



The World's Preeminent LED Display Exhibition

LED
CHINA
2025

Since 2005

The Ultimate Destination for LED Display and Its Verticals

*One Stop Purchasing for
LED Display + Lighting + Audio + Digital Signage + Advertising Signage*

17-19 February 2025 | Shenzhen Convention & Exhibition Center, Futian

Post-Show Report

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Trust Exhibition
Guangzhou • Shanghai • Shenzhen



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Organizer

Trust Exhibition Co., Ltd. is a professional exhibition organizer with 23 years of experience. It has accumulated a database of over 1 million global buyers, including more than 400,000 overseas buyers spanning 219 countries and regions.

The company is dedicated to expanding global business opportunities for industries, enhancing brand influence in China and world-wide, and providing international-standard exhibition management and services. Its portfolio includes flagship events such as SIGN CHINA, LED CHINA, DS CHINA, and PALS Asia. These events are held in Shanghai, Shenzhen, and Guangzhou—key cities in China’s Yangtze River Delta and Greater Bay Area—leveraging China’s manufacturing strength to reach global markets.

After years of development, LED CHINA and SIGN CHINA have become globally recognized brands, attracting buyers from over 100 countries and regions for 16 consecutive years. They stand as the industry’s premier international trade platforms.



2025 Exhibition Overview

LED CHINA 2025 was successfully held at the Shenzhen Convention & Exhibition Center (Futian) from February 17-19, 2025. Under the theme "Enhancing Storytelling with LED Displays and Related Elements," the exhibition focused on LED displays while integrating sectors such as commercial displays, digital signage, professional lighting, audio, AV system integration, Metaverse AR/VR, LED lighting, and advertising signage. The event highlights how sound, light, image, video, display, and advertising/digital signage can be applied across industries such as business complex, cultural event, sports and tourism (night tourism, digital cultural tourism, etc.), light shows, digital city development, immersive spaces, digital exhibitions, and multimedia showrooms.

Over three days, the event welcomed **31,761** professional visitors from **128** countries and regions. Compared to 2024, the number of overseas buyers **increased by 14.29%** (112 countries in 2024), with **26,896** domestic visitors and **4,865** overseas visitors (a 16.08% increase from 4,191 in 2024). LED CHINA has now surpassed pre-pandemic levels in international participation, maintaining its status as a global premier event for 16 years.

Co-located Events



Pro Audio, Lighting & Systems Asia 2025



DIGITAL SIGNAGE CHINA 2025



SIGN CHINA 2025



Featured Exhibitors

● LED Display and Its Control System



*Note: Full lists not displayed due to space constraints.



Featured Exhibitors

● Professional Lighting and Stage Equipment



● Digital Signage and Kiosk



*Note: Full lists not displayed due to space constraints.



Featured Exhibitors

● LED Lighting and Illumination



● Advertising Signage and Sign-Making Equipment



*Note: Full lists not displayed due to space constraints.



Buyer Data & Analysis



Total Buyers:

31,761



Overseas:

4,865
15.3%



Domestic:

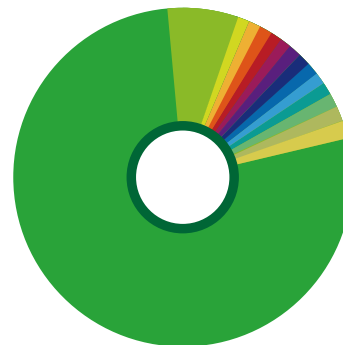
26,896
84.7%



Countries
Represented:

128

Domestic Buyer Distribution (Top Regions)



