



# Automotive World China 2023

## Post-show Report

2023.10.11-13

Shenzhen World Exhibition & Convention Center

### Guide unit

Industry and Information Technology  
Bureau of Shenzhen Municipality

### Organizer

RX Greater China

### Show Management

RX (Shenzhen) Exhibitions Co., Ltd.

### Co-organizers

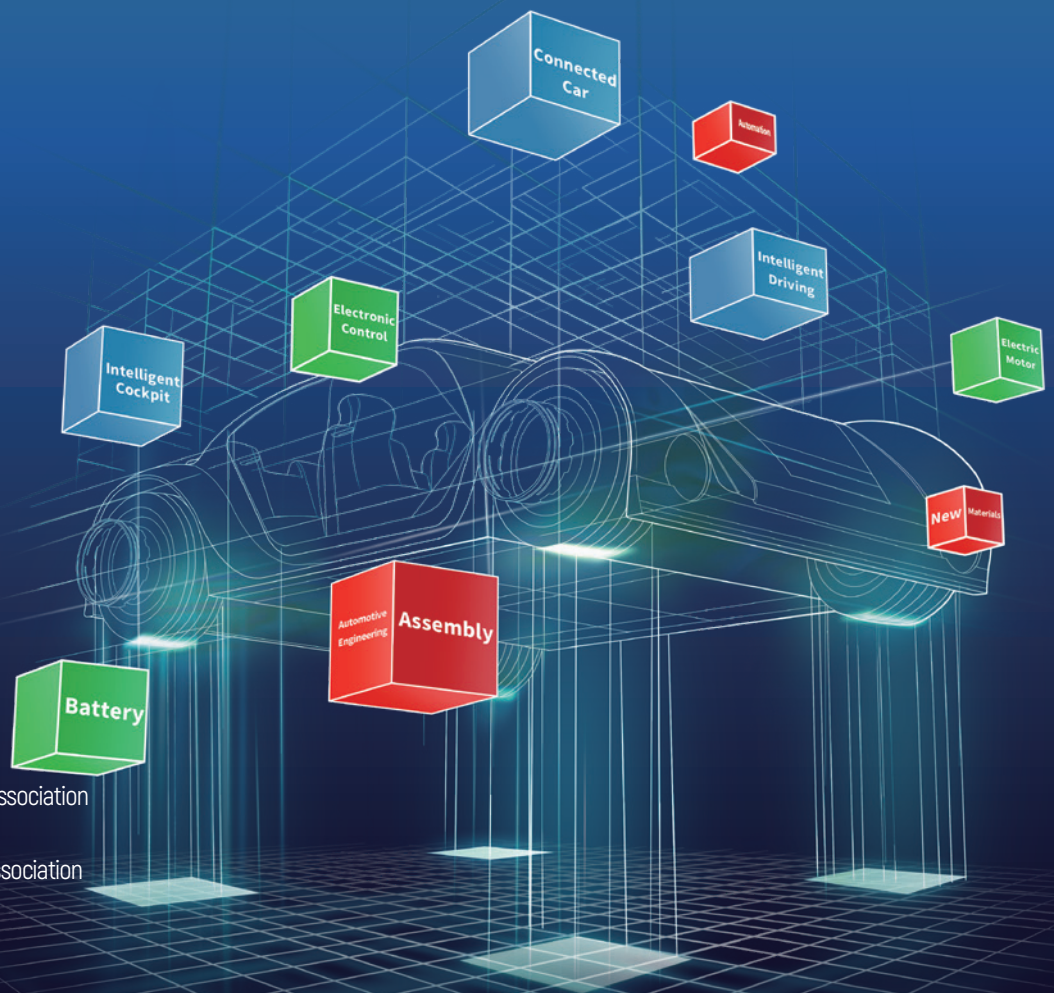
China Communications and Transportation Association  
SAE International  
Shenzhen Automotive Electronics Industry Association

### Strategic Partners

AutoX  
DEEPROUTE.AI

### Supporter

UESTC ICV Alumni Association





# Show Overview

On October 13th, Automotive World China 2023 came to a successful and rewarding close!

The exhibition welcomed a total of **421** Chinese and international exhibitors presenting technologies and solutions for new energy and intelligent connected vehicles with an impressive number of **35,279** trade visitors from various countries, including **146** groups comprising **5,682** professionals. Through the "Targeted Attendee Program" nearly **1,000** foreign guests from **62** countries and regions, including Vietnam, Thailand, Malaysia, Japan, South Korea, and India were present. The event was further enriched by the participation of **163** high-level experts speaking at **20+** forums and summits, who generously shared invaluable insights on the latest trends of intelligent cockpits, self-driving and connected vehicles, EIC systems in new energy vehicles, future transportation, and the low-altitude economy.



