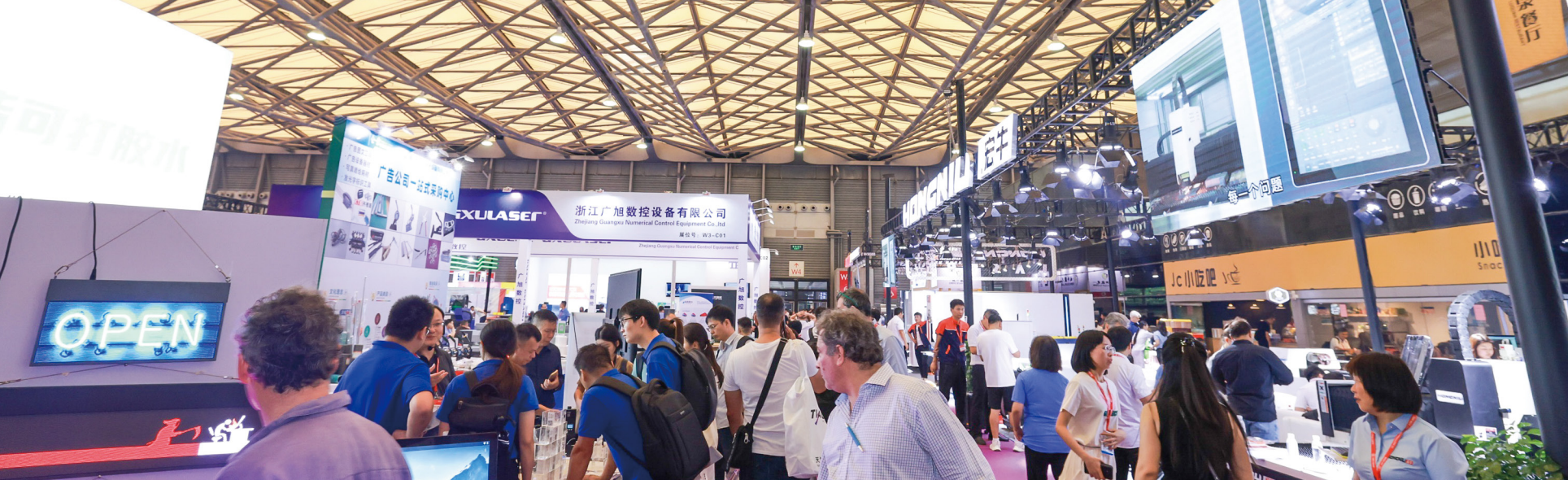
Post-Show Report

2023.9.4-6 | Shanghai New International Expo Centre



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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 200,000+ 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, TSP CHINA, EDE CHINA, Universal Semiconductor & Display Expo and Audio-Visual Intelligence Integrated System Exhibition, in Shanghai, Shenzhen, and Guangzhou - cities located in China's key industrial hubs, the Yangtze River Delta Economic Zone and the Guangdong-Hong Kong-Macao Greater Bay Area.



60,000+m²
Exhibition Area



2,000
Brands



25,608
Total of Buyers



3,318
Overseas Buyers



104
Regions of Buyers

02 About SIGN CHINA

SIGN CHINA, founded in 2003, Guangzhou, has established itself as a globally recognized brand and is recognized as the "Oscar" event of the global sign industry. Each edition has attracted professional buyers from more than 100 countries and regions worldwide for 13 consecutive years. In 2015, SIGN CHINA expanded its presence to Shanghai and since 2019, it has evolved into an annual exhibition held in both Shanghai and Shenzhen. Both events achieved remarkable success, drawing buyers from over 100 countries and receiving acclaim within the industry.