75.16% Guangdong

1.67% Zhejiang

1.46% Hunan

1.39% Henan

1.24% Shandong

1.22% Taiwan

1.18% Jiangsu

1.03% Shanghai

1.01% Fujian

0.99% Hubei

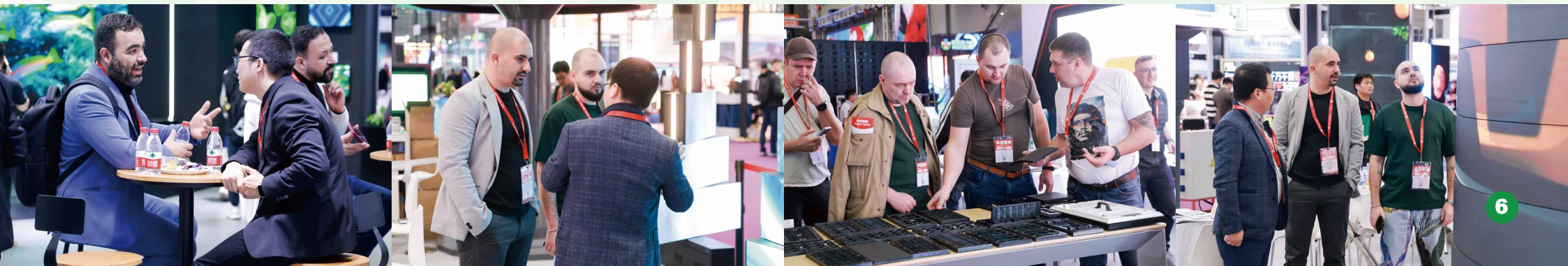
0.97% Sichuan

0.95% Jiangxi

0.88% Hebei

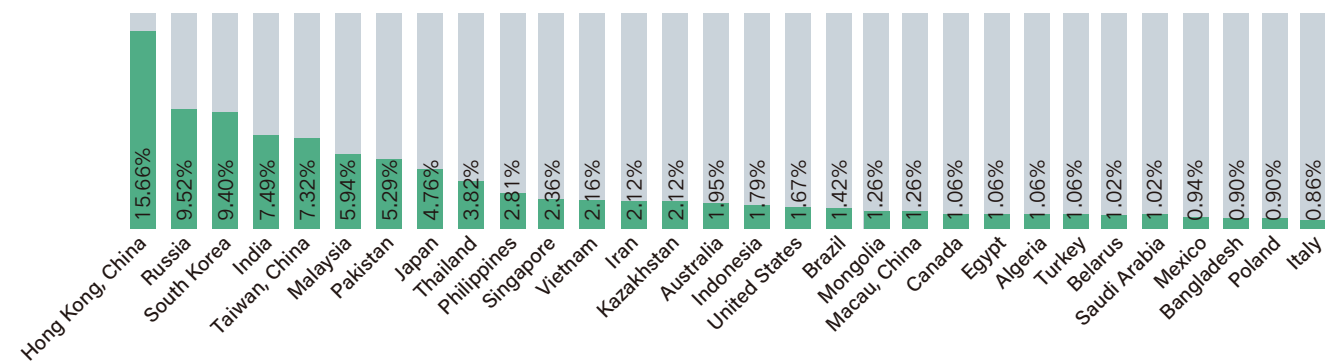
0.87% Beijing

9.98% Others

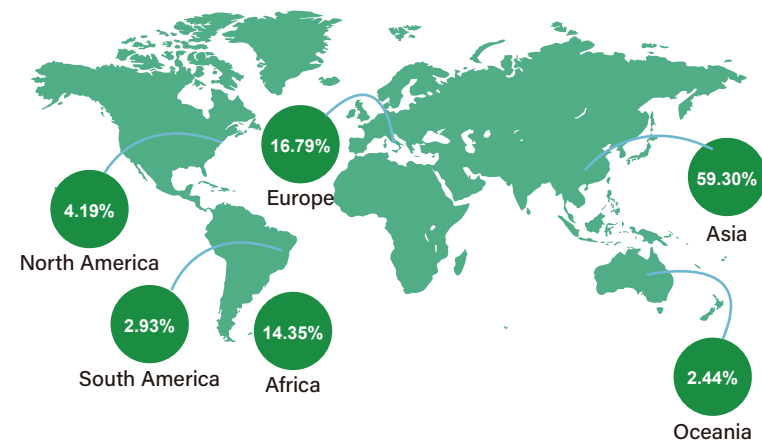




HK/TW/MO, China and Overseas Visitors: 4,865 Top 30 Countries/Regions by Attendance