Show Space  
**50,000** m<sup>2</sup>



Exhibitors  
**421**



Trade Visitors  
**35,279**



Visitors from  
**63** countries



Overseas Visitors  
nearly  
**1,000**



Visiting Groups  
**146**



Visitors of Target  
Attendees Program  
**1,050**



Business  
Match-making  
**2,000+**



Media Partners  
**300**



On-Site Activities  
**20+**



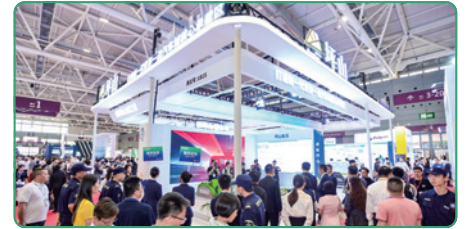
Speakers  
**162**



Media Exposure  
**10million**



# A world-class lineup of exhibitors



\*In no particular order

## Bring together the global players of automotive industry

### Exhibitor Testimonials

ZF provides solutions for vehicle power chain and powertrain testing. We had a great experience at the AWC exhibition and were impressed by the organizers' efforts in arranging the event and the well-designed layout of the venue. We had the chance to meet international buyers from South Korea and Southeast Asia, as well as domestic customers like BYD, Dongfeng, and GAC. We are grateful to the organizers for providing such valuable opportunities.



**Mr. Liu, Head of Testing Systems for Greater China**  
ZF (China) Investment Co., Ltd.

At AWC, we focused on showcasing multi-standard charging piles, and our target was the OEMs in China. Our products also attracted a significant number of international visitors from Europe, India and Africa, along with domestic customers interested in building charging piles. We appreciated the efficient layout of the exhibition, which allowed visitors to easily find products and sectors of interest.



**Mr. Li, Sales Engineer**  
BorgWarner New Energy (Xiangyang) Co., Ltd.

Our experience at AWC was very successful. RunCe managed to connect with hundreds of visitors and established relationships with key buyer companies like SAIC, Sino-Ocean, Steel Mate, BYD, and Jidu through the TAP program. This was a great source of support to our business development and service offerings. We provide domestically-developed solutions, design and development services for onboard electronic components, especially for car lights, navigation systems, electric drives and controls. We were delighted to participate in the offline promotional activities to further expand our business. We'd also like to extend our wishes for the ongoing success and growth of the AWC exhibition.



**Mr. Zhu**  
GuangZhou RunCe Electronic Technology Co., LTD

The exhibition provided a platform that showcased the industry's top-level resources, bringing together major participants from the upstream and downstream sectors. It helped us promote our brand and products effectively. We recognize the potential and opportunities in the South China market, as well as its strategic importance. Via the exhibition, we were able to showcase our brand and technological advancements. We'd like to extend our best wishes for the exhibition's expansion and continual success.



**Mr. Wang, Deputy General Manager**  
Wuhan Boaosi Precision Automation Co,Ltd

Through the AWC exhibition, we were able to connect with numerous customers related to the automotive industry, including many international customers. We noticed their strong interest in technologies and products brought by the Chinese exhibitors. Overall, the exhibition attracted attention to our brand both domestically and internationally, and we will certainly continue our cooperation in the future.



**Mr. Sun, Marketing Manager**  
Beijing SNG Connecting Technology Ltd.

Shanghai TOSUN specializes in the automotive bus tool-chain, as well as customized solutions for OEMs and Tier-1s. We had a positive experience at the AWC exhibition, especially the hall layout, the quality of the exhibitors, and the overall organization. The TAP team connected us with many high-quality customers like BYD, Lixiang, and FinDreams. We are very grateful to the organizers for providing such valuable opportunities.

**Mr. Wen**  
Shanghai TOSUN Technology Ltd.

The Shenzhen Automotive Research Institute of the Beijing Institute of Technology focuses on technologies related to intelligent networked new energy vehicles. We could see that the visitors at AWC were very professional, and the exhibition covered a complete range of industries and supporting sectors. We met with customers from Poland, Thailand, India, and other countries at the exhibition, and we would like to thank the TAP team for providing such a great matchmaking service.

