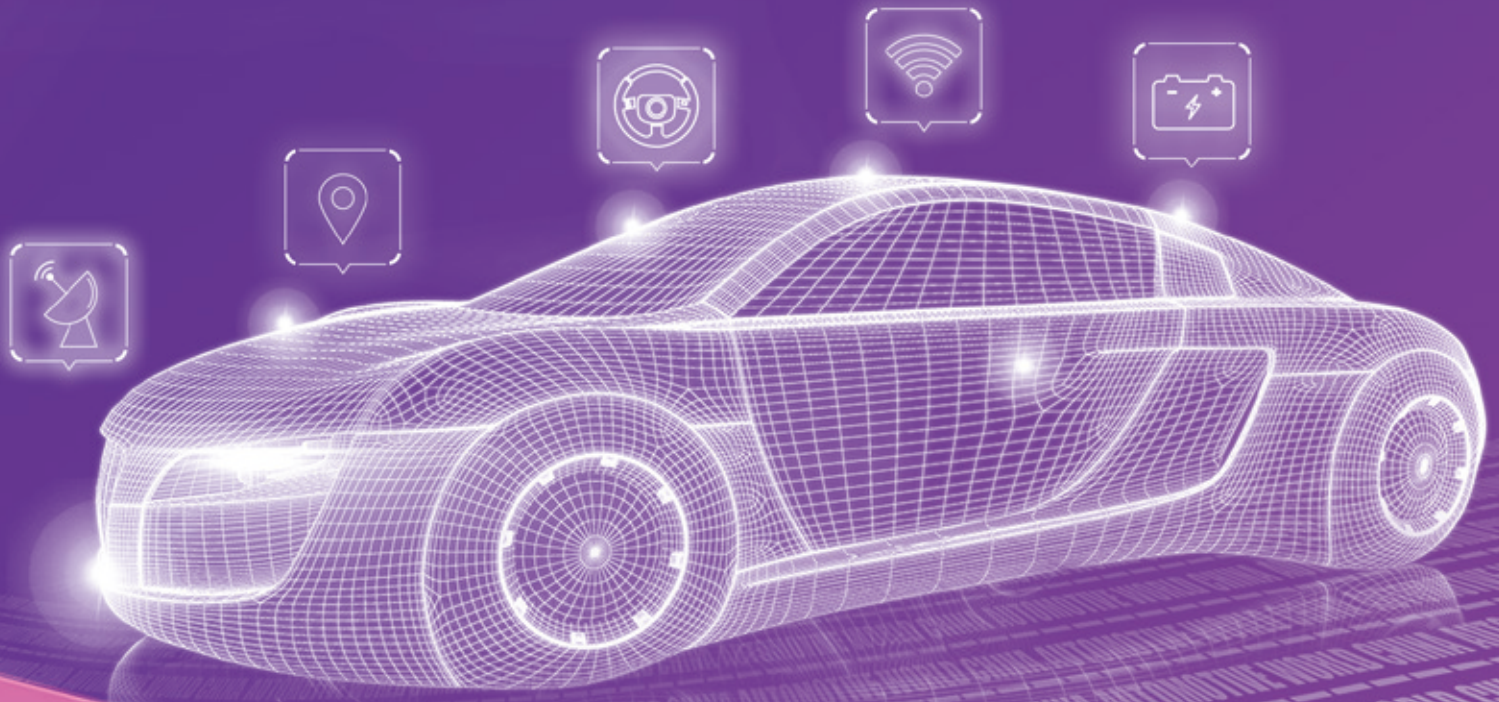


**AUTOMOTIVE**  
**WORLD CHINA 2018**  
**中国汽车电子技术展览会**

# 展后报告

## POST SHOW REPORT

2018年8月28日-30日,中国深圳会展中心2号馆  
Aug. 28-30, 2018 Hall 2, Shenzhen Convention & Exhibition Center



主办单位 / Organised By



同期举办 / In Conjunction With



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[www.automotiveworld.cn](http://www.automotiveworld.cn)

