

# FILM & TAPE EXPO 2023

# Post Show Report



 **October 11-13, 2023**

 **Shenzhen World Exhibition & Convention Center**

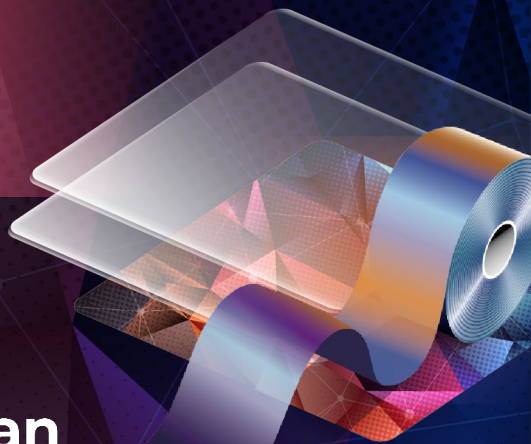
Concurrent Events



Organiser

**Kuozhan**  
上海励扩展有限公司

[WWW.FILM-EXPO.COM](http://WWW.FILM-EXPO.COM)



# Overview



62,003

Attendees



916

Exhibitors



2,146

TAPs

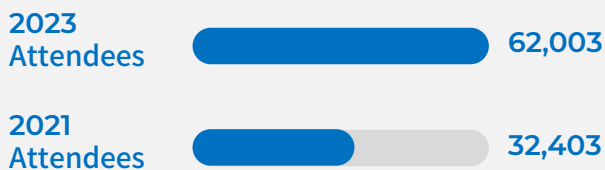
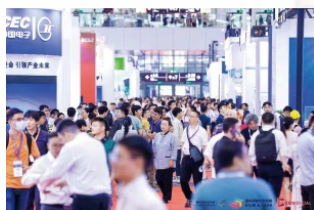


1,285

Overseas Attendees

# Summary

The FILM & TAPE EXPO 2023 brought together **916** high-quality domestic and foreign enterprises. More than **100** of them debuted new products onsite at the over **160,000** square meter exhibition space. The three-day exhibition attracted a record high of **62,003** domestic and foreign professional visitors, a **91.35%** increase from 2021. Simultaneously, **2,886** delegates and **2,146** TAP (Target Attendee Program) invited buyers joined the show, resulting in **1,355** business matchmaking sessions.



**16** themed forums and summits were concurrently held onsite. **163** industry leaders shared top-tier speeches, addressing the industry's current situation and predicting future trends. Speech topics included discussions about functional films and tapes; coating, die-cutting and labelling; new displays and intelligent touch technology; automotive and new energy technology; the metaverse and commercial displays. The speeches offered the audience the opportunity to integrate concepts into their production, establishing both a learning and research platform. Returning overseas exhibitors, representing **13** different countries and regions around the world, attended the show. The overseas exhibitors, which included South Korea, brought new products to display. Both the E-paper Zone and New Energy Innovation Zone specifically promoted the industry's sustainable development. Thank you for making the FILM & TAPE EXPO 2023 an extraordinary experience!

# Overview

## Exhibitor Profile

Highly -functional Film Materials, Adhesive Tapes, Foam  
Chemical raw materials, Fluorine silicon  
Coating, Testing, Slitting, Die - cutting Processing Equipment  
Testing instruments, UV curing, Related accessories

## Visitor Profile

Die-cutting Factory Touch / Display Panel  
Digital Electronics Plastic Packing  
Printing Label Household Appliance  
Automobile Lithium Battery  
Photovoltaic Coating  
Semiconductor PCB/FPC  
Architectural Decoration