In 2023, making its first comeback after the pandemic, SIGN CHINA gathers around 500 quality sign manufacturers and 2000 brands, creating a one-stop purchasing opportunity for traditional and digital sign products. It showcases six major topics, including Digital Printer and Consumable, Sign Material & Substrate, Laser Engraver, Cutter & Welder, Signage, Lightbox and POP Display, LED Display and Digital Signage, and LED Illumination & LED Lighting. The event welcomes 25,608 professional buyers from 104 countries, with 3,318 overseas buyers – a significant increase compared to the pandemic period.

Co-located Event LED CHINA 2023 · Shanghai
Digital Signage China 2023

03 Partial Elite Exhibitors

Mitsubishi Acrylic Group



Sign Material & Substrate



Laser Engraver, Cutter & Welder



LED Illumination & LED Lighting



Digital Printer and Consumable



Signage, Lightbox and POP Display



LED Display and Digital Signage



* In no particular order

04 Exhibitor Profile

500 exhibitors | 2000 brands

16%

Digital Printer and Consumable

43%

Sign Material & Substrate

17%

Laser Engraver, Cutter & Welder

Covering the whole industry chain of signage, from traditional to digital

9%

LED Illumination & LED Lighting

7%

LED Display and Digital Signage

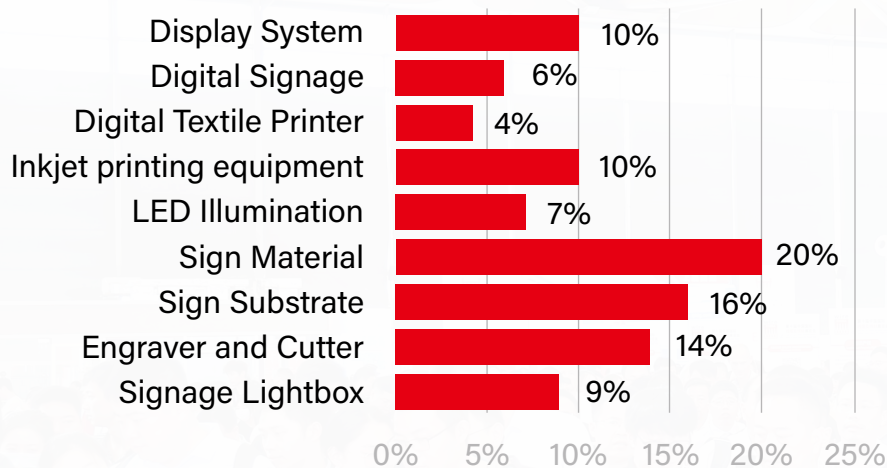
22%

Signage, Lightbox and POP Display

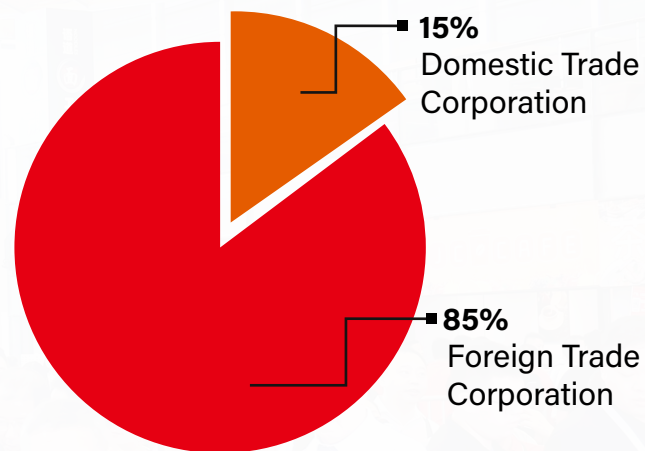


04 Exhibitor Profile

Exhibitor's product categories covered



Type of exhibitor business



05 Comments from Exhibitors



SHANGHAI INKWIN INKJET TECHNOLOGY CO LTD
Wang Hengliang - CEO

The results of SIGN CHINA 2023 were somewhat surprising. We initially anticipated lower attendance due to the post-pandemic situation. However, to our surprise, the quality of the customers at this exhibition was quite high.