Regional Distribution of Overseas Buyers



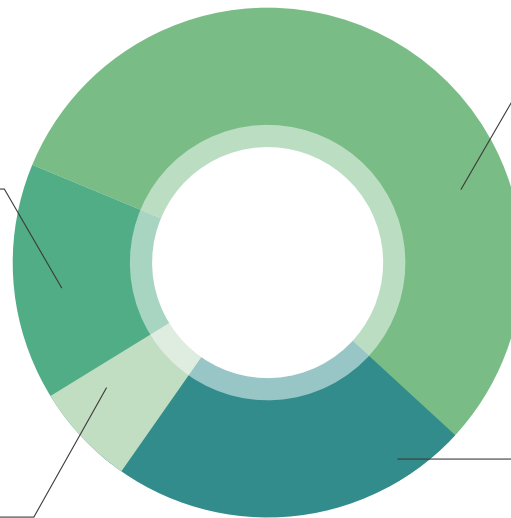


Buyer Profile Analysis

Job Titles

Technical Experts/
Consultants: 15%

Others: 4%



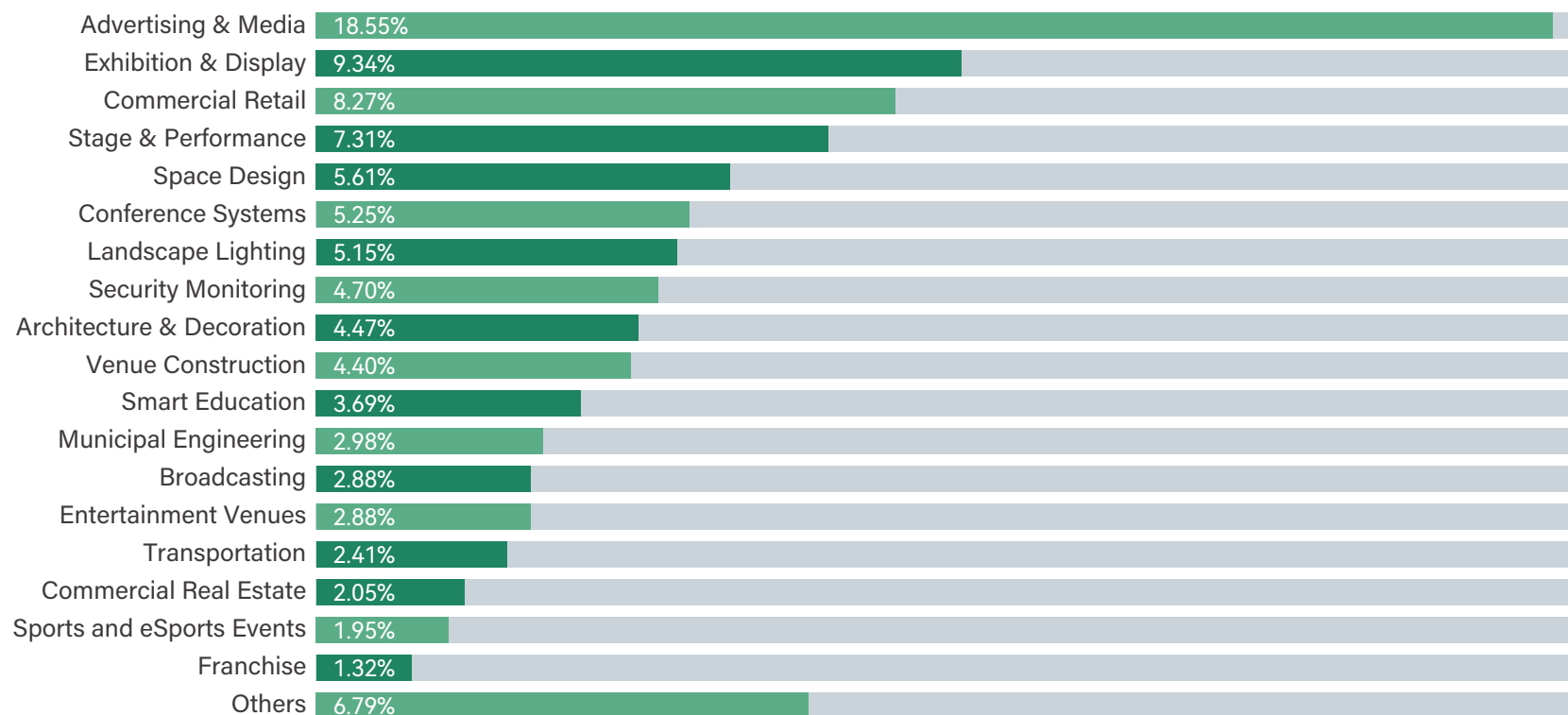
Directors: 60%