# Digital Performance



Web Traffic

**10,376,468**



Social Media Followers

**135,390**



Video Viewers

**8,657,050**

## Visitor Analysis



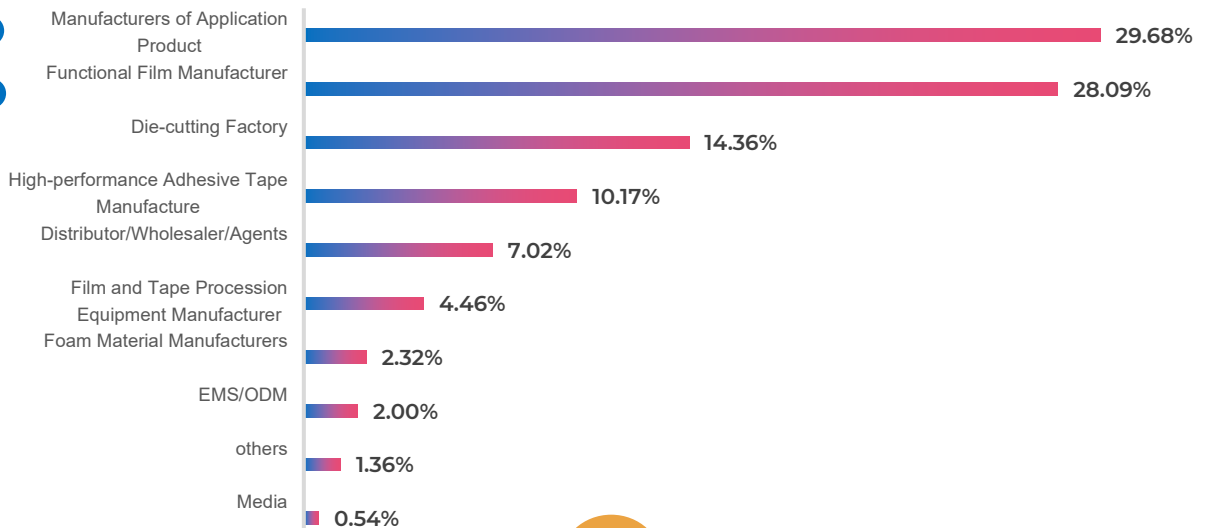
**92% of attendees are satisfied with FILM & TAPE EXPO 2023**



**93% of visitors are going to visit FILM & TAPE EXPO 2024**

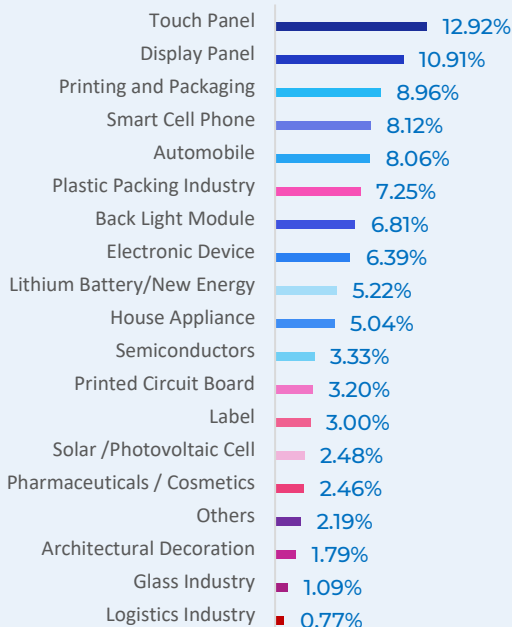
1 More ...

2 More ...



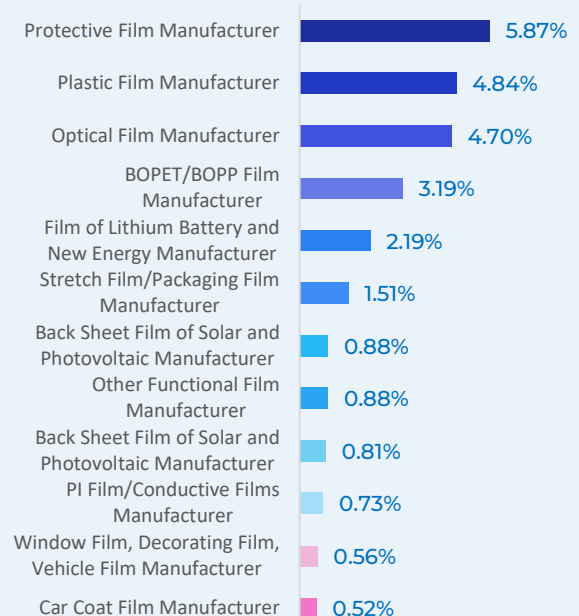
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### Manufacturers of Application Product



