



国际薄膜与胶带展  
FILM & TAPE

# 深圳国际薄膜与胶带展览会

FILM & TAPE EXPO



# 柔性卷材加工技术设备展览会

ICE China

2021.10.19-21

深圳会展中心（福田区老展馆）

Shenzhen Convention & Exhibition Center





# 展会价值 Exhibition Value

深圳国际薄膜与胶带展 (FILM & TAPE EXPO) 是面向高附加值应用行业集中展示功能性薄膜与胶粘制品及相关设备和材料的专业展览会。经过十五年的发展,已累积超 20 万行业优质买家数据。2021 年预计将吸引海内外 40,000 名来自模切加工、触控 / 显示面板、手机 / 平板电脑、背光模组、柔性线路板、家用电器、汽车装配、医疗美容、光伏 / 锂电等行业的技术研发采购人员和企业管理者汇聚一堂,以及更多来自展会第二空间的线上专业观众共襄盛举。通过励展特有的 TAP 特邀买家计划、全程商贸配对及全方位品牌推广服务,为企业推介新产品、树立品牌形象、拓展新客户、缔结交易,提供面对面的交流贸易平台。

FILM & TAPE EXPO is a professional trade show focused on showcasing a comprehensive line-up of functional film and tape products and associated equipment to the high value-added application sectors. Over the past 15 years of development, we have built up a huge database of 200,000 high quality industry buyers. In our upcoming annual gala in 2021, we will expect to welcome an influx of approximately 40,000 domestic and overseas technical R&D personnel, professional buyers, and corporate executives visiting our onsite venue, in addition, an even larger contingent of industry professionals will be visiting our second cyber expo space. They come from such sectors and fields as die-cutting, touchscreen/ display panel, cell phone/ tablet, backlight module, FPC, household electrical appliance, auto accessory, medtronics and beauty-care, photovoltaic/ energy storage and so forth. With the benefits of our exclusive TAP Buyer scheme introduced by Reed Exhibitions, back-to-back business matching and comprehensive brand promotion services are available to help exhibitors to rollout new products, build up brand image, expand customer base, clinch business deals, as well as serving as a face-to-face interaction and business platform.

主办单位  
Organiser



同期展会  
Concurrent Events



官方网站  
Official Website

[www.film-expo.com](http://www.film-expo.com)

# 展会规模 Exhibition Scale



40,000+

观众  
Visitors



60,000 m<sup>2</sup>

展会面积  
Exhibition Area



450+

展商  
Exhibitors



800+

知名品牌  
Famous Brands



20+

现场活动  
Onsite Events



15+

国家与地区  
Countries  
and Regions

## 展示 SHOW

向行业同仁展示您的技术与产品创新  
To SHOW your innovations to the decision makers of the industry.



## 会晤 MEET

会晤来自全球的新老客户  
To MEET existing clients and new customers from around the world.



## 订单 ORDER

向真正的买家推荐您的产品  
To SELL your products to a visitor that is ready to buy.





## 为何参展 Why to Exhibit



薄膜胶带与涂布模切领域深耕 14 载的专业展会 — 是企业发布新产品, 宣传形象, 推广产品的优质平台。

The 14-year FILM & TAPE EXPO is the great platform for enterprises to release new products and publicize their image.



会见现有客户加强业务关系, 发展新的经销商及合作伙伴提供高效、高质的社交场所。

It provides a highly-efficient and high-quality social gathering venue to meet face-to-face with existing customers to strengthen business relationship and to cultivate relationship with new distributors and new collaborative partners.



企业推介新产品、树立品牌形象、拓展新客户、获取客户需求, 提供面对面的贸易交流平台。

The show helps companies to rollout new products, build up brand image, expand customer base, acquire first-hand intelligence on customer demands, and as a platform for conducting face-to-face interaction and business transaction.



12 大宣传渠道助力企业提高品牌曝光度, 提高行业地位。

12 promotional channels can help enhance your brand exposure and corporate popularity in the industry.