Managers/Directors: 21%



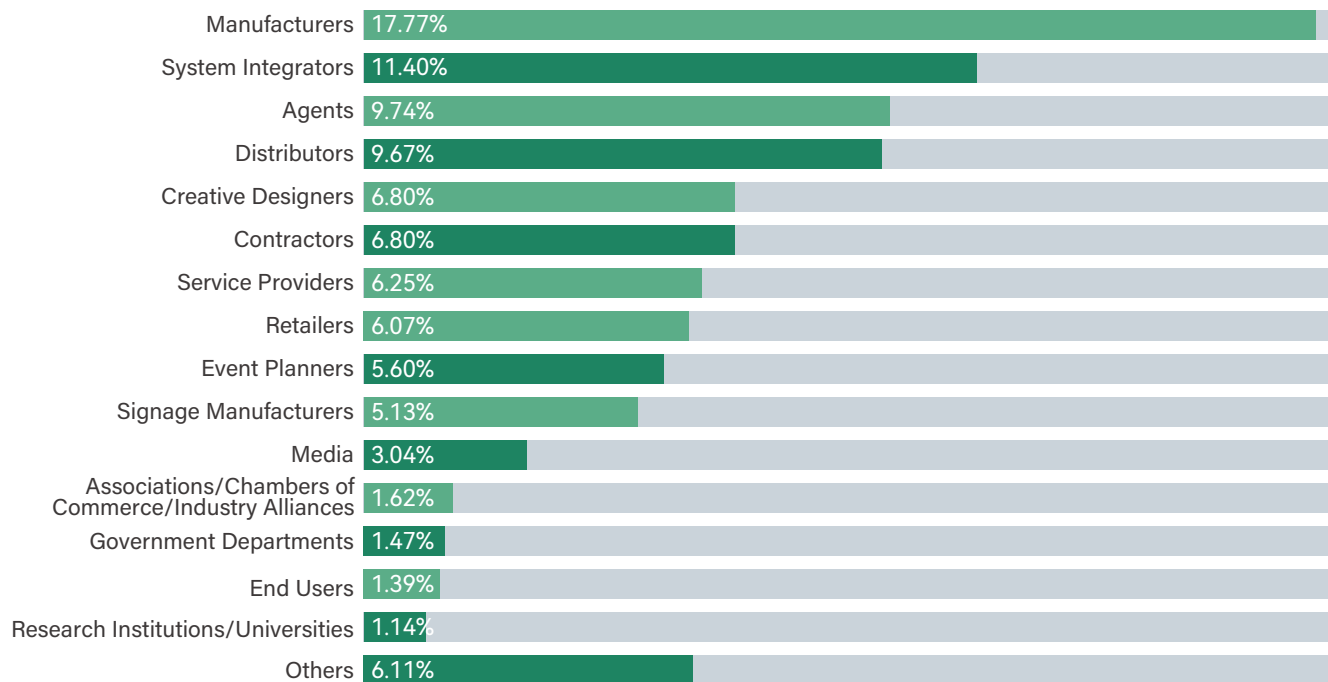


Primary Application Fields of Buyers

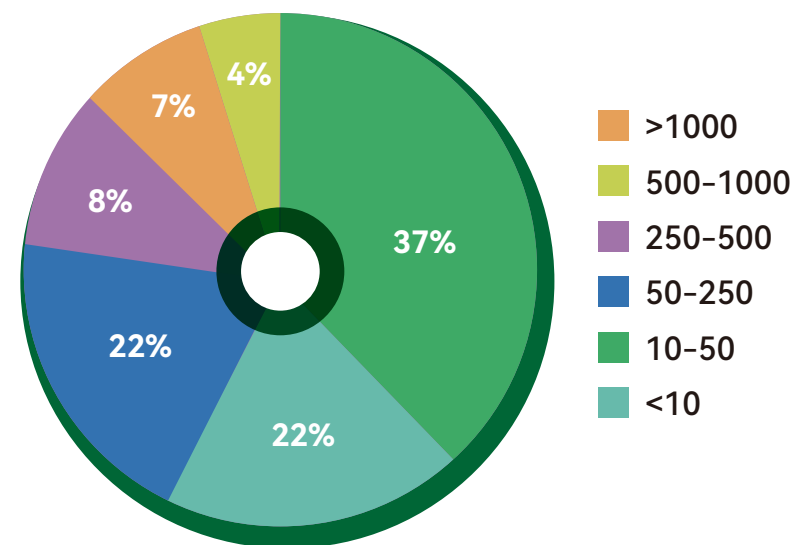




Buyer Company Types

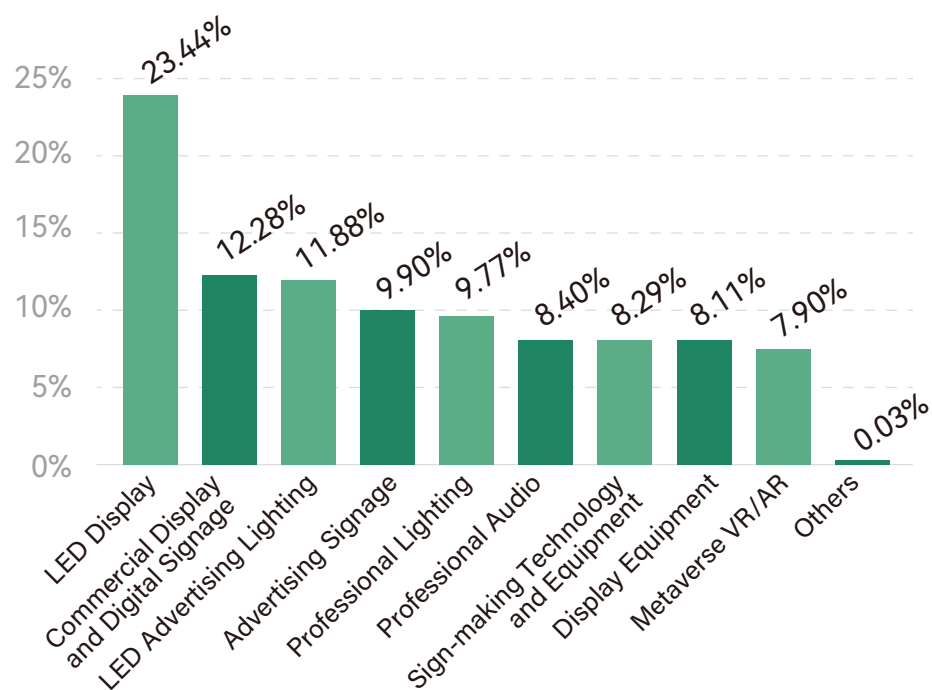


Company Size (Employees)