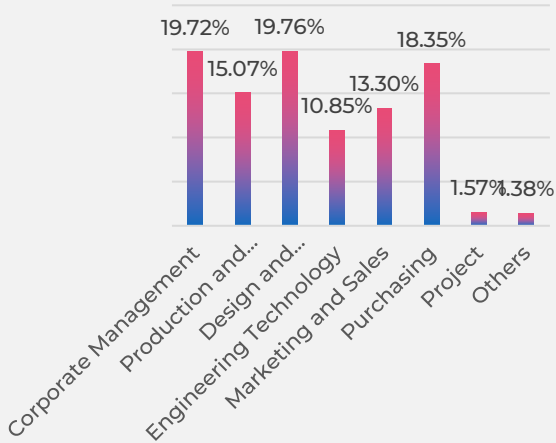
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### Functional Film Manufacturer

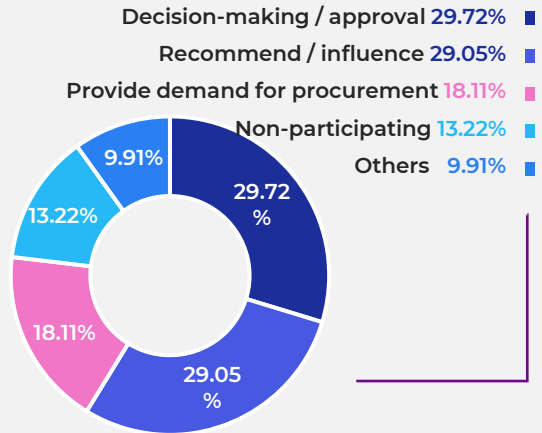


# Visitor Analysis

## 2 Visitor's Job Function

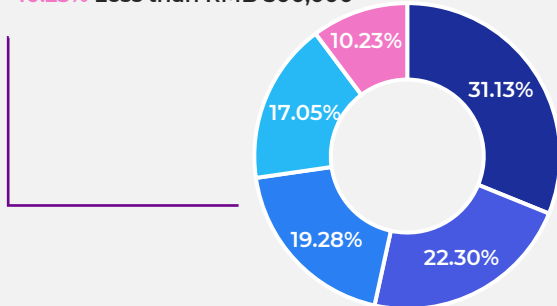


## 3 Visitors Purchasing Decision-making Power



## 4 Visitor's Company's Annual Purchasing Amount

- 31.13% More than RMB5,000,000
- 22.30% RMB3,000,000- RMB5,000,000
- 19.28% RMB1,000,000- RMB3,000,000
- 17.05% RMB 500,000-RMB1,000,000
- 10.23% Less than RMB 500,000



## 5 Top 5 Reasons for Visiting

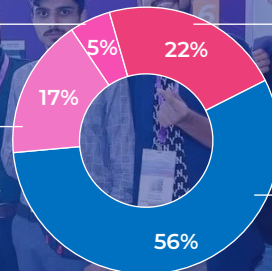
- 30.36% To see what is new and interesting in my industry
- 13.16% To meet up with existing suppliers to review business
- 12.66% Look for new agents / partners in order to create new business opportunities.
- 9.8% To talk to as many suppliers as possible in order to achieve a specific business objective
- 9.21% To meet up with a few Specific suppliers to conduct business with land specific business objective.

## Overseas Visitors

67 countries and regions

1285 overseas visitors

American 5%  
American  
Others 17%



European 22%  
Germany, United Kingdom,  
Italy, Netherlands, Denmark,  
Sweden

Asian 56%  
Japan, Korea, Malaysia,  
Singapore, Vietnam,  
Thailand, India

# Highlights



## Show Videos

# Testimonials

## Exhibitors' Testimonials

**Jianfeng Wu Marketing Director , Crown New Materials Technology Co.,Ltd**

The FILM & TAPE EXPO 2023 is a gathering for the entire industry. The event invites all participants to share market insights, investigate the industry's scientific underpinnings, discover new fields, explore new application scenarios, and more. At the same time, friends throughout the industry supply chain can inspire each other, discover innovations in raw material, delve into advances in upstream equipment, check out new industry processes, and research new customer demands. We are honored to be given this opportunity to connect with our friends. We look forward to promoting industry development and shaping the story of China's adhesive tapes' industry together.