**Ms. Wang**  
Shenzhen Automotive Research Institute, BIT

# Visitor Data Analysis

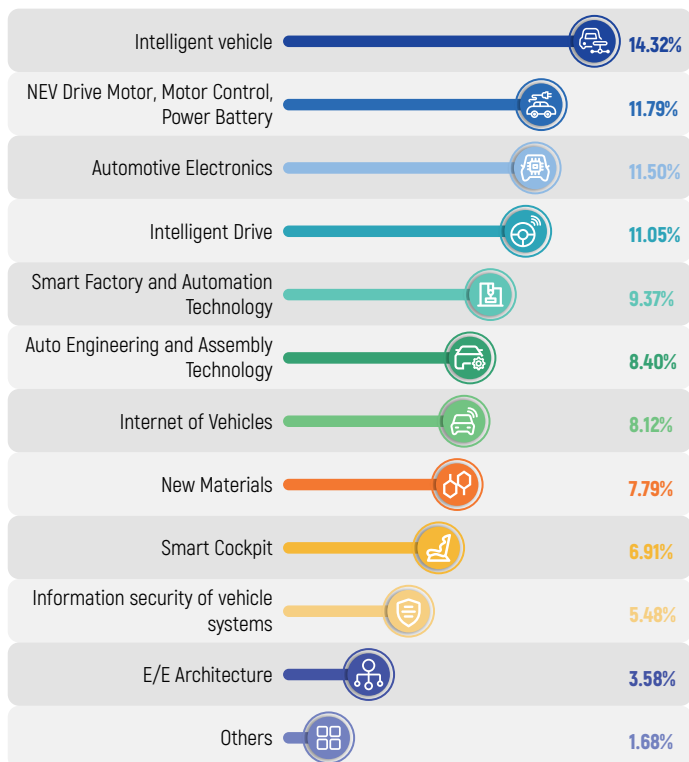
## Top 10 Regions of Visitor



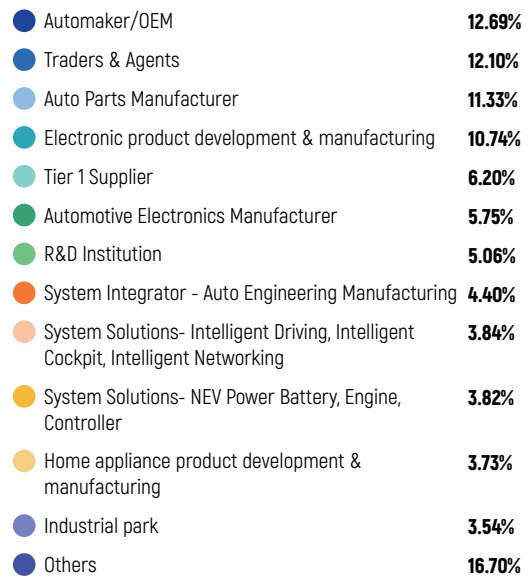
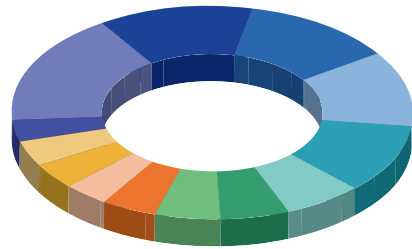
## Job functions of Visitor