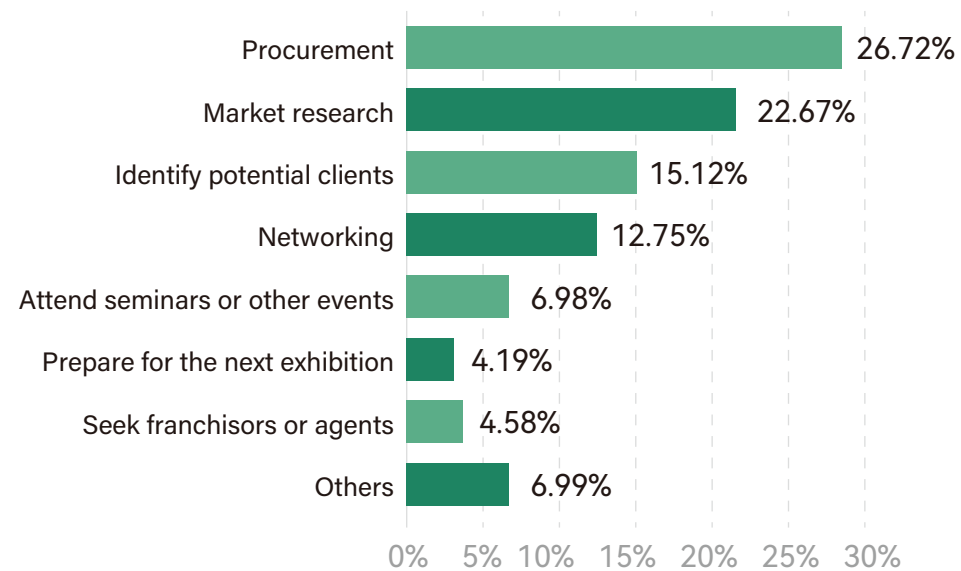




Top Products of Interest



Buyers Objectives





Exhibitor Testimonials



CHAINZONE TECHNOLOGY (FOSHAN) CO., LTD.

North America Regional Manager
- Deng Wanxia

This is Foshan Qingsong's fifth time at the exhibition. We've hosted buyers from key markets like Japan, Europe, and North America. We'll continue participating in LED CHINA, which attracts a broad buyers, top experts, and leading companies.



SHENZHEN SHOWTECHLED CO., LTD.

General Manager - Wang Wenping

Since the pandemic in 2020, we have participated in LED CHINA every year without fail. This is our sixth consecutive participation. Currently, our main customers are from Russia and Southeast Asia. We will continue to support this exhibition and wish it continued success!



CAILIANG LEDDISPLAY

Asia-Pacific Regional Head
- Zheng Zhengyu

LED CHINA, with its global reach and professionalism, has attracted us to exhibit for the second time. Currently, most of the clients visiting our booth are from Southeast Asian countries such as Indonesia, India, and Vietnam, all of whom are our target audience. We will continue to participate in the next edition of the exhibition.



SHENZHEN HUIDU TECHNOLOGY CO., LTD.

CEO - Xie Zhijun

We've participated in LED CHINA for several years. The exhibition is globally recognized and attracts many overseas customers. With 40% of our products exported to regions like Southeast Asia, the Middle East, Africa, and Europe, it aligns perfectly with our business, which is why we continue to exhibit.



SHENZHEN COSUN SIGN SMART-TECH CO., LTD.

Business Director - Wei Chenming

We have received a significant number of North American clients at this exhibition. So far today, we have collected over 200 business cards, meeting our expectations. We hope the organizers will host more professional events like this, and we will definitely participate again next year.



LEDMAN OPTOELECTRONIC CO., LTD.

General Manager of Domestic LED Division
- Huang Longyuan

As a participant since the first LED CHINA in 2005, LEDMAN showcased a range of advanced COB display technology products at this exhibition. Most of the buyers we received at our booth were from overseas, with a particularly high number from the Asia-Pacific region.



SHENZHEN DESFINE ACOUSTICS CO., LTD.

General Manager - Pang Haibo

Led by DESFINE Group, 8 members of the Cultural Event Equipment Alliance, including Zhongying Lighting, Haorong Stage, LedHero, CNEG Lighting, Jinglong Intelligent, Jiayufeng Stage Equipment, and others, showcased a full range of products like sound systems, LED screens, stage lighting, stage machinery, stage trusses, acoustic materials, theater seating, stage curtains, and more. The event was a great success.



SHENZHEN MARY PHOTOELECTRICITY CO., LTD.

Sales Manager - Fan Tiantian

This marks MARY PHOTOELECTRICITY's 17th participation in LED CHINA. We introduced multi-scenario solutions, including flexible LED screens for rental and COB products, which were well-received by attendees from Asia, Europe and so on.



XIAMEN QIANGLI JUCAI OPTO-ELECTRONIC TECHNOLOGY CO., LTD.

Sales Director - Yang Qingnan

Qiangli is a long-time customer of LED CHINA. At this exhibition, we showcased a variety of energy-saving products, rental screens, and COB screens, meeting the diverse needs of different indoor and outdoor scenarios. During the exhibition, we received clients from multiple countries, which aligns well with our target market.



Buyer Testimonials



Buyer from Australia

This exhibition is pretty neat level. We have seen many digital signage manufacturers on-site and already established connections with some companies. We also plan to attend the Shanghai exhibition. Visiting such events allows us to gather more industry insights.