**Yinfeng Li, General Manager of Coating Equipment Division , Shaanxi beiren printing machinery Co.LTD.**

Shaanxi Beiren has not missed FILM & TAPE EXPO Shenzhen for many years. As a veteran exhibitor, we meet both old customers and get acquainted with new ones. Each show, we feel fully satisfied by our experience. We thank the organizer for providing a platform where everyone can gather together to connect and grow, and hope the exhibition continues to prosper in the future.



**Zeyong Wang Chairman,Suzhou Enbrightech Co.,Ltd**

This was our first time participating in the FILM & TAPE EXPO Shenzhen. As a manufacturer of functional and thermal materials, our company gained a lot from our visit. This exhibition offered a platform for us to communicate in-depth with potential customers. We exchanged business cards and contact information, which will facilitate follow-up and partnership expansion. I hope the exhibition continues to grow in the future.



**Jun Xiao, Marketing Communications Manager ,Elkem Silicones**

As a senior exhibitor at the FILM & TAPE EXPO Shenzhen, Elkem utilizes the platform to showcase new products, new technologies and new applications to our friends throughout the industry supply chain. We gain a lot from the exhibition each time we participate. We are grateful to the organizer for providing us with the opportunity to negotiate face-to-face with our customers.



## Visitors' Experience

**Hunan Huiya Optical Technology Co.**

We thank the organizers for their kind invitation. The event staff provided thoughtful and considerate service during the pre-exhibition invitations and throughout the exhibition. The staff was enthusiastic and professional, as well. Despite the large size of the exhibition hall, the personnel remained considerate and professional as they helped us get our bearings. Overall, our experience at the exhibition this year was excellent – thank you Reed Exhibitions! We hope that the FILM & TAPE EXPO will continue to improve and look forward to seeing you next time!

**Dongguan Maoyuan Packaging Products Co.**

During this year's exhibition, I gained a lot of knowledge from communicating with exhibitors about products, technologies and industry trends. It was a great opportunity to evaluate the industry environment and I gained extensive information. As the organizer, Reed Exhibitions provided a wonderful communication platform to promote industry cooperation and development. I hope the event achieves even greater success next year.

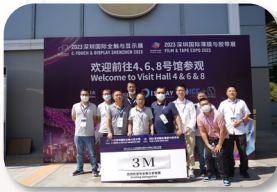
**Shenzhen Yamasi Electronics Co.**

The exhibits at this trade show were abundant and enriching, offering a comprehensive assortment of film tape displays. This exhibition, I focused on investigating tapes used in automotive electronics. I was able to collect valuable information on producers of these products that I can contact later. Thank you very much to the organizer, and the staff who showed me around. I look forward to joining again next year.

**徐州鑫鼎环保科技有限公司**

This year's exhibition was very successful. Five exhibitions were held at the same time, and the exhibition content was very rich. Through the trade show, I learned a lot about new products and technologies. The personnel were also very attentive and considerate. Overall, I was very satisfied with my experience at this exhibition and hope that the event continues to improve. I plan to attend next year and look forward to seeing everyone next time.

## Participating Delegations



This year's FILM & TAPE EXPO was excellent. I learned a lot from the visit. I hope that, through the exhibition platform, I can continue to communicate more with industry supply chain companies. The vehicle and service arrangements for group visits exceeded expectations, with pre-show communication, badge delivery, lunch, and vehicle arrangements organized smoothly and efficiently.

**3M**

We are very grateful for the effective organization and reception of our group. It really elevated the experience. The exhibition was expansive, with many visitors and high-tech exhibits. Thank you to the organizer for arranging vehicle pick-up, receiving us at admission, and arranging lunch. The service was both thoughtful and attentive – they even gifted us with exhibition souvenirs. Many well-known companies participated in the exhibition, showcasing cutting-edge products. We look forward to an even more electrifying exhibition next time.