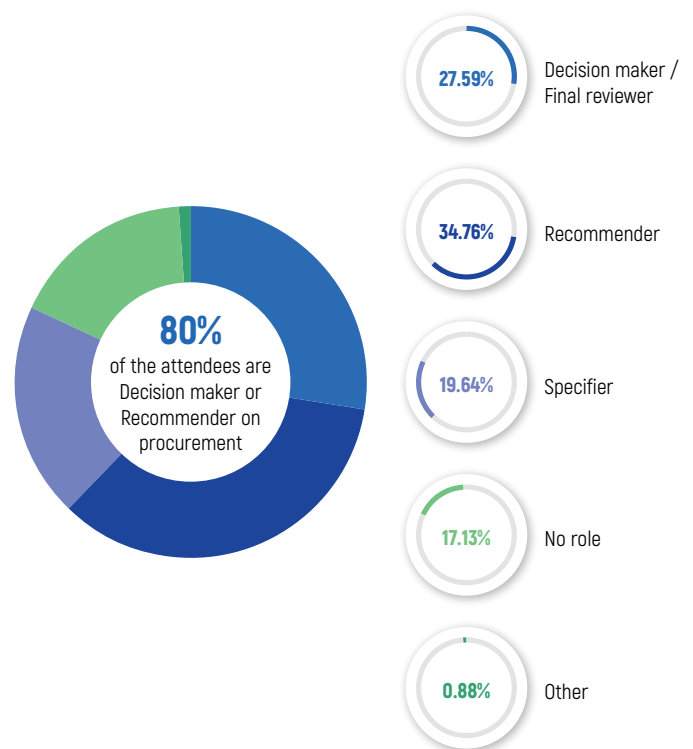
## Products of interest for Visitors



## Visitor Profile



## Role in Making Purchasing Decisions



# TAP Program Overview

A total of **2,087** business matching sessions were facilitated through the TAP Program, including **1,652** domestic and **435** international sessions. We found that domestic and international visitors were mainly looking for opportunities to expand overseas markets, intelligent automotive transportation technology, unmanned driving solutions, autonomous driving solutions, integrated safety systems and solutions, and suppliers for the production of new energy vehicles. We also noticed a high demand for equipment for intelligent manufacturing testing, operating systems and algorithms of domain controllers, regional controller platforms, lidars, ultrasonic radars, industrial robots, and more. According to statistics as of October 15th, the projected number of intended trade/MOUs within 6 months to 1 year totaled nearly 2.08 billion yuan.



Attending TAPs **1,050**



Domestic Visitor Business match-making **1,652**



Overseas Visitor Business match-making **435**



The amount of intended trade / MOUs in 6 months to 1 year **2.08 billion** RMB

**89.8%** Of TAPs are satisfied with the Business match-making and service.

**93.9%** Of TAPs are satisfied with the overall visit



## 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

Company name	Dept.	Company name	Dept.
JIDUAUTO	President Office	Automotive Research Institute of Beijing Institute of Technology	Vehicle Network Department/Brand Strategy Department
Li Auto	Process Department	China Innovation Aviation Technology Research Center (Shenzhen) Co., Ltd	Advanced Manufacturing R&D Department/Strategic Brand Department
Xiaopeng Motors	Powertrain Center/Embedded Platform Department	Beijing Didi Infinite Technology Development Co., Ltd	R&D Department/Security Integration Department
Xiaomi Automobile Co., Ltd	Information Engineering Center	Dongyang Xidao Automotive Parts (Shenzhen) Co., Ltd	Manufacturing Department/Procurement Department
Geely Auto Research Institute	Engineering Department/Passenger Vehicle Research Institute	Dingsheng Electric Vehicle Technology Co., Ltd	General Manager Office
Huawei Digital Energy Co., Ltd	R&D Department/Production Department/Fixed Network Manufacturing Department	Haistanpu Automotive Components (Dongguan) Co., Ltd	CNC Engineer
Dongfeng Nissan	Quality Department/Technical Center/HMI Design Department	Fanghua Intelligent Equipment (Qinhuangdao) Co., Ltd	Manager of Seal Technology Department of Technical Center
Dongfeng Nissan Diesel Automobile Co., Ltd	Technology Department	Foryou Corporation	Manager of Manufacturing Management Department
Dongfeng Motor Company Technical Center	R&D/Technology Department	Xinhua Precision Machinery Co., Ltd	Lean Team Manager
Skyworth Automotive Intelligence Co., Ltd	Testing Center/Factory Manager	FinDreams Battery Co., Ltd.	factory deputy director
Volkswagen AG	General Manager Office	FinDreams Battery Co., Ltd.	Chief of CPK System Department
China FAW Group Corporation	Automotive Electronics Department	GAC Aian New Energy Vehicle Co., Ltd	Senior Manager
GAC TOYOTA	Product Planning Department/Intelligent Cabin Department	Guangzhou Automobile Parts Co., Ltd	Engineering Director
Toyota	New Energy Department	Guangzhou Bojie Motor Co., Ltd	chief engineer
SGMW	Technical Center/Production Department	Huating (Hefei) Power Technology Co., Ltd	Process Equipment Director
Beijing-Hyundai Auto	Technology Department	Li Auto	PACK Process Senior Engineer
Great Wall Motor Company Limited	Intelligent Platform Center/General Assembly Technology Department	Gestamp Automotive Components (Dongguang)Co.,Ltd	CNC Engineer
JCB Commercial Vehicle	Information Technology Industry Center	FANGHUA INTELLIGENT EQUIPMENT (QINHUANGDAO) CO., LTD.	Technical Center Manager
Dongguan Yongqiang Automobile Manufacturing Co., Ltd.	Technology Department	SHINWA (CHINA) INDUSTRIES LTD.	Manager
SAIC Motor Corporation Limited Passenger Vehicle Branch	Quality Assurance	GAC AION	Senior Manager
Shanghai BYD	production department	GAC COMPONENTS CO., LTD.	Engineering Director
BYD Auto Industry Co.,Ltd	Automotive Engineering Research Institute	GUANGZHOU BORGEM MOTOR CO., LTD.	Chief Engineer
BYD COMPANY LIMITED	President's Office/Procurement Department	SINOEV (HEFEI)	Process Equipment Director
VIVO	Engineering Department/Product Engineering Department	FAW-VOLKSWAGAN CO., LTD.	Director (New energy experts)