Buyer from Montenegro

As a manufacturer of advertising signage and LED modules/displays, the simultaneous opening of SIGN CHINA and LED CHINA is very meaningful to me. At the event, I found products of interest and met with many Chinese companies I have already partnered with. Additionally, I have scheduled factory visits with some companies.



Buyer from Pakistan

This was my first time visiting the exhibition. I saw many new products and technologies on-site, found exactly what I needed—like LED displays and digital signage—and enjoyed collaborating with Chinese companies.



Buyer from Australia

I visited your exhibition in Shanghai, and this is my first time in Shenzhen. We are part of the Australian Signage Association, with broad business coverage. I'm happy to see that LED CHINA and SIGN CHINA are co-located events now.



Buyer from India

This exhibition exceeded our expectations. I look forward to partnering with excellent digital signage companies—their product quality and pricing are satisfying. Additionally, I hope to see more new products. Overall, the event was highly successful.



Buyer from Dubai

As a regular attendee of your Shanghai exhibition, this was my first visit to Shenzhen. I aimed to source advertising signage materials and displays, discovered many new products, and even placed orders for some essentials.



Buyer from Bangladesh

I frequently attend this exhibition to find suitable LED and LCD products for outdoor use, which I can bring back to the markets in Bangladesh and India. This year, I saw many impressive display products. There are so many exhibitors at the event that there isn't enough time to communicate in detail with each one.



Buyer from Malaysia

This was my first visit, aiming to explore more efficient LED systems. There were numerous companies on-site, and I've connected with several suitable ones for future discussions. I also observed new LED display technologies and gained insights into industry trends.



Buyer from India

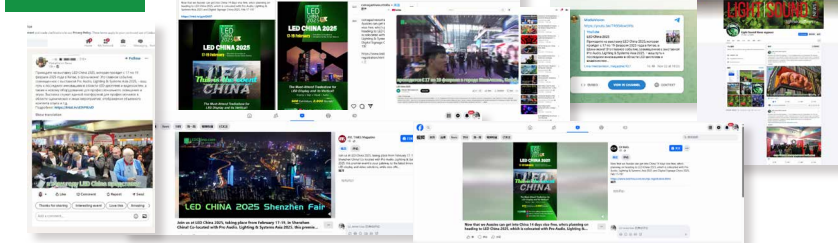
The exhibition was a great success. We not only found suitable LED products but also built connections with multiple suppliers. This was our first visit based on recommendations, and the overall experience was excellent.