HENAN AUDLEY DIGITAL CO LTD
Wang Wei - Sales Manager

SIGN CHINA boasts a comprehensive global promotion network. This year, we are proud to showcase Audley's comprehensive collection of DTF white toner transfer powder machine, UV DTF printer for crystal label, and most importantly, digital textile printing paper printer on site, and connect with a multitude of target foreign customers.



TAIMES
Ma Minghua - General Manager

The exhibition experience this time around was quite satisfactory. We mainly showcased the special application of our UV printers, especially in hot stamping. So far, we had a significant number of customers.



SHANGHAI YIFEI INTERNET OF THINGS SCIENCE AND TECHNOLOGY CO LTD
Wan Jishu - Chairman

At the exhibition, we showcased "Fei Ge Transmission Intelligent Control System" - a smart control system for new businesses. It integrates hardware with our software for digital transformation using gateway sensors and transformers. During the time, we also learned about the latest industry information and gained a better understanding of our peers.



TIANYU EXHIBITION EQUIPMENT & MATERIALS CO LTD
Zhong Yunxiang - General Manager

SIGN CHINA is a major exhibition in the sign industry and highly influential in the field. Tianyu specializes in manufacturing modular trade show booths, lightboxes, commercial space structures, and other display products. Our showcase this year includes two hot-selling products: the M series and the double-deck system.



RESPECT GELATINOUS PRODUCTS CO LTD
Zhao Baozhu - Foreign Trade Business Manager

We were most satisfied with the steady flow of visitors to the exhibition. Our primary products are acrylic sheets and PS sheets, available in an extensive array of vivid colors. They feature outstanding weather resistance, making them highly suitable for addressing diverse requirements in the signage industry. We've gathered valuable customer insights and feedback these days.

06 Global Buyer Delegations



07 Comments from Buyers



Buyer from Sydney, Australia

This is my first time attending SIGN CHINA, and everything has been great so far. You're doing a fantastic job. I'm here to explore new technologies and solutions for my business in Australia.



Buyer from Italy

SIGN CHINA is a highly representative sign exhibition in China. We would like to come and see what new products and trends are available on the market and what we can bring back with us.



Buyer from Iraq

We have been to SIGN CHINA many times. It is a very beautiful exhibition with many excellent machinery and equipment. We have business needs and would like to purchase some machines from the companies exhibiting here.



Buyer from India

This is my fourth time attending SIGN CHINA. The exhibition has a large scale, and this year we are particularly looking for manufacturers of digital signage and advertising display equipment. We will also come again next year.