为参展商提供覆盖整个展览周期的 1V1 线上线下载贸配对服务, 助力企业缔结交易, 达成合作共赢。

1V1 online and offline business matching service covering the duration of the show is designed to help exhibitors to secure business deals and to reap mutual benefits from win-win cooperation.



现场多领域高端论坛和行业活动, 以多维的视角洞察市场趋势, 深入探讨行业热点, 洞察行业发展方向。

It provides a highly-efficient and high-quality social gathering venue to meet face-to-face with existing customers to strengthen business relationship and to cultivate relationship with new distributors and new collaborative partners.

## 01 FILM & TAPE 线上线下配对服务 FILM & TAPE Online Tour and Business Matchmaking

释放新需求, 挖掘新商机, 破解行业困局, 通过励展特有的 TAP 特邀买家计划、全程商贸配对服务, 让参展商与当年有明确采购需求的专业买家展中进行高效的面对面商务交流。2020 年开始更开创了“FILM & TAPE LIVE 在线展会”与线下展会同期举办, 不仅展示了创新品牌供应商的展品, 同时在线云逛展导览团带买家身历其境, 方便无法到达现场观展、学习的海内外观众, 让他们足不出户在线浏览、采购展品, 通过展会第二空间为参展商创造更多有效订单。

It helps unleash new demands, discover new business opportunities and break out from industry bottlenecks! With the benefits of our exclusive TAP Buyer scheme introduced by Reed Exhibitions, back-to-back business matching and comprehensive brand promotion services are now on stream, enabling exhibitors to conduct highly efficient face-to-face business interaction with professional buyers who have clearly defined buying requirements in the current year. "FILM & TAPE LIVE" was inaugurated in 2020 as an online event concurrently staged with the offline show. This online event not only showcases manufacturers' innovation brands, our online guides would also be taking the online visitors around the exhibition halls just like they are present at the venue, hence greatly benefiting the overseas buyers who are unable to come to the venue, enabling them to browse products and place purchasing orders in the comfort of their own offices. By expanding into the second cyber exhibition space, we have created the opportunity for exhibitors to capture a greater number of business orders.

## 02 FILM & TAPE 商务配对 FILM & TAPE Business Matchmaking

### 什么是商务配对 (展商推荐)?

- \* 它能确保我们将对口的、身份确认的买家引导至您的展位或推荐您 / 您的业务给对口的新客户
- \* 商务配对通过推荐电邮里的展商列表和链接、微信注册登记页面的推荐展商列表列表, 使得买家可以十分容易地了解您、联系您、和您预约展中的会见

### What is Matchmaking (Exhibitor Recommendation)?

- \* It ensures that we direct the right, identified buyers to your booth.
- \* It recommends you/your business to new customers.
- \* Business Matchmaking makes it easy for buyers to learn about your business, to contact, email and arrange onsite appointments with you by providing recommended exhibitor list and quick links within recommendations emails and WeChat registration pages to pre-registered visitors and onsite registered visitors.





# 展品范围 Exhibit Profile

## 01 化工原料 Chemical Materials

塑料母粒、高分子材料、有机硅、氟硅、热熔胶、粘合剂、离型剂、聚氨酯、硅胶、环氧树脂、消泡剂、油墨、涂料、助剂等其他原辅材料

Plastic Masterbatches, High Polymer Material, Organosilicone, Fluorine and Silicone Material, Hot Melt Adhesives, Additives, Mold Release, Polyurethane, Silica Gel, Ethoxyline, Antifoaming Agent, Inks, Coating Products, Additives and other Raw and Auxiliary Material

## 03 胶粘带 Adhesive Tape Manufacturer

各种薄膜、纸类、布类、泡棉、金属箔、复合材料等基材的胶粘带，泡棉胶带、双面胶带、聚酰亚胺胶带、特氟龙胶带、PVC 胶带、高温胶带、丁基胶带、绝缘胶带、文具胶带、医用胶带、包装胶带、电器胶带、汽车线束胶带、可降解胶带、纤维胶带等