# 展会介绍

## AUTOMOTIVE WORLD CHINA Introduction

AUTOMOTIVE WORLD CHINA 2018 中国汽车电子技术展览会于 8 月 30 日在深圳会展中心圆满收官。延续了去年的优秀成果，AUTOMOTIVE WORLD CHINA 2018 邀请到：株式会社京滨、汉高（中国）投资有限公司、罗姆半导体集团、香港太阳诱电有限公司、松下电器产业株式会社电子材料事业部等重量级汽车电子品牌倾情展示，并在为期三天的展会中吸引了广汽研究院、比亚迪、吉利汽车、蔚来汽车等 7,161 位来自汽车行业 OEM 和 Tier 1 的设计、研发负责人及企业决策者。同时，展会与 NEPCON South China 2018、CS Show 2018 及 Smart Factory 2018 同期举办，观众总人数达 51,228 人。

AUTOMOTIVE WORLD CHINA 2017 was wrapped up on August 31st at Shenzhen Convention and Exhibition Center. As the first edition of AUTOMOTIVE WORLD in China, it attracted many heavyweight automotive electronics brands such as SOCIONEXT, TOSHIBA, OMRON, STMicroelectronics, ROHM Semiconductor as well as 4,672 R&D supervisors and business decision-makers from automotive OEMs, Tier 1 suppliers in 3 days. This show was held concurrently with NEPCON South China 2017 and CS Show 2017. All three events attracted 48,535 professional visitors from the electronics industry.

## 观众人数 Total Visitors



参观总人数：  
Number  
of visitors:

**7,161**

相比 2017 年，观众增长了 **53.27%**

听会总人数：  
Number of  
conference  
attendees:

**1,255**

相比 2017 年，听会观众增加了 **21.25%**



## 部分参展企业 Partial Exhibitors



\* 排名不分先后  
\* Displayed in random order

## 重点观众 Key Visitors



\* 排名不分先后  
\* Displayed in random order

## 展品范围 Exhibit Profile

AUTOMOTIVE WORLD CHINA 主要由车身电子展区、新能源汽车技术展区、智能网联技术展区、测试技术展区、自动驾驶展区这 5 大展区组成。

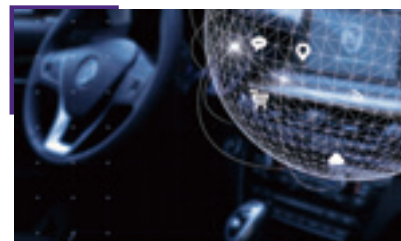
AUTOMOTIVE WORLD CHINA is mainly composed of In-vehicle Zone, EV Technology Zone, Telematics Technology Zone, Testing Technology Zone, and Autonomous Driving Technology Zone.



**车身电子展区**  
In-vehicle Zone



**自动驾驶展区**  
Autonomous Driving Technology Zone



**智能网联技术展区**  
Telematics Technology Zone

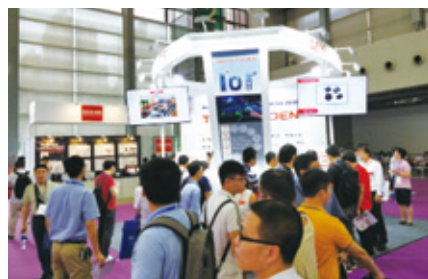
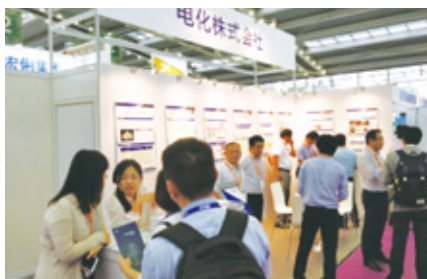