Buyer from Chile

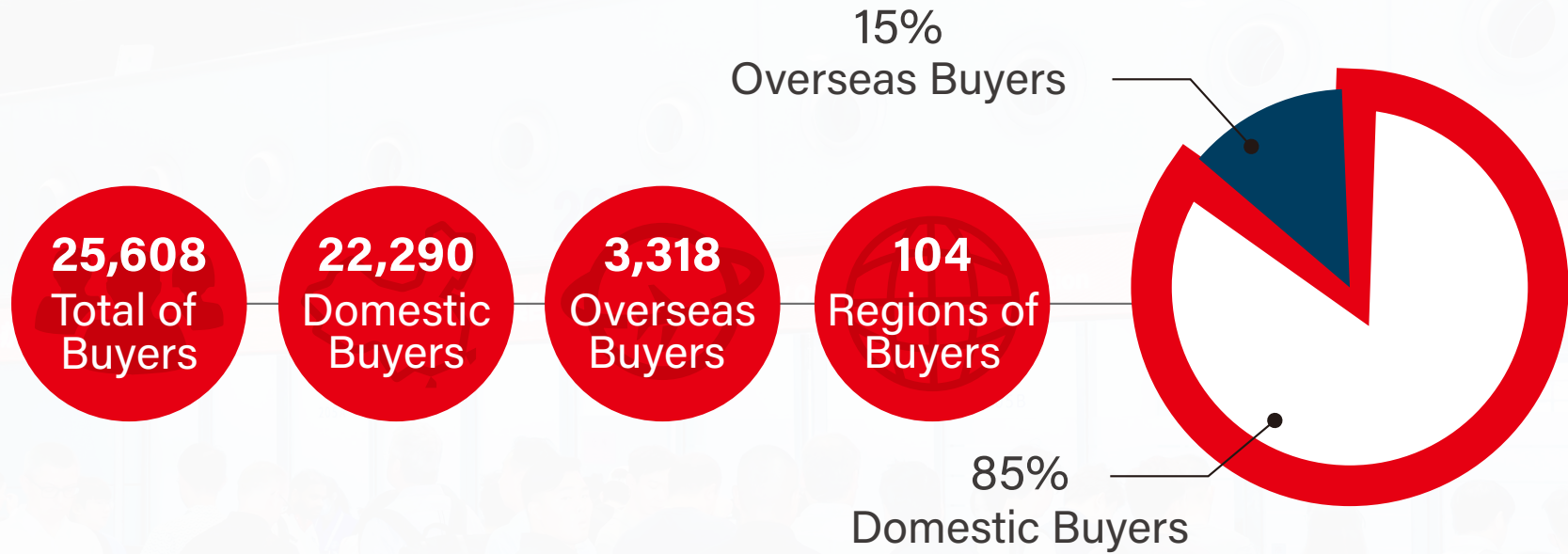
We are a retailer from Chile, and our business scope covers different countries such as Chile, Peru, Colombia, Ecuador, etc. We are looking for LED products and signage products, and this is my tenth time attending SIGN CHINA.



Buyer from Fiji

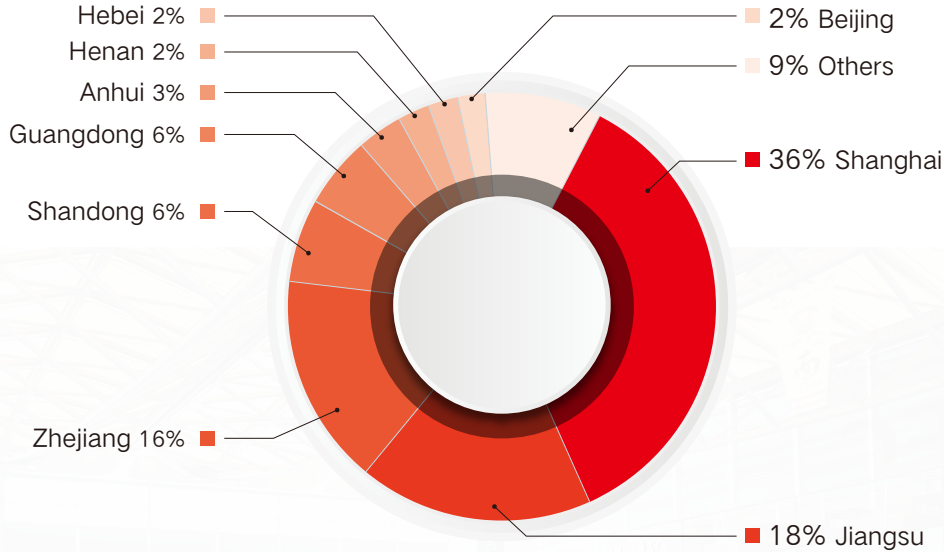
This is my first time attending SIGN CHINA. I am here to look for some printers, CNC engraving machines, laser engraving machines, etc., for our company in Fiji. The exhibition is excellent, and I have seen many companies and products that are suitable for us.