Film based, Paper based, Cloth based, Foil based, Foam cotton based and Composite Material based Adhesive Tape, Foam Tape, Double-Sided Tape, Polyimide Tape, Teflon Tape, PVC Tape, Heat Resistant Tape, Butyl Rubber Tape, Insulated Rubber Tape, Office Stationery Tape, Medical Tape, Packing Tape, Electronics Tape, Automotive Wiring Harness Tape, Biodegradable Tape, Fiber Tape, etc

## 05 生产设备及配件 Production Equipment and Accessories Manufacturer

精密涂布设备、涂布头、模切机、复卷机、拉伸机、贴合机、分切机、分条机、UV 固化干燥、涂布胶辊、过滤装置、电晕处理、纠偏系统、瑕疵检测、测量侧厚仪、凹版印刷机、离合器、模具、辊筒、刀片、模压机、自动切台、切片机、丝网印刷机、拉丝机、表面处理设备、无尘车间、防护系统、清洗设备、废气处理、工厂处理升级等

Precision Coating Equipment, Coating Head, Die Cutting Machine, Rewinding Machine, Drawing Machine, Bonding Machine, Dividing and Cutting Machine, Slitting Machine, UV Curing Drying, Rubber Roll for Coating Machine, Filter Unit, Corona Treatment, Correction System, Defect Detection, Side Thickness Measuring Instrument, Gravure Printing Machine, Clutch, Mold, Roller, Blade, Mold Press, Automatic Cutting Table, Slicer, Screen Printing Machine, Wire Drawing Machine, Surface Treatment Equipment, Fust-free Workshop, Protection System, Cleaning Equipment, Waste Gas Treatment, Factory Treatment Upgrade, etc

## 02 功能性薄膜 Functional Film Manufacturer

BOPET/BOPP/OPP/PET 膜、光学膜、保护膜、离型膜、离型纸、OCA 光学胶、硬化膜、聚酰亚胺膜、量子点膜、OLED 膜、车衣膜、偏光片、新能源 / 锂电膜、节能窗膜、包装膜、水处理膜、装饰膜、镭射膜、镀铝膜、预涂膜、印刷复合膜、抗菌膜、石墨烯膜等

BOPET/BOPP/OPP/PET Film, Optical Film, Protective Film, Release Film, Release Paper, OCA Optical Adhesive, PET Hardened Film, Polyimide Film, Quantum Dot Film, OLED Film, Vehicle Film, Polarizing Film, Film of Lithium Battery and New Energy, Window Film, Packaging Film, Water Treating Films, Decorating Film, Laser Film, Aluminized Film, Precoated Film, Printing Composite Film, Antibacterial Film, Graphene Film, etc

## 04 模切材料 Die Cutting Materials Manufacturer

屏蔽 / 绝缘 / 导热 / 导电 / 防尘 / 防震材料；泡棉 / 橡胶 / 金属箔（铜泊、铝泊）材料；导热界面材料，导电粘接剂，吸波材料，AB 胶、导光板、黑白胶、网布、散热石墨片

Shielding/Insulation/Thermal/Electric/Dustproof/Shockproof Material; Foam/Rubber/Metal Foil (Copper, Aluminum) Materials; Heat Conduction Interface Material, Conductive Adhesive, Absorbing Material, AB Adhesive, Light Guide Plate, Black and White Adhesive, Mesh Cloth, Graphite Radiator, etc

## 历届展商 Part of Recommend Exhibitors



\* 以上排名不分先后  
\* In no particular order

# 展商寄语 Message from Exhibitors



## 高奇龙 江苏晶华新材料科技有限公司 战略投资部总经理

面对 2020 年的电子胶带和薄膜市场环境及行业挑战，公司参加了此次深圳国际薄膜与胶带展，凭借多年打造胶粘行业中的口碑以及企业较为完整的产品线，使我们此次展出的产品得到不错的市场吸引力，提高了我司的知名度，期待展会越办越好！

### Gao Qilong – General Manager, Strategic Investment Division, SHANGHAI SMITH ADHESIVE NEW MATERIALS CO., LTD.

As we confront the market environment and industry competition for the electronics film and tape business in 2020, our company took part in this year's FILM & TAPE EXPO in Shenzhen. With the benefits of our distinctive edge of market profile and good reputation in the tape and adhesive business plus the comprehensive capabilities of our production lines built up over a period of many years, our participation in this year's event has enabled us to increase the market appeals of our products whilst further boosting our market recognition. We look forward to FILM & TAPE EXPO becoming a better and better event!