**测试技术展区**  
Testing Technology Zone



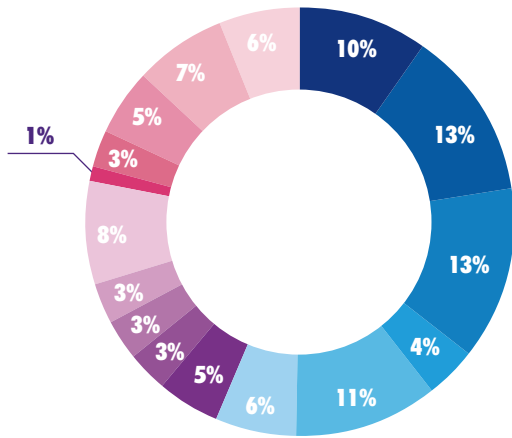
**新能源汽车技术展区**  
EV Technology Zone

## 照片集锦 Exhibition Images



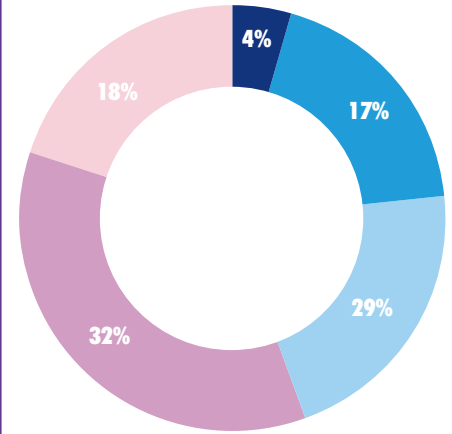
# 观众数据分析 | Visitor Analysis

## 行业细分 By Sector



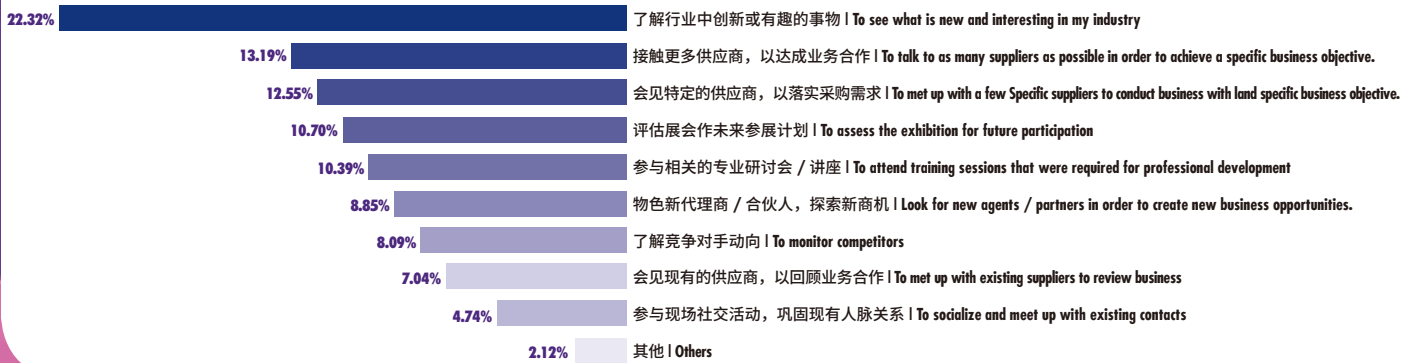
- 整车制造商 / 主机厂 | Carmakers/OEM
- 汽车零部件制造商 | Auto Parts Manufacturers
- 汽车电子制造商 | Automotive Electronics Manufacturers
- 芯片研发及制造 | IC Design & Manufacturing
- 电子元件、PCB 制造 | Electronic Components & PCB Manufacturing
- 原材料供应商 | Materials Suppliers
- 设备制造商 | Processing Equipment Manufacturers
- 测试 / 检测设备制造商 | Testing & Measurement Equipment Manufacturers
- 软件公司 | IT/Software Company IT
- 嵌入式系统公司 | Embedded Systems Company
- 贸易商、代理商 | Traders & Agents
- 摩托车制造商 | Motorcycle Manufacturers
- 电源制造商 | Electric Power Manufacturers
- OEM/EMS
- 车联网 | Telematics
- 其它 | Others