\*In no particular order

# Visitor Testimonials

Energy conservation and environmental protection were the main topics of the automobile manufacturing industry. In the past, Shenzhen's auto parts industry mainly focused on the automotive aftermarket, and now many have become suppliers of automobile manufacturers, which we see as great progress. The development of the automobile manufacturing industry stems from the development and progress of the auto parts industry. Now, when we talk about new energy vehicles, the first thing that comes to mind is electric vehicles, but there are so many renewable energy sources that qualify as new energy. We hope the auto parts industry can take a wider view and develop even better energy-conserving and environmental products.

**Mr.Liu**  
Manager

Dingsheng Electric Vehicle Technology Co., Ltd

We believe that integration, lightweight, and increased power density are the future trends of new energy vehicle powertrains. The exhibits and support forums at AWC 2023 confirmed our opinion, and we learned so much from the smart logistics section, including automatic warehousing, AGV, and other products. We'd like to wish the exhibition continual success and expansion in the future.

**Mr. Liu**

Chief of Technology Department for Electric Drive Factory  
BYD Findreams Powertrain Co.,Ltd

The venue is big and convenient . We find several potential suppliers that we can continue working with them after the exhibition. The seminar is nice . Even though I don't understand Chinese but organizer prepare real time translator and headphone. So we can understand the presentation.

**Mr. JUM YONG CHUMPOL**

TAPMA G2 (Thailand Automotive Part Manufacturing Association: 2nd Generation)

The exhibition was great! At AWC 2023, we saw many new products and innovations, exchanged ideas with professionals from the upstream and downstream industry chain, and learned a lot about national industrial policies. The AWC staff was enthusiastic and professional, and we are very grateful to the organizers for the TAP services that matched us to exhibitors that met our needs. We gained so much at this exhibition, and we look forward to meeting our friends again at AWC 2024!

**Ms Chen**

Project Manager

CALB Research Institute

We were deeply impressed by the exhibits related to automation and flexible production, specifically the welding equipment that can automatically adapt to different parts. Also, the services provided by the exhibition, such as exhibitor and product information previews, onsite technology tours, and the professional forums made our visit even more efficient. We'd like to wish the exhibition an even brighter future with more innovative exhibits and professional programs to come.

**Mr. Xie**

Process Engineer of the Process Technology Department

GAC MOTOR



146

Visiting Groups



5,682

Group Visitors

## Visiting Groups

- GAC TOYOTA
- BYD Electronics
- FinDreams Battery Co., Ltd.
- BYD AUTO INDUSTRY CO.,LTD
- BYD COMPANY LIMITED
- China Innovation Aviation Technology Research Center (Shenzhen) Co., Ltd
- STEELMATE Co., Ltd
- Zhongshan Auto Parts&Accessories Manufactures Industrial Association
- Desay SV
- HUAWEI
- TOYO SEAT CHINA (SHEN ZHEN) CO.,LTD
- SKYWORTH Digital
- VIVO
- Huawei Machinery Co., Ltd
- HSAE
- Dongju Electronic and Telecommunication Products Co., Ltd
- Kyocera Information System (Shanghai) Co., Ltd. Dongguan Branch
- Anshi Semiconductor (China) Co., Ltd
- Automotive Research Institute of Beijing Institute of Technology
- Hangjia Chiyuan Electric Co., Ltd
- Jingxin Communication Company

\*In no particular order





# Recap of On-site Activities



**20+**  
On-site Activities



**162+**  
Speakers



**2,000+**  
Participants



eVOTL Display Area



AWC Forum on Autonomous Driving



Country Day Program



S-Future x AWC Automotive Talk



China Future Transport Industry Development Summit



Autonomous Driving Functional UGV Ecological Co-operation Forum



Smart Cockpit Technical Conference



AWC Community



NEV BMC Technology Forum



UESCT AWC 2023 Special Session on Intelligent Connected Technology



Auto Parts Intralogistics Automation & Packing Technology Forum 2023



NEV & EIC System Engineering Conference Shenzhen 2023



Consumer Electronics Assembly & Testing 2023



EV Parts Engineering 2023