## 赵富 天津万华股份有限公司 总经理

天津万华股份有限公司已经多次参加深圳国际薄膜与胶带展，从我司独自参展到与各个子公司联合参展，每次都有不一样的收获，不一样的惊喜。深圳国际薄膜与胶带展已经成为我司一个必不可少的交流互动的平台，在这里展示我司产品，了解客户需求，同上下游信息交流。作为参展商，我们对这次展会感到非常满意。

### Zhao Fu – General Manager, TIANJIN WANHUA CO., LTD.

We have been taking part in FILM & TAPE EXPO for a number of occasions. We initially came to the show as a corporate holding entity, we later brought along all our subsidiaries for joint presentation at the show. Each annual occasion of this event would bring new rewards and new surprises. For us, FILM & TAPE EXPO in Shenzhen has become an indispensable platform for interaction and exchange; we not only showcase our products here, we can also gain a better understanding of our customers' requirements as well as keeping a tap on the flow of information up and downstream of the industry chain. As an exhibitor, we are most satisfied with the show on this occasion.



## 王月超 山东华滋自动化技术股份有限公司 华南区总经理

连续参加深圳国际薄膜与胶带展多年，每次参加都有很多新收获，结识了很多上下游的优秀供应商和客户，受益匪浅。展会的定位和分类都非常适合华滋，愿双方未来能有更多更好的合作与交流。

### Wang Yuechao – South China Regional Manager, SHANDONG HOACO AUTOMATION TECHNOLOGY CO., LTD

By taking part in FILM & TAPE EXPO year in year out over many years, each show would always bring many new rewards, as well as helping us to get acquainted with many excellent suppliers and customers up and down the industry chain, it all adds up to quite considerable benefits for us. The market positioning of this show and the product categories it showcases are all well-suited to our product and business mix. We are happy to see better and further collaboration and exchange in our business partnership with FILM & TAPE EXPO.

## 张震浩 安姆科集团 薄膜商务总监

作为深圳国际薄膜与胶带展的资深参展商，安姆科集团始终将其视为一个宝贵的与客户、同行交流的平台。每一次的参展都会给我们带来颇多收获。安姆科很荣幸在这样一个专业的舞台向公众展示我们的产品，也祝愿深圳国际薄膜与胶带展能够越办越好！

### Zhang Zhenhao - Business Director for Film and Tape, AMCOR

As a regular exhibitor in FILM & TAPE EXPO, our Group has always regarded it as a most valuable opportunity to interact with customers and industry colleagues alike. This show would always enable us to gain much benefit on each occasion. We are very delighted to be able to showcase our products to the general audience through this professional arena, and we would also like to wish FILM & TAPE EXPO becoming a better and better show!



## 李总 新纶科技(常州)有限公司 电子功能材料事业群

作为深圳国际薄膜与胶带展览会的老朋友，今年在展会上又见到了国内外重要的薄膜和触控显示上下游企业伙伴们，为期 3 天的展会，我们在展台接待了许多老客户，同时也结交了许多新客户和新朋友，感谢主办方励展博览集团为我们提供了深圳薄膜与胶带展这个宝贵平台。

### Mr. Li - Electronic Functional Materials Business Group, Selen Science & Technology SelenScience & Technology

As an old friend of FILM & TAPE EXPO, we saw a lot of upstream and downstream partners from home and abroad. During the three-day expo, we met many old clients and partnered with new friends. We are very grateful to the organizer, Reed Exhibitions for providing this valuable platform.