Global media integration across diverse platforms and regions

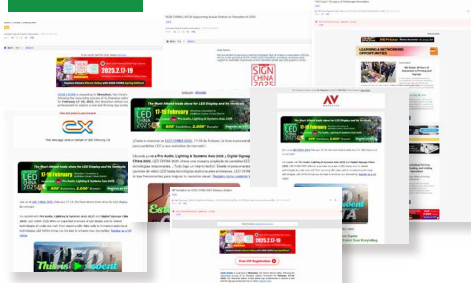
News Report



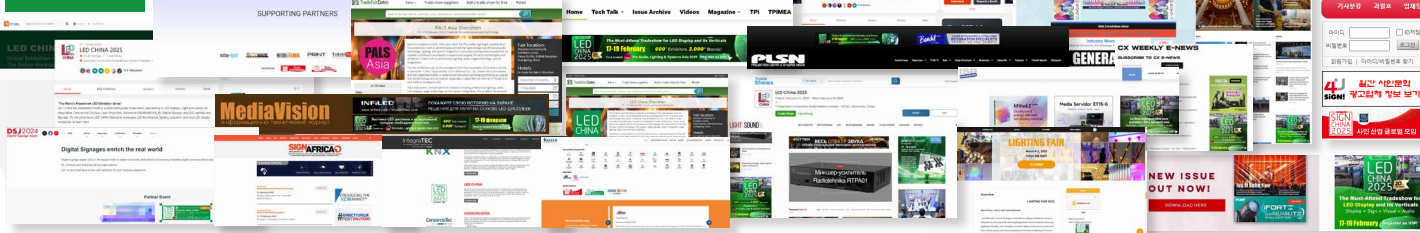
Social Media



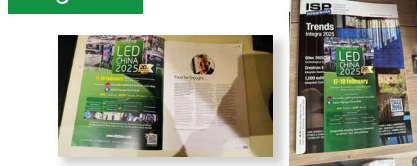
E-News



Website Info



Magazine



Mainstream domestic media and TV stations providing full coverage

News Report



Radio Broadcast

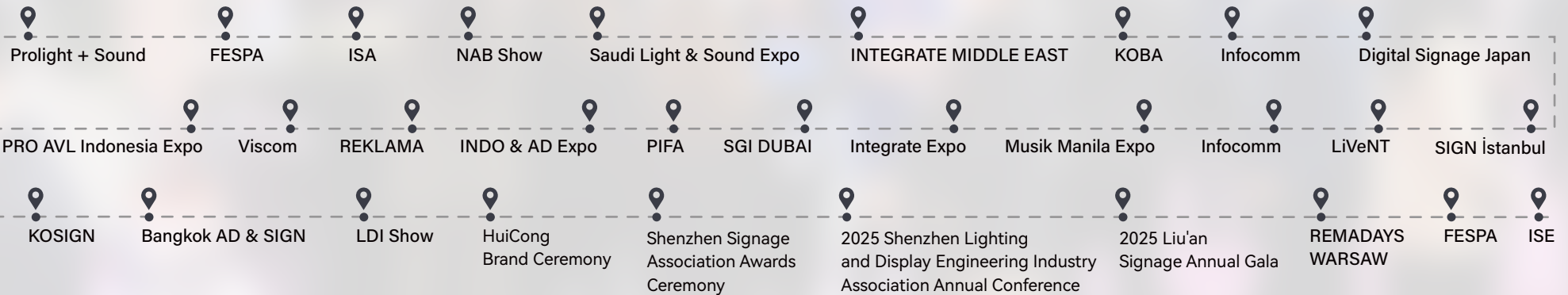
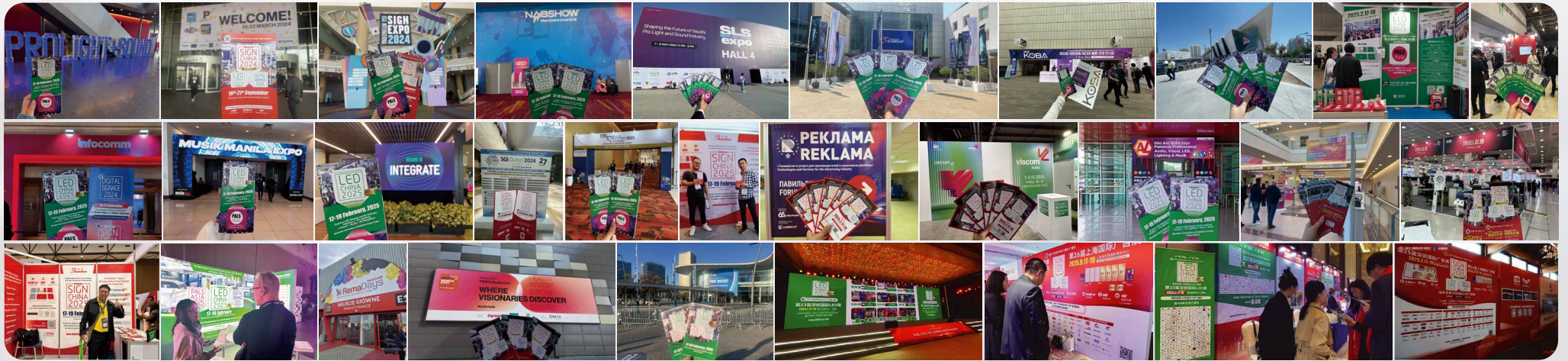




Global Promotion



Global industry exhibitions for on-site marketing



Global Promotion

1M⁺ professional buyer database

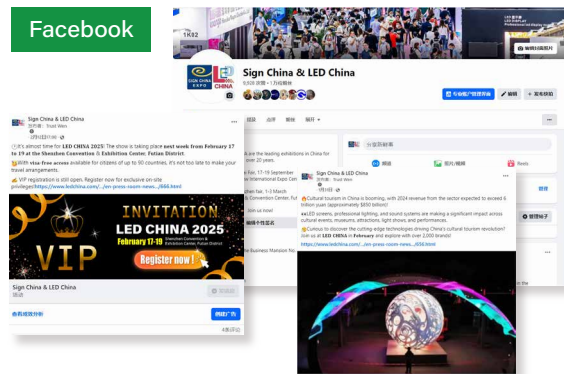
The collage features various promotional materials for LED CHINA 2025:

- Social Media Posts:**
 - A Weibo post from "Sign China & LED China" announcing the event, mentioning over 600 exhibitors and 2,000+ brands.
 - A post from "wango" (萬國電器) showcasing their booth and products.
 - A post from "monped" (摩拜) featuring a woman in a white dress.
- Website Banners:**
 - A banner for "Pantallas LED" (LED Displays) with various product categories like 3D, AR, and VR.
 - A banner for "Haz clic para ver" (Click to see) with a grid of product images.
 - A banner for "Catálogo de Productos de Expositores 2025" (Exhibitor Product Catalog 2025).
- Product Showcases:**
 - A section titled "2025 Exhibitor Product Express" featuring various digital signage products like "Interactive OLED CASE", "AI Holographic OLED Transparent Case", "Transparent LED Display", "Holographic Digital Display", "3D Holographic Fan Kiosk", and "LEDMAN LEDHUB Interactive Conference All-in-One (AIO)".
 - A section titled "Top 7 LED Display Choices Shaping Your Visual Merchandising" with images of different display types.
- Event Information:**
 - Details about the event location: Shenzhen Convention & Exhibition Center, Futian District.
 - Event dates: February 17-19, 2025.
 - Registration information: Free VIP registration available.