08 Buyers Statistic - Figures

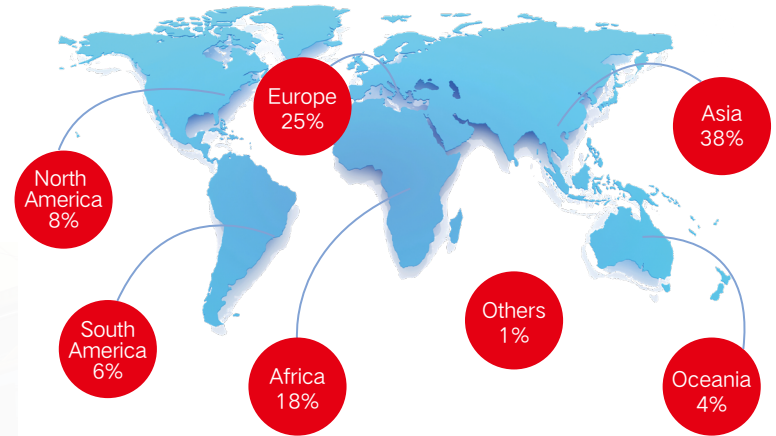


09 Buyers Statistic - Countries and Regions

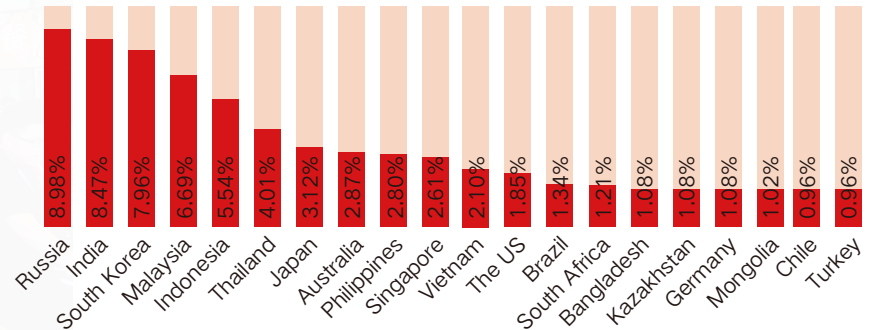
Regional Distribution



Regional Distribution



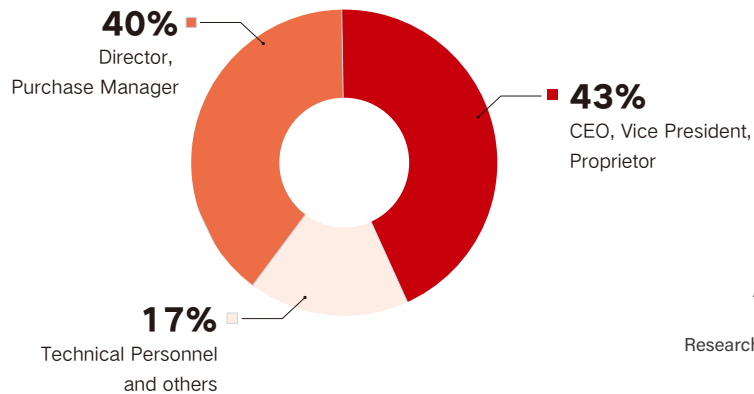
Top 20 Countries Ranking of Overseas Buyers