## 刘颖辉 西安航天华阳机电装备有限公司 事业部总经理

西安航天华阳公司从 2011 年起，连续参加深圳薄膜与胶带展近十年，公司的精密涂布设备销售额也在逐年增长。展会为整个行业搭建了一个最新技术交流的平台，我们将继续以深圳薄膜展作为公司精密涂布设备展示的最佳平台，进行宣传推广。

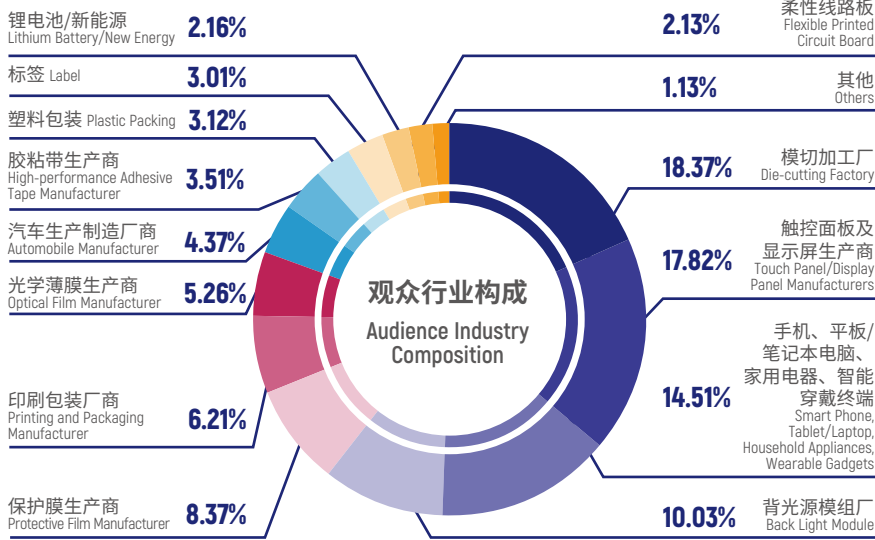
### Liu Yinghui - General Manager of Business Department, Xi'an Aerospace-Huayang Mechanical&ElectricalEquipment Co.,Ltd

Since 2011, Xi'an Aerospace-Huayang Mechanical & Electrical Equipment Co., Ltd has been participating in FILM & TAPE EXPO for nearly ten years, and the sales volume of precision coating equipment has been increasing year by year. The exhibition has built a platform for the industry to exchange the latest technologies. We will continue to use FILM & TAPE EXPO as the best platform for the display of our precision coating equipment for promotion.

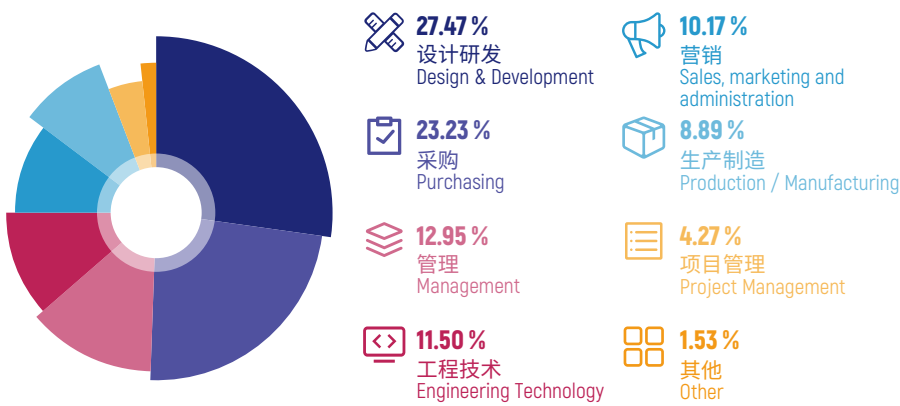


# 目标观众细分 Scope of Target Visitors

## 观众行业构成 Audience Industry Composition



## 观众职位分布 Job Function



## 重点观众 Key Visitors

### 模切加工厂 Die-cutting Factory



### 触控显示 Touch Panel / Display Panel



### 背光源模组 Back Light Module



### PCB / FPC 线路板 Printed Circuit Board / Flexible Printed Circuit Board



## 组团观众 Group Visitors



比亚迪第一事业部  
BYD First Business Department



富士康科技集团  
Foxconn Technology Group



深圳市创维 -RGB 电子有限公司  
Skyworth Group Co., Ltd.