**BIEL**

I have participated in this exhibition many times. They organizers are very considerate in providing booth maps to exhibitors. Exhibitors of similar types are gathered in one exhibition hall so that attendees can quickly find the booths they want to visit. The show also has a rest area set up where people can take a moment to collect their thoughts. It's a very well organized exhibition experience. As far as group-oriented services are concerned, full-time staff handles registration, arranges transfers and provides lunch vouchers. Personnel are thoughtful and will lead teams to their booths, offering detailed introductions. The service is thoughtful and attentive. All exhibitors represent high-quality companies in relevant fields throughout the industry, so the show represents the cream of the crop. Here, you can learn about advanced technology, the direction of future product development, and ultimately keep tabs on advanced technological development.

**Shenzhen Laibao Hi-Tech Co.,Ltd.**



## List of Participating Groups (Not comprehensive)

- |  |  |
|--|--|
| Shenzhen Laibao Hi-Tech Co.,Ltd                                    | Sanken Electronic Manufacturing (Dongguan) Co., Ltd.       |
| Jingdian Automotive Electronics (Huizhou) Co., Ltd.                | Shenzhen Tecsun Technology Co., Ltd.                       |
| Guangzhou Shiyuan Electronic Technology Company Limited            | Shenzhen Tianlanxing Technology Co., Ltd.                  |
| Shenzhen AV-Display Co., Ltd.                                      | Dongguan Tarry Electronics Co., Ltd.                       |
| Jiangxi Firstar Panel Technology Co., Ltd.                         | Shenzhen Power Feiyang Technology Co., Ltd.                |
| Lian Zheng Electronics (Shenzhen) Co., Ltd.                        | J. Pond Precision Technology Co., Ltd.                     |
| Shenzhen Nitto Optical Co., Ltd.                                   | Heyuan Xuan Lang Opto-electronic Technology Co., Ltd.      |
| Shenzhen FRD Science & Technology Co., Ltd.                        | Zhongshan Zhanhong Paper and Plastic Products Co., Ltd.    |
| Yuanfeng Technology Co., Ltd.                                      | Shenzhen FRD Science & Technology Co., Ltd.                |
| Vitalink Industry (Shenzhen) Co., Ltd.                             | Shenzhen Futurerway Technology Co., Ltd.                   |
| Shenzhen STS Microelectronics Co., Ltd.                            | Hexin Innovation Packaging Material Co.                    |
| Huawei TECHNOLOGIES Co., Ltd.                                      | LEADER FORMULA   |
| SKYWORTH OPTICAL-ELECTRONIC Company Limited                        | KIMOTO   |
| Biel Crystal Manufactory(huizhou)limited.                          | 3M China Limited   |
| Shenzhen Touch-China Electronics Co., Ltd.                         | Shenzhen Nitto Optical Co., Ltd.                           |
| China Display Optoelectronics Technology (Huizhou) Company Limited | Avery Dennison   |
| Tianma MICROELECTRONICS Co., Ltd.                                  | Zhejiang Jiomei Electronic and Technology Co., Ltd.        |
| DESAYSV  | Xintun New Materials Co., Ltd.                             |
| Wuhu Changxin Technology Co., Ltd. Shenzhen Branch                 | Daoming Optics&chemical Co., Ltd.                          |
| Wistron InfoComm (Zhongshan) Corporation                           | Biel Crystal Manufactory huizhou limited.                  |
| FOXCONN  | Shenzhen STS Microelectronics Co., Ltd.                    |
| BEAR Electric APPLIANCE Co., Ltd.                                  | Sunwoda Electronic Co., Ltd.                               |
| ZTE  | AUSP (Guizhou) Electronic Co., Ltd.                        |
| Shenzhen HUAKE-TEK Co., Ltd.                                       | Shen Zhen Jin Yong Liplinting Co., Ltd.                    |
| TCL Electronics Holdings Limited                                   | Beijing Tianyu Aerospace New Material Technology Co., Ltd. |
| Shenzhen SKYWORTH AUTOMOBILE Intelligence Co., Ltd.                | Jiawei Semiconductor Technology (Shenzhen) Co., Ltd.       |
| Interface OPTOELECTRONICS (SZ) Co., Ltd.                           | Ningbo Solartron Technology Co., Ltd.                      |
| Valco Interior Controls (SHENZHEN) Co., Ltd.                       | VTECH (Dongguan) Communications Limited                    |
| LG Display (Shenzhen) Co., Ltd.                                    | Shenzhen BSC Technology Co., Ltd.                          |
| Gree Electric Appliances, Inc. of Zhuhai                           | ShenZhen YingLun Technology Co., Ltd.                      |
| Sumika Electronic MATERIALS (SHANGHAI) Corporation                 | Hubei Blue Sky New Material Inc.                           |
| Truly OPTO-ELECTRONICS Limited                                     | ShenZhen Goldenken New Material Co., Ltd.                  |
|  | Loparex (Guangzhou) Paper Products Ltd.                    |

