



AWC

深圳国际智能网联汽车产业展览会

2024.11.6-8

Shenzhen World Exhibition
& Convention Center

POST-SHOW REPORT



AUTOMOTIVE WORLD CHINA 2024

www.automotiveworld.cn



AWC Facebook



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Advisor :

Industry and Information Technology Bureau
of Shenzhen Municipality

Organizer : RX Greater China

Co-organizers : Shenzhen Automobile Industry Federation /
BYD / Huawei / ZTE / FAW GROUP (Shenzhen) /
CATARC (Shenzhen)

Built by



In the business of
building businesses



SHOW OVERVIEW

Automotive World China 2024 successfully concluded on November 8th, receiving significant support and commendations from government entities such as the Industry and Information Technology Bureau of Shenzhen Municipality, the Shenzhen New Energy Vehicle Industry Office, as well as the district governments of Nanshan, Bao'an, Longgang, Pingshan, and the Shenzhen-Shantou Special Cooperation Zone, industry associations, and media partners.

The three-day exhibition spanned a 30,000-square-meter display area, gathering over 300 exhibitors and brands showcasing a wide range of automotive technologies, including electronic components, intelligent and connected vehicles, core components and electronic and electrical technologies for new energy vehicles, new energy vehicle and battery technologies, automotive new materials, engineering, and assembly technologies.

The exhibition welcomed a total of 26,216 professional visitors from home and abroad, including more than 200 professional visitor groups with a total of 3,535 individuals. During the exhibition, 16 International Exchange events and themed forum summits took place, where experts generously shared their invaluable insights on the latest trends in intelligent cockpits, self-driving and connected vehicles, and EEA (Electric, Electronic, and Architectural) innovations in new energy vehicles.



30,000 m²
Show Space



300+
Exhibitors



26,216
Trade Visitors



63 Countries
Visitors From



657
Overseas Visitors



200+
Visiting Groups



727
Visitors of Target
Attendees Program



676
Business
Match-making



16+
On-Site Activities



101
Speakers



300
Media Partners



10 Million
Media Exposure

PARTICIPATING EXHIBITORS



EXHIBITOR TESTIMONIALS

FURUKAWA SANGYO SHANGHAI CO., LTD.

Deputy Director of Operations

I am extremely grateful for this exhibition, which has given us a close and face-to-face opportunity to communicate with car makers. We have learned a lot from the exhibition, so thank you very much.

WHETRON ELECTRONICS (SUZHOU) CO., LTD.

Deputy Department Head

This exhibition has provided an excellent platform for our company, not only by bringing us clients, both domestic and international, but also by allowing us to engage with our downstream suppliers and share a wealth of industry information. If there are future opportunities, we hope to continue participating.

Shenzhen Sunlord Electronics Co., Ltd.

Head of Marketing Department

At this exhibition, we were honored to establish connections with numerous domestic and international clients in the automotive industry. Through these interactions, we observed a growing enthusiasm among foreign audiences for Chinese technologies and products. Our participation in this exhibition has successfully drawn global attention to our brand. Looking ahead, we look forward to collaborating with even more partners.