莱宝高科股份有限公司  
Shenzhen Laibao Hi-Tech Co., Ltd.

### MES / OEM / ODM



### 3C 家电制造商 3C Appliance manufacturer



### 手机电子终端 Smart Cell Phone / Electronic Device



### 薄膜胶带厂商 Manufacturers of Functional Film and Adhesive Tape



### 印刷标签企业 Printing & Label Companies





## 同期活动 Onsite Events



- 深圳国际薄膜与胶带创新发展高峰论坛  
Shenzhen International Film and Tape Innovative Development Forum
- 5G 新材料创新发展高峰论坛  
5G New Materials Innovation and Development Forum
- 中国消费电子胶粘材料技术与应用创新论坛  
Consumer Electronics Adhesive Materials Technology and Innovative Application Forum
- 中国模切市场与涂布技术发展论坛  
Die-cutting and Coating Market Technology Development Forum
- 深圳国际新型显示与触控精英峰会  
Shenzhen International Display and Touchscreen Elite Summit
- 深圳国际车载显示及智能座舱高峰论坛  
Shenzhen International Vehicle Display and Intelligent Cockpit Summit Forum
- 全球量子点材料技术及应用创新峰会  
Global Quantum Dot Material Technology and Application Innovation Summit
- 全球商用显示应用与创新主题论坛  
Global Public Information Display Innovative Application Forum
- 新型显示技术论坛暨 SID 显示周新技术演讲会  
Emerging Display Technology and SID Display Week Review Workshop