## 采购影响力 Influence on Purchase

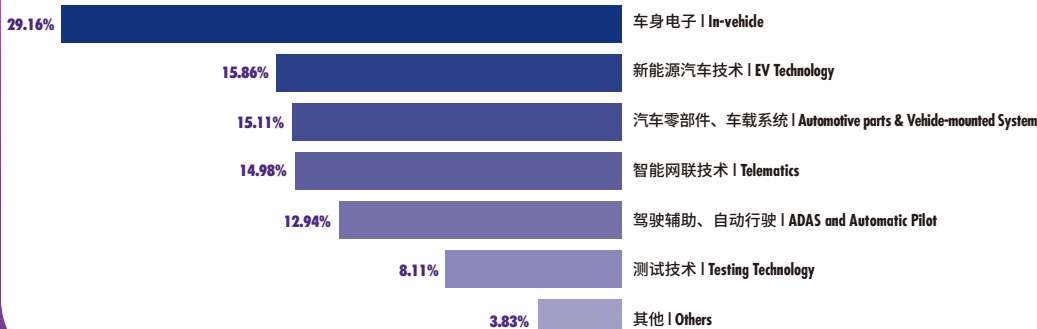


- 决策者 / 最终审核 | Decision-maker / Authorizer
- 推荐者 | Recommender
- 提出要求者 | Specifier
- 不参与 | Not Involved
- 其他 | Others

## 观众参观目的 Visitors' Main Objectives



## 观众感兴趣的产品 Products of Interest



# 展会亮点 | Exhibition Highlights



## SAE 2018 自动驾驶汽车安全技术国际论坛 SAE Autonomous Vehicle Safety Technology Forum 2018

为期2天的“SAE 2018 自动驾驶汽车安全技术国际论坛”针对当下自动驾驶安全痛点，邀请来自广汽研究院、吉利、长城、百度等数十位国内外专家学者建言献策。围绕自动驾驶安全技术进展及战略、汽车网络安全、自动驾驶功能安全、ADAS 及 V2X、全球自动驾驶安全法规的发展动态及自动驾驶汽车安全测试、验证与评价等热点话题展开讨论，获得了超过 500 位来自蔚来、通用、比亚迪、法雷奥等在内的整车厂及 Tier 1 的深度参与。

The two days 'SAE Autonomous Vehicle Safety Technology Forum 2018' focused on current autonomous driving pain point, invited dozens domestic and abroad professionals and scholars from GAEI, Geely, GWM and Baidu to share their concepts. The forum covers topics such as autonomous driving technology progress and strategy, automotive network safety, autonomous driving security, ADAS & V2X, global autonomous vehicle safety regulations development progress, autonomous vehicle safety test, verify and comment. The forum attracted more than 500 OEM and Tier 1 organizations including Nio, General Motors, BYD and Valeo.

### 新能源汽车材料及关键元器件技术大会 New Energy Vehicle Materials & Critical Device Technical Conference

“2018 新能源汽车材料及关键元器件技术大会”邀请到来自一汽新能源、比亚迪、吉利等众多实力嘉宾就新能源动力电池发展、纯电动车用锂电池的选择及匹配、电池安全性技术研究等话题展开讨论，现场观点交锋，干货满满。为期两天的会议共吸引超过 700 位汽车行业同仁参与。同期发布的 2018 新能源汽车行业白皮书更是受到业内的热捧！

'2018 New Energy Vehicle Materials & Critical Device Technical Conference' invited plenty of special guests from FAW, BYD, Geely to discuss topics such as NEV power battery development, selection and matching of lithium battery for pure EV, power battery safety technology and etc. The two days conference attracted more than 700 automotive industrial professionals. The release of white paper concurrently is highly praised by the industry!



## AUTOMOTIVE WORLD CHINA 商务酒会 AUTOMOTIVE WORLD CHINA Business Reception

同期举办的 AUTOMOTIVE WORLD CHINA 商务酒会是众多汽车整车厂及一级供应商量身打造的沟通平台，旨在促进供需双方真正实现面对面的有效沟通和交流，寻求未来商机与潜在合作机遇。

AUTOMOTIVE WORLD CHINA Business Reception is a communication platform built for automotive OEMs and Tier 1 organizations. Its purpose is to promote effective face to face communication between supplier and demander, and seeking future business and cooperation opportunity.

## 直播秀 Broadcast Show

AUTOMOTIVE WORLD CHINA 2018 展会期间邀请展商及观众参与现场直播活动，通过现场大屏幕及网站、微信小程序同步直播展会盛况，在线浏览量达到 214,000。该小程序方便观众查询展商信息、展品信息、现场活动、展会直播秀和精彩瞬间等资讯。

During the exhibition, AUTOMOTIVE WORLD CHINA 2018 invited both exhibitors and visitors to participate in onsite live broadcast through onsite big screen, website and We chat mini programs, online views reaches 214,000. This We chat mini program can help visitors to search exhibitor information and exhibits, onsite events, exhibition broadcast show, exhibition highlights and etc.