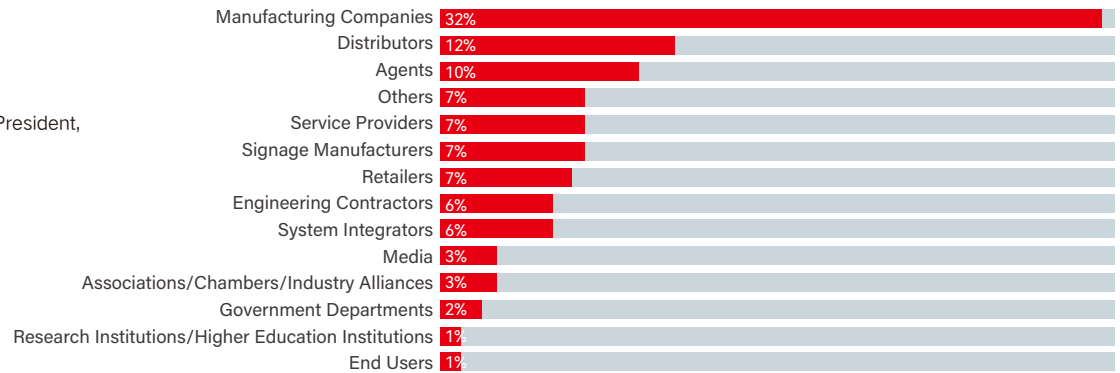
10 Buyers Statistic - Business Nature



Buyer Job Titles



Nature of Buyer Companies' Business

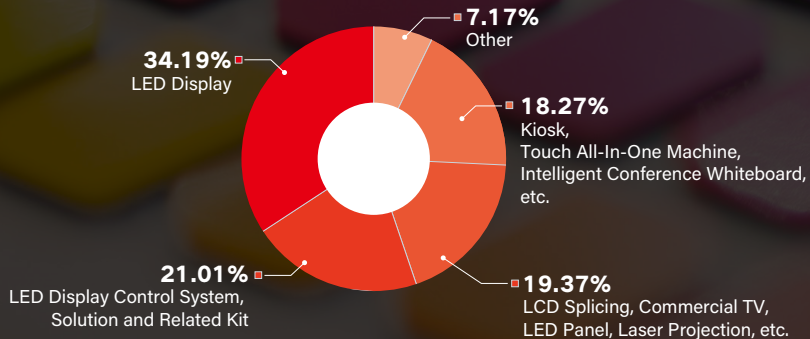


11 Buyers Statistic - Interested Products

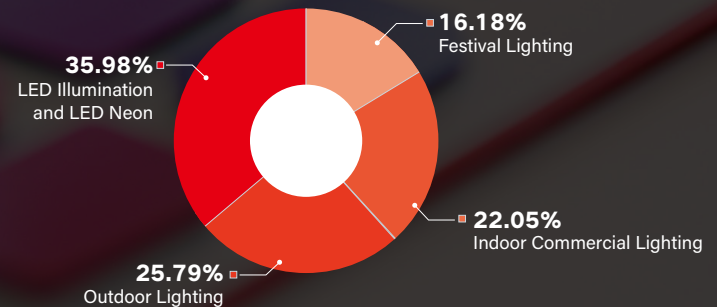
Signage Equipment and Machinery



Digital Signage



LED Illumination and LED Lighting



12 Buyer Statistic in Previous Years

Year	Date/Venue	Number of Domestic Buyers	Number of Oversea Buyers	Number of Buyer Countries
<p>From 2003 to 2014, SIGN CHINA and LED CHINA were held in Guangzhou for 12 years. The organiser formed a joint venture with UBM Asia in 2010, expanding the reach beyond the local market and embracing globalization.</p>				
2015 Shanghai	16-19 Sep, Shanghai New International Expo Centre (SNIEC)	24,337	5,129	113
2016 Shanghai	19-22 Sep, SNIEC	19,917	3,390	138
2017 Shanghai	20-22 Sep, SNIEC	27,992	4,653	118
2018 Shanghai	19-21 Sep, SNIEC	28,581	5,043	121
<p>In 2015, SIGN CHINA and LED CHINA were take place in Shanghai, marking a significant milestone for the events. Three years later, in 2018, UBM Asia and Informa PLC merged to create the world's largest exhibition group. This merger brought about another upgrade to the exhibition brand.</p>				
2019 Shenzhen	21-23 Feb, Shenzhen (Futian) Exhibition & Convention Center (SZCEC)	20,968	3,071	104
2019 Shanghai	18-20 Sep, SNIEC	29,197	5,801	122
<p>In 2019, Trust hosted the LED CHINA and SIGN CHINA Shenzhen in February, followed by hosting SIGN CHINA and LED CHINA Shanghai in September. This effectively utilized the industrial advantages of South China and East China, establishing a biannual exhibition mode in spring and autumn.</p>				
2020 Shenzhen	1-3 Sep, SZCEC	15,040	167	31
2020 Shanghai	17-19 Sep, SNIEC	14,766	121	33
2021 Shenzhen	14-16 April, SZCEC	24,638	252	42
<p>In 2023, following a three-year pause caused by the pandemic, and with the reopening of borders, the events mark a momentous occasion.</p>				
2023 Shenzhen	17-19 July, SZCEC	29,690	1,211	88
2023 Shanghai	4-6 Sep, SNIEC	22,290	3,318	104