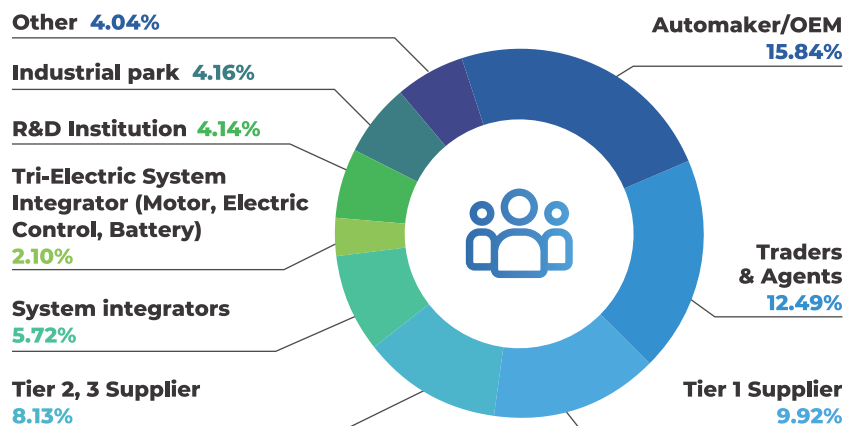


VISITOR DATA ANALYSIS

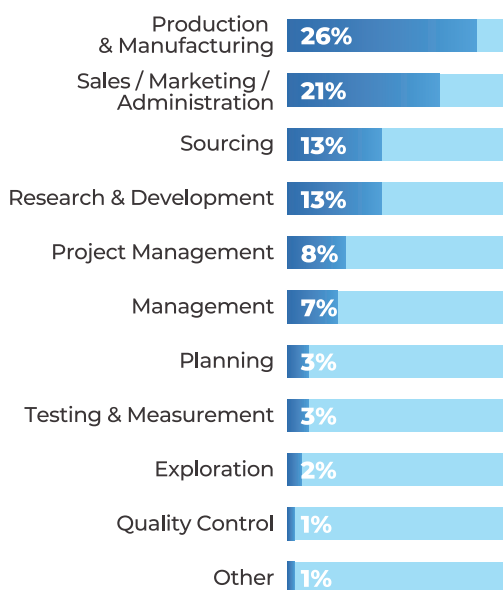
Top 10 Regions of Visitor



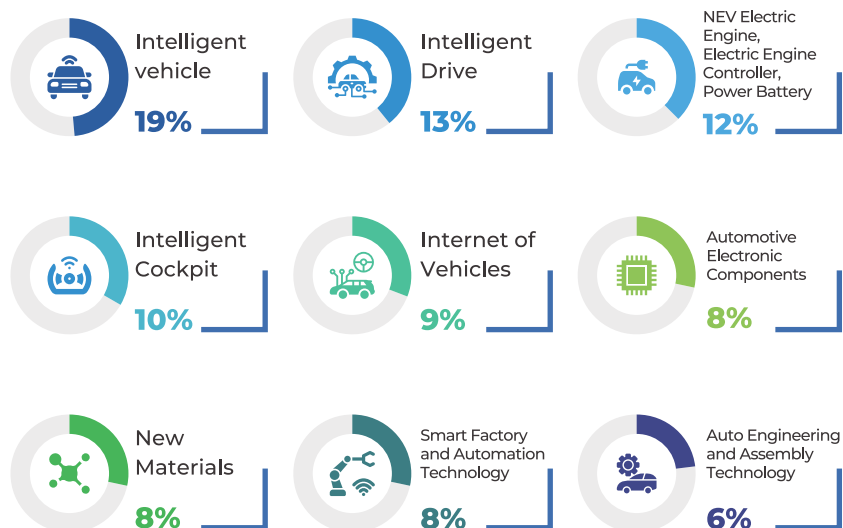
Visitor Profile



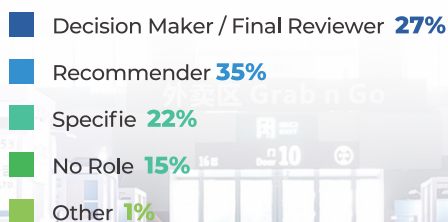
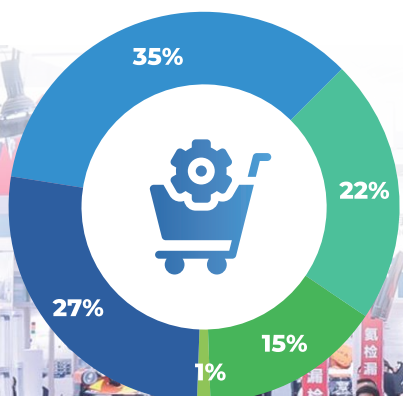
Job Functions of Visitor



Products of interest for Visitors



Role in Making Purchasing Decisions



84% of the attendees are **Decision maker or Recommender** on procurement



TAP PROGRAM OVERVIEW

This year, AWC 2024 welcomed a total of 727 TAP buyers from around the world. Through diversified formats such as one-on-one exclusive matchmaking sessions, booth matchmaking, and dedicated tours, 676 business matchmaking opportunities were facilitated, including 526 domestic and 150 international matchups. The primary purchase needs of buyers at this exhibition centered on products and solutions related to intelligent driving, smart cockpits, the three electric cores of new energy vehicles (batteries, electric motors, and electric controllers), automotive electronic components, and electric vehicle (EV) charging.



96.3% of TAPs are satisfied with the Business match-making and service.



94.4% TAPs are satisfied with the overall visit.



Attending TAPs

727



Domestic Visitor Business match-making

526



Overseas Visitor Business match-making

150

What is Target Attendee Program?

TAP is the Targeted Attendee Program at RX that provides extra support to exhibitors and buyers to build their businesses and thrive. The skilled TAP Team of RX Greater China identifies those buyers boasting purchase and recommendation rights at enterprises in the high-potential market segments, then builds and sustains relationship with them, thus to ensure their in-depth participation in sourcing and purchasing at RX events.