# Conferences



16

ONSITE  
EVENTS



163

SPEAKERS



200+

PRESENTATIONS

## What's on?

### ISO/TC130

#### China Academy of Printing Technology Pengfei Zhao Chairperson/President

A new phase of technological revolution and industrial transformation is actively reshaping the global innovation landscape. Simultaneously, standardization and technological innovation are increasingly more intertwined. China's "National Standardization Development Outline" has specified "promoting the synergistic growth of standardization, as well as scientific and technological innovation" as priority amongst its five major tasks. In order to fully facilitate standardization work in scientific and technological innovation, this forum's theme is "Harnessing the standardization power of the industrial chain to build a high-quality coating ecosystem". The forum aims to mobilize the collective technical strength of the coating industry chain to build a communication platform for the interactive development of standardization and technological innovation. An innovative and techno-centric coating ecosystem is actively taking shape, and I believe that as long as the two core elements of "technological innovation" and "standardized development" are adhered to, the prospects of the coating industry continue to stay strong.



#### Shaanxi Beiren Printing Machinery Co.,LTD Yinfeng Li ,Chief Engineer

Shaanxi Beiren has valuable experience in coating standardization and energy consumption management technology, relying on existing coating machine products and energy consumption management application technology to accomplish green and low-carbon development. At the same time, the company has accumulated strength in the coating field through its development strategy, business model, and scientific research capabilities. By assisting in industry standard formation, scientific research projects, and school-enterprise cooperation, Shaanxi Beiren has shouldered the responsibility of an industry leading enterprise.



#### Xi'an Aerospace-Huayang Mechanical & Electrical Equipment Co., Ltd Quanquan Bai, Director of R&D Centre

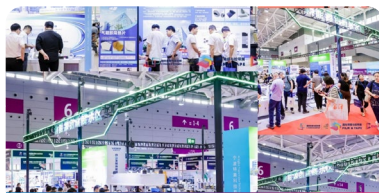
Coating equipment technology can adapt to different production needs, be customized per production requirements, fulfill customer demands, and improve market competitiveness. Through the standardizing of Huayang Company and the general push towards standardization of the domestic coating industry, different applications of coating equipment technology have been developed, providing support for the innovation, development, customization and flexibility of coating industries.



## Highlights



Unveiling of the Korean Pavilion  
Promoting exchange throughout the international film and tape industry



Special New Energy Innovation Exhibition Area  
Promoting integration of new energy applications



Unveiling of the International Pavilion  
Promoting exchange throughout the international film and tape industry



Debuting New Products  
Demonstrating brand strength



Media and Livestream Interviews  
Helping promote brands



Awards Dinner  
Sharing moments of glory

See you in the next edition

# SAVE THE DATE

**Dates:** Nov. 6<sup>th</sup> (Wed) – 8<sup>th</sup> (Fri)  
**Venue:** Shenzhen World Exhibition & Convention  
**Organiser:** RX Kuozhan

## Contact us

### For Exhibitors:

Aaron Ye  
+86 021-2231 7259  
aaron.ye@rxglobal.com

### For Visitors:

Summer Sun  
+86 010-5933-9220  
mei.Sun@rxglobal.com

## Stay Connected

### WEBSITE

CN: [www.film-expo.com](http://www.film-expo.com)  
ENG: [www.film-expo.com/en-gb.html](http://www.film-expo.com/en-gb.html)

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### WECHAT



### Organiser

# RX Kuozhan

上海励扩展览有限公司



国际薄膜与胶带展  
**FILM & TAPE**