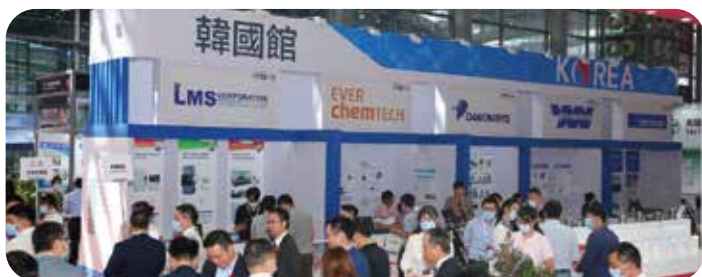
## 品牌活动 Brand Activities



**“凝心聚力·破局而来” 贵宾欢迎晚宴**  
"Minds and Efforts Together Break Through the Dilemma"  
VIP Welcome Dinner



**FILM & TAPE EXPO 第二空间**  
FILM & TAPE EXPO Online Tour and Match-Making



**韩国馆特别展示区**  
Korea Pavilion

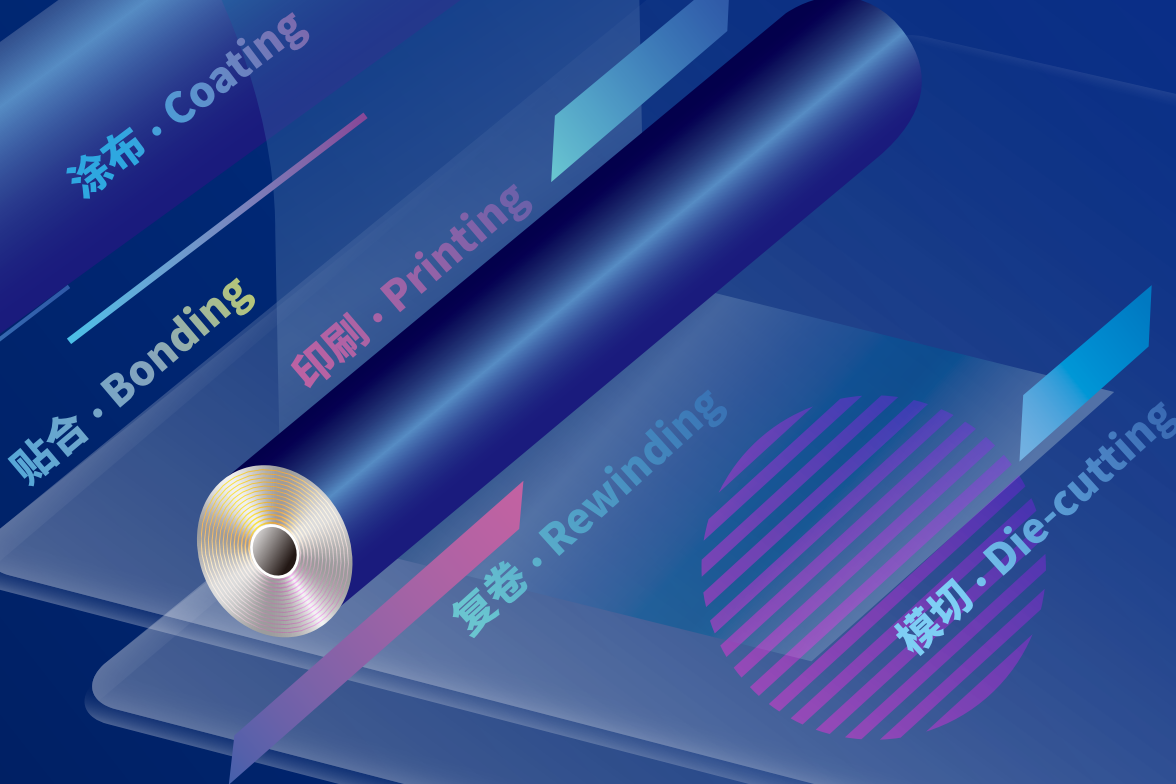


**行业媒体企业家专访**  
Media Interview

# 关于主办方 About the Organiser

上海励扩展览有限公司,是由励展博览集团和上海扩展览服务有限公司于 2015 年在中国组建的合资公司,是励展博览集团在华的九家出色成员公司之一。目前公司每年在深圳举办多场行业展会,其中包括广为人知的深圳国际全触与显示展(C-TOUCH & DISPLAY SHENZHEN)、深圳商用显示技术展(COMMERCIAL DISPLAY)、深圳国际薄膜与胶带展(FILM & TAPE EXPO)、柔性卷材加工技术设备展(ICE China)和深圳国际胶粘带展(IATE)。除了将展会打造成一站式采购和体验专业平台外,展会同期还将举办二十余场特色主题高峰论坛活动,面向来自触控显示、消费电子、商用显示、汽车电子、医药日化、智能家居、工控、印刷包装、标签等领域的海内外专业观众及买家展示前沿产品及技术解决方案,积极推动中国乃至全球智慧触控与新型显示行业的蓬勃发展。

Reed Exhibitions Kuozhan is a joint venture company between Reed Exhibitions and Kuozhan Exhibition Services (Shanghai) Limited incorporated in 2015 as one of our nine most outstanding subsidiaries in China. The company has been staging a number of annual trade shows in Shenzhen, including the widely popular C-TOUCH& DISPLAY SHENZHEN, COMMERCIAL DISPLAY, FILM & TAPE EXPO, ICE China, and IATE. In addition to presenting these exhibitions as one-stop specialised procurement platforms for industry professionals, over twenty other summit forum activities are also concurrently presented. These are organised with individual themes oriented toward introducing cutting-edge products and technology solutions to professional audience from home and abroad in fields covering touchscreen and display panel, consumer electronics, commercial display, automotive electronics, pharmaceuticals and domestic chemical products, smart home, industry control, printing and packaging, labelling and so forth. We are dedicated to proactively promoting burgeoning development for the smart touch and new display industry in China and the rest of the world.



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