LIST OF TAPS

Partial List of Car Maker

COMPANY	DEPARTMENT
BYD Company Limited	Project Department/Purchasing Department/Department 16
BYD Auto Industry Co., Ltd.	R&D Department/Planning Department/Product Design Department
Zhejiang Geely Holding Group Co., Ltd.	Innovation Planning Department/R&D Department
Shanghai Automotive Industry Corporation	Quality Assurance Department Central Laboratory
Chongqing Changan Automobile Company Limited	Automobile Intelligent Research Institute
Mercedes-Benz Group China Ltd.	Innovation Management & Technology Scouting GRC/PSVD
BMW Brilliance Automotive Ltd.	Engineering Department
Xiaopeng	Intelligent Connected Department
Chery Jaguar Land Rover Automotive Co., Ltd.	Vehicle Test Department/Intelligent Cabin Department
Volkswagen (Anhui) Automotive Company Limited	Electrical/Electronic Architecture Department
FAW-Volkswagen Automotive Co., Ltd., Foshan Branch	Foshan New Energy Plant
Technical Center of Dirac China	R&D Department
GAC	R&D Department
Volvo Cars	Quality Control Department
Great Wall Motor Company Limited	Integration Department
Hozon New Energy Automobile Co., Ltd.	Purchasing Department

COMPANY	DEPARTMENT
Dongfeng Nissan Passenger Vehicle Company	R&D Department/Intelligent Connected Development
JMEV	Vehicle Department/Engineering Research Institute/Intelligent Electronics Development Department/Electrical/Electronics
NIO Inc.	R&D Department
Dongfeng Motor Corporation	International Business Division
Dongfeng Honda	R&D Department
Pan Asia Technical Automotive Center Co., Ltd.	Electronic Systems and Active Passive Safety Department
WuLing	R&D Department
BAONENG MOTOR	Purchasing Department
eGT New Energy Automotive Co.,Ltd.	Manufacturing Department
Xi'an BYD Automotive Parts Co., Ltd.	Ninth R&D Department
SHENZHEN SKYWORTH AUTOMOBILE INTELLIGENCE CO.,LTD.	Structural Design Department/Development Department
Juneyao Zhidong New Energy Automobile Co., Ltd.	Intelligent Connected Department
JIM	Electrical/Electronics Department
Shenzhen Greenwheel Electric Vehicle Group Co.,Ltd.	R&D Department
Shenzhen Dawei Hongde Automotive Industry Co., Ltd.	Technical Department

*In no particular order

Partial List of Tier 1、2 Supplier

COMPANY	DEPARTMENT	COMPANY	DEPARTMENT
Valeo Interior Controls (Shenzhen) Co., Ltd.	R&D Department	FARADAY TECHNOLOGY	Product Department / R&D Department
Bosch (China) Investment Ltd.	Intelligent Driving Department	iFLYTEK CO.,Ltd.	Equipment Research and Development Department
KOSTAL Gmbh & Co.KG	Craft and Technology Department (CTD)	Unisoc	R&D Department
ZTE Corporation Limited	Purchasing Department/ Intelligent Manufacturing Engineering Assembly Design Department	AVIEW IMAGE TECHNOLOGY SUZHOU LIMITED	Technical Department
China Resources Microelectronics Limited	R&D Department	Huaqin Technology Co., Ltd.	R&D Department
Huizhou Desay SV Automotive Co., Ltd.	R&D Department/Strategic Procurement Department	Luxshare Precision Industry Co., Ltd.	Purchasing Department
Huawei Technologies Co., Ltd.	Intelligent Automotive Solution Business Unit/Industry Chain Department	Shenzhen Invt Electric Co., Ltd.	Technology Platform
Yuanfeng Technology Co., Ltd.	Engineering Department / Structural Development Department	Flextronics Electronics Technology (Shenzhen) Co., Ltd.	Engineering Department
Steelmate Co., Ltd.	Manufacturing Department / Control Systems Department	Galaxycore Shanghai Limited Corporation	R&D Department
ETAS China	Technical Department	SICHUAN JIUZHOU ELECTRONIC TECHNOLOGY CO.,LTD.	R&D Department
Beidou Zhilian Technology Co., Ltd.	Project Department/R&D Department	MXNavi Minister	Automotive Digitalization Department
Shenzhen Megmeet Electrical Co., Ltd.	Product Engineering Center	WUXI Auto-link World Information Technology Co.,Ltd.	General Manager's Office
Shenzhen Hangsheng Electronics Co., Ltd.	Purchasing Department / Welding Support Department	ZDRIVE.AI	System Department
GUANGDONG HUAYANG MULTI-MEDIA ELECTRONICS CO.,LTD.	Project Department	NICK	R&D Department
Huizhou Foryou General Electronics Co., Ltd.	R&D Department	Nations Technologies Inc.	General Manager's Office
FAW Group New Energy Development Institute Electric Drive Research Institute	Power Semiconductor Department	Luxoft Holding, Inc.	Design Department
Sunwoda Electronic Co.,Ltd.	Engineering Department / Strategic Planning Department	KuGou Music	General Manager's Office
FSL Autotech Co., Ltd.	Business Unit	Shenzhen Sunway Communication Co., Ltd.	Antenna R&D Department
Dongguan Hezheng Auto Electronics Co., Ltd.	R&D Department	Dirac	General Manager's Office
		Cipia	General Manager's Office
		Favalon	R&D Department