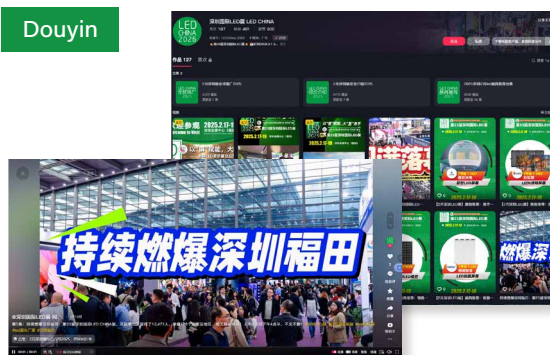
Global Promotion

LED CHINA social media platforms

Facebook



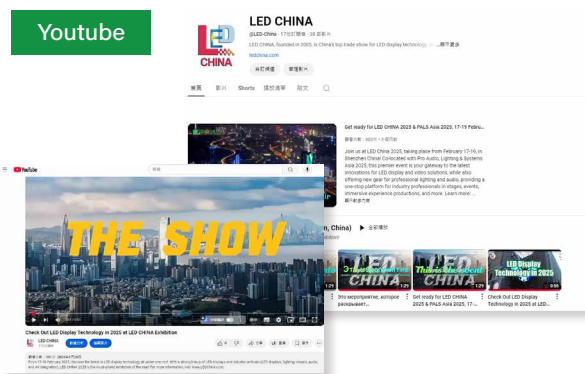
Douyin



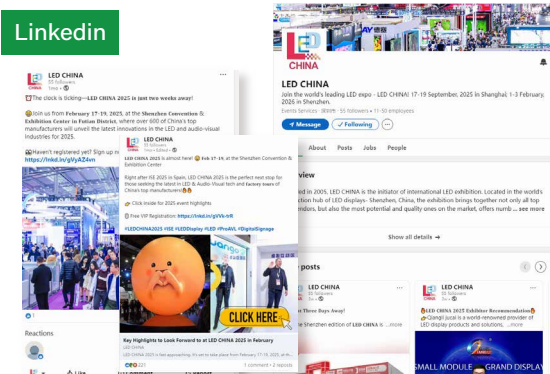
Rednote



Youtube



Linkedin



WeChat





Upcoming Events



The World's Preeminent LED Display Exhibition

The Ultimate Industrial Gathering for
Global Sign and Display Signage

17-19 September 2025

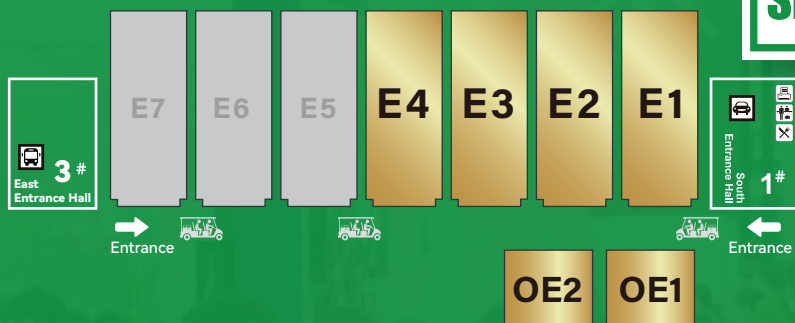
Shanghai New International Expo Centre, Pudong



The Ultimate Destination for LED Display
and Its Verticals

1-3 March 2026

Shenzhen Convention & Exhibition Center, Futian



**2025
Prospect**



**2,500
Brands**



**800+
Exhibitors**



**145+
Regions of Visitors**
*Above are projected figures

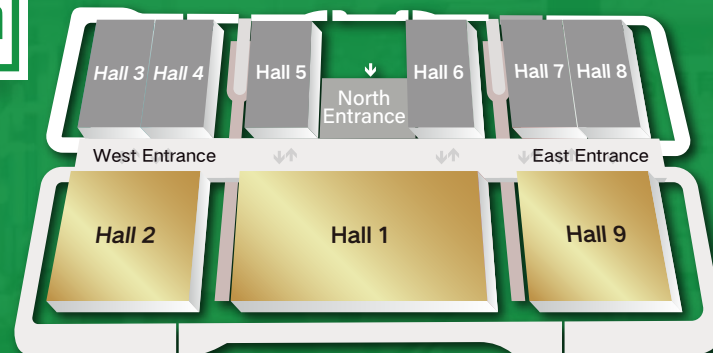
Co-located Events



SIGN CHINA 2025 · Shanghai



DIGITAL SIGNAGE CHINA 2025 · Shanghai



**2026
Prospect**



**2,000
Brands**



**600+
Exhibitors**



**140+
Regions of Visitors**
*Above are projected figures

Co-located Events



Pro Audio, Lighting & Systems Asia 2026



DIGITAL SIGNAGE CHINA 2026 · Shenzhen



SIGN CHINA 2026 · Shenzhen

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

Follow us for the latest event info

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闻信国际LED及灯光音响展

Tiktok



SIGN CHINA

Linkedin



LED CHINA

Facebook



Sign China & LED China

Youtube



LED-China

Follow us for the latest event info!

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