13 Global Promotion

50+

Global Influential Media Partners (Partial)



13 Global Promotion

100+

Global Media Reports Covering Newspapers, Magazines, Multimedia Platforms and More



13 Global Promotion

10+

Global Events Promotion



13 Global Promotion



1M+ Visitor Database



Join **SIGN CHINA 2023** for new design, new materials, new gear, new tech as 450 quality manufacturers offering top-of-the-line signage, logo signs, illuminated letters, as well as multiple materials, substrates, and excellent laser engraving, cutting, and welding equipment, are heading for **ei Time** in running out, join us from **September 4th to 6th** at the **Shanghai New International Expo Centre**. Secure your VIP visitor status by <https://bit.ly/signchina2023>!

Show Information | **Exhibitor Showroom** | **Factory Visit**

Explore more with SIGN CHINA 6 Exhibition Topics

Digital Printers & Supplies | **Sign Materials, Substrates** | **LED Illumination**
Laser Engraving, Cutting | **Signboard, POP Displays** | **Digital Signage**

► Special Service - Buyer-Manufacturer Network
 If you're interested in organizing factory visits during your trip and would like us to help connect you with key persons at the manufacturers, please provide your information here or feel free to contact-us@signchina.com

全球“广告及数字标牌”生态产业链峰会

2023 上海国际广告展
SIGN CHINA 2023
 20周年

2023 上海国际LED展
LED CHINA 2023

2023 上海国际数字标牌展
DIGITAL SIGNAGE 2023

2023 上海国际广告展
 9月4-6日 | 上海浦东新国际博览中心

第23届上海国际广告展 (SIGN CHINA 2023), 将于9月4-6日在上海浦东新国际博览中心举办, 联合2023上海国际LED展、数字标牌展, 为您优选400家优质企业, 其中涵盖华东地区顶尖LED显示屏、数字标牌、3D全景投影等企业, 除了丰富多彩的广告招牌设计与工艺, 您还将看到一系列前沿的数字标牌产品, 让您体验“广告标识及数字标牌联动趋势”, > [点击这里查看详情](https://bit.ly/signchina2023)。

展会信息 | **展商名录** | **行程日程**

2023 上海国际广告展 (SIGN CHINA 2023), 还有更高阶, 有近近500家中高端广告厂家, 2千多位行业资深设计、策划、材料、制作、技术、物料、印刷、安装师傅等, 我们为您推荐到由美国“普信”、“标旗”、“广告器材”再到意大利收藏及折页技术中的优秀企业, 让您在展会中轻松采购! 9月4-6日, 上海浦东新国际博览中心与您不见不散! > [点击这里查看详情](https://bit.ly/signchina2023)。