*In no particular order

Partial List of overseas Buyer

COUNTRY	Company Name	COUNTRY	Company Name
INDIA	Renault Nissan Technology & Business Centre India	MALAYSIA	CF SYSTEM TECHNOLOGY S/B
JAPAN	Toyota Auto Body Co.,Ltd.	BANGLADESH	Johnson Electric
INDIA	Boson motors	SINGAPORE	LUMILEDS
SOUTH KOREA	Hyundai Motor Group (Hyundai Motor Company)	INDIA	Mihup.ai
INDIA	Tata Motors	VIETNAM	MINDA INDUSTRIES VIETNAM COMPANY LIMITED
EGYPT	Valeo	JAPAN	NB.KBE
THAILAND	Armtech engineering co., Ltd.	INDIA	NEXUS SOLAR ENERGY
UNITED STATES	IO Controls	THAILAND	Nichetech (2004)Co.,Ltd
INDIA	Mihup Communications Private Limited	PHILIPPINES	PENTronik automation & controls Int'l. Inc.
ITALY	MONOS TECHNOLOGY SRLS A SOCIO UNICO	MALAYSIA	Powerbee Sdn Bhd
MYANMAR	Performance Auto International Co., Ltd.	UNITED STATES	RACON LLC
VIETNAM	TC Group	EGYPT	Roadlink
SOUTH KOREA	TOVIS	THAILAND	Sammitr Motor Manufacturing Public Co Ltd.
HUNGARY	AiMotive - part of Stellantis N.V.	INDIA	Semicon Design Technologies Pte. Ltd.
HUNGARY	AiMotive kft.	VIETNAM	THANH CONG MOTOR INFRASTRUCTURE AND SERVICE JOINT STOCK COMPANY
THAILAND	API tech	THAILAND	Total Innology Co.,Ltd.
INDIA	Autoverse mobility Pvt Ltd	SOUTH KOREA	YWINK Co.,Ltd.
MALAYSIA	Betamek Electronic (M) Sdn Bhd		
INDONESIA	Dharma Electrindo Manufacturing		

*In no particular order

VISITOR TESTIMONIALS

**KOK KEONG CHAN | Managing Director
KL ANALYTICAL SDN BHD**

Thank you for the opportunity to visit the BYD assembly plant in Shenzhen. I truly appreciated the warm welcome and the insightful tour. I was especially impressed with the precision and efficiency of the automatic wheel installation process, Thanks again inviting us for the factory tour.

**Ms. Chen | Foshan New Energy Engineer
FAW-Volkswagen Automotive Co., Ltd., Foshan Branch**

AWC 2024 was an exceptional exhibition where we had the opportunity to witness some impressive products and innovations, while engaging in exchanges with affiliated professionals from both upstream and downstream industries. The staff at AWC were warm and friendly, and their professional demeanor garnered high praise from the visitors. As part of an organized visitor group, we are also deeply grateful for the TAP invitation service and the warm hospitality extended to us. They fully took into consideration our needs and provided appropriate matches. While here, we are already looking forward to meeting everyone again at AWC 2025! This visit was truly rewarding, and we will participate again next year. Thank you to the organizers for their thoughtfulness in every aspect.

**Ms. Li | Purchasing Department,
Shenzhen Hangsheng Electronics Co., Ltd.**

I visited Hall 16 this time, which was very spacious. I also attended the Electronics and Electrical Conference. The service provided by your side was excellent as you guided us through the electronic component route and introduced us to the many new innovations. I learned a lot. I learned so much.

**Mr. Xiong | Director of Intelligent Cockpit &
Intelligent Drive Department, JMEV**

Our visit was organized as a group, with team members primarily comprising development engineers responsible for exterior and interior trim, electronics and electrical systems, network architecture, intelligent driving, and intelligent cockpits. This was my first time attending the AWC exhibition, and I was greatly surprised by both the scale and content of the exhibition. From complete assemblies to small components, and even suppliers of very fine material technology, the exchanges I had allowed me to gain deeper insights into technologies that I rarely encounter in my daily work, such as those related to three-proofing (moisture, dust, and salt fog resistance), power capacitors, and inductors.

Additionally, the competition in the new energy vehicle industry is quite intense, which requires us to consider how to reduce costs from the very beginning of the design process in terms of material selection and manufacturing processes, while also taking into account improvements in customer-perceived quality. What impressed me most at this exhibition was the centralized exchange arranged by the organizers between us and the suppliers. Although the exchange time was limited, it greatly improved our communication efficiency allowing us more time to visit exhibitors and attend forums. This conference broadened my horizons and allowed me to learn more about how to design intelligent cockpits and intelligent driving systems in the future.

VISITING GROUPS

Visiting Groups **200+**

Group Visitors **3,535**

- Geely Automobile Group Co., Ltd.
- Huizhou Desay SV Automotive Co., Ltd.
- SHENZHEN SKYWORTH AUTOMOBILE INTELLIGENCE CO.,LTD.
- Dongfeng Nissan Passenger Vehicle Company
- BYD Auto Industry Co., Ltd.
- Huawei Technologies Co., Ltd.
- ZTE Corporation Limited
- Dongfeng Motor Corporation
- Valeo Interior Controls (Shenzhen) Co., Ltd.
- Baidu, Inc.
- FinDreams Powertrain Co.

- Great Wall Motor Company Limited
- Steelmate Co., Ltd.
- Longcheer Electronics (Huizhou) Co., Ltd.
- TOYO SEAT CHINA (SHENZHEN) Co., Ltd.
- Malaysia Zero Emission Vehicle Association (MyZEVA)
- Federation of Motor & Credit Companies Association of Malaysia (FMCCAM)
- TC group
- Foshan Association of Automobile Manufacturers
- Zhongshan Auto Parts & Accessories Manufacturers Industrial Association
- Shenzhen Sensors and Intelligent Instrumentation Industry Association



*In no particular order

RECAP OF ON-SITE ACTIVITIES

On-site Activities
16+

Speakers
101

Participants
2,692



AWC 2024 Opening Ceremony & Automotive Industry Technology Forum



AWC Automotive Electronics and Electrical Architecture Innovation Technology Forum



AWC Automotive Intelligent Cockpit and User Experience Conference



2024 Intelligent and Connected Vehicle Digital Trust Management Forum



ESG Forum on Next-Generation Productivity Transformation



AWC Country Day Program - ASEAN Day



AWC Country Day Program - Malaysian Investment Seminar



AWC Country Day Program - Sweden Day

RECAP OF ON-SITE ACTIVITIES



NEV Integrated Die Casting Technology & Quality Forum Shenzhen 2024



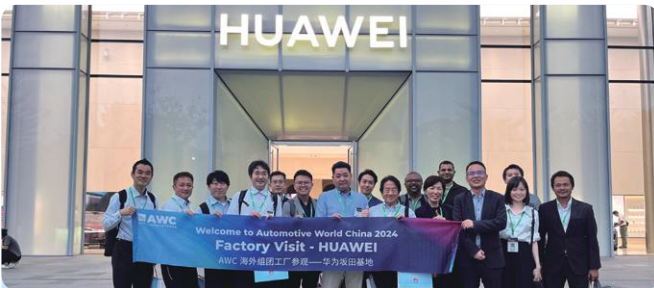
Automotive Electronics Digital & Intelligent Technology Development Forum Shenzhen 2024



Automotive Adhesive, Coating Trends and Intelligent Detection Technology Forum Shenzhen 2024



NEV & EIC System Engineering Conference Shenzhen 2024



Factroy Visit - HUAWEI (Bantian Base, Shenzhen)



Factroy Visit - BYD (Shenshan Special Cooperation Zone Factory)



AWC Autonomous Driving Test Ride



AWC Fans Interaction Area



Inspiration Meets Innovation
for Automotive Industry

AUTOMOTIVE WORLD CHINA 2025

2025.10.28-30

Shenzhen World Exhibition
& Convention Center (Bao'an)

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