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展会信息 | **展商名录** | **行程日程**

2023 Partial Exhibitor Cases
 Dive into the Comprehensive Sourcing Platform for Premium Signage and Signboards

COSUNSIGN
 Hall W3, Booth B25 > bit.ly/cosunsign

CARREY SIGN
 Hall W3, Booth D26 > bit.ly/carreysign

CG
 Hall W3, Booth D26 > bit.ly/cg

Commercial Signage

RGB LED招牌标识

树脂发光字

2023参展商案例

创意标识招牌设计
 标识招牌、精工字、发光字、亚克力、烤漆字、导视牌、广告牌、店面招牌、广告灯箱、招牌制作等

COSUNSIGN 深圳新视觉智能科技有限公司 展位号: W3-B25

深圳新视觉智能科技有限公司 展位号: W3-B25

SKECHERS

树脂发光字

树脂发光字

2023部分展商案例

高端标识招牌
 标识招牌、精工字、发光字、亚克力、烤漆字、导视牌、广告牌、店面招牌、广告灯箱、招牌制作等

深圳新视觉智能科技有限公司 展位号: W3-B25

浙江恒泰环境设备有限公司 展位号: W3-C65

户外大型广告

PVC 海报材料

户外海报布

2023部分展商案例

丝网喷绘布

HALEAD 浙江华利数码材料股份有限公司 展位号: W2-G10

DPI 浙江天城数码有限公司 展位号: W2-C32

NCF 杭州南峰泰盛股份有限公司 展位号: W1-F11

户外大型广告

户外灯箱布

加宽灯带灯箱布

大型户外冲孔喷绘

浙江恒泰环境设备有限公司 展位号: W1-C02

上海康美新材料股份有限公司 展位号: W2-A31

江苏和泰新材料股份有限公司 展位号: W1-G12

户外大型广告

PVC 海报材料

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户外大型广告

PVC 海报材料

户外海报布

2023 Exhibit Preview of Laser Engraver & Cutting Equipment Pavilion

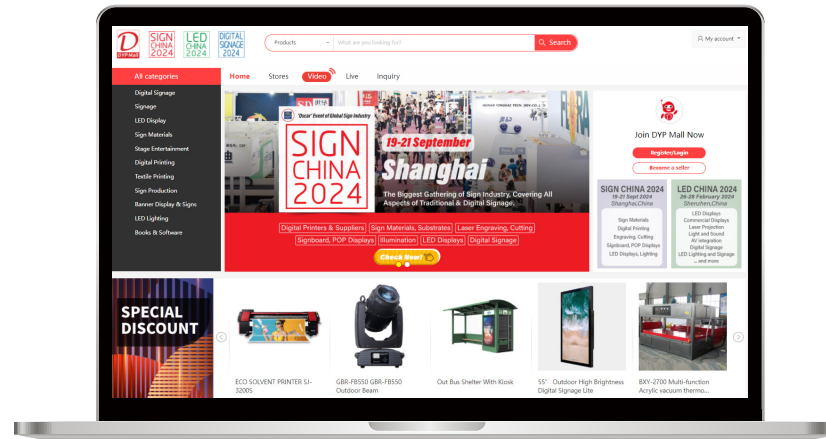
HONGNILE
 Hall W3, Booth G01

HN3015E
 Dual Platform Laser Cutting Machine

Samples & Application

14 SIGN CHINA Online Mall

SIGN 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!



SIGN CHINA Online Mall



Global

www.DYPmall.com

Domestic

www.Duoy.com

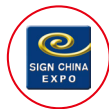
Join Forces with over 1,000 Manufacturers



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

15 2024 Prospect

**SIGN
CHINA
2024**



The 'Oscar' Event Series of Global Sign Industry

19-21 September, 2024

Shanghai New International Expo Centre



60,000⁺m²
Exhibition Area



100⁺
Regions of Buyers



2,000⁺
Brands



3,000⁺
Overseas Buyers

Co-located Event

**DIGITAL
SIGNAGE
2024**

Digital Signage China 2024

Discover global business all in one place!

SIGN CHINA connects you with the global business network!



Stay tune for more in 2024!

☎ 86-20-3810 6261
✉ info@signchinashow.com
🌐 www.signchinashow.com