# 展商寄语 | Exhibitor Testimonials



## 亚伯特(昆山)电子贸易有限公司 | ABATEK (KUNSHAN) ELECTRONICS TRADING CO., LTD.

**赵春光** 销售部副经理 | **Michael Zhao** Ass. Sales Manager

今年相比去年,展商更多了、专业的观众也更多了,从昨天到现在,主机厂戴姆勒、日产、本田等专业的客户来展会上交流产品上的一些技术问题,这拉近了我们与直接客户的沟通联络,我们预祝 AUTOMOTIVE WORLD CHINA 展会越办越好,能够在华南地区甚至整个国内产生比较大的影响力。

In terms of highlights of the exhibition, we found that there were more exhibitors and professional visitors than last year. Since yesterday, professional customers such as Daimler, Nissan and Honda have participated in the exhibition to exchange some technical problems on products. This brings us closer to our direct customers. We hope that AUTOMOTIVE WORLD CHINA will be better and better and can exert a great influence in South China and across China.



## 深圳麦积电子科技有限公司 | MICHIP

**王春来** 技术总监 | **Allan Wang** Technical Director

我觉得参加这次展会收获颇丰,认识了一些之前想要找却没有找到的合作伙伴,例如汽车的供应商和做特色封装的供应商。另外,我也认识了很多新的客户。AUTOMOTIVE WORLD CHINA 2018 是一个比较好的交流的平台,希望越办越好!

I feel that I have learned a lot from the exhibition. I have met some partners I wanted to find but failed before. For example, some automotive suppliers, including some packaging suppliers who are engaged in featured packaging. I have also met a lot of new customers. This is a good communication platform and I wish AUTOMOTIVE WORLD CHINA would become better and better.



## 科尤特软件(上海)有限公司 | THE QT COMPANY

**李卫军** 大客户经理 | **Weijun Li** Key Account Manager

本届展会还是很专业的,我主要专注于负责 QT 在中国汽车业的发展, AUTOMOTIVE WORLD CHINA 的展品范围跟我们很契合,我们也希望展会能越办越好!

I feel that the exhibition is quite professional. As I am mainly responsible for QT's development in China's auto industry, so I think the theme of the exhibition is quite appropriate. We hope that the exhibition will be better and better!



## 科络达云软件技术有限公司 | CAROTA

**周逸政** 副总裁 | **Jacky Y.C. Chou** Marketing Director

我很高兴也很荣幸能够代表公司参加 AUTOMOTIVE WORLD CHINA 2018 展会,在现场我看到了很多公司。不论是在车用还是在其他各个领域,我觉得这对于产业上的交流是有莫大的意义的。不仅是在产业的交流上,还是在一些技术的发展上来讲这都是值得我们期待的一个展会。

I am very happy and honored to be able to participate in such an exhibition on behalf of my company. I saw a lot of companies on the scene, whether in auto or other fields. I think it is of great significance for industrial communication. So, I think not only in terms of industrial communication, but also in terms of technological development, it's an exhibition worth expecting.



## ANSYS 中国 | ANSYS CHINA

**庄百兴** 华南区域技术经理 | **Martin Zhuang** Regional Technical Manager

我在参展之余,也去其他的展位看了一下,确实有很多新的产品进入到我们的视野。比如说我们提到的一些小的部件:连接器、驱动器、芯片等,这些供应商给我们提供了很好的解决方案,相信能够收获他们想要的一些零部件。另外我看到这个展会相当的全面,也希望明年有更多的厂家来参加。

I went to other booths while participating in the exhibition. I did see a lot of new products, for example, some small components we have mentioned, connector, driver and chip. These suppliers have provided us with a good solution. In addition, I think this exhibition is quite comprehensive. I hope that more exhibitors will participate in it next year.



## 富朗巴软件科技(上海)有限公司 | FORUM8 TECHNOLOGY DEVELOPMENT(SHANGHAI) CO., LTD.

**李恩实** 管理部 | **Li Enshi** Administration Division

我们公司第一次参加中国汽车电子技术展览会,非常荣幸能跟 AUTOMOTIVE WORLD CHINA 还有 SAE International 合作。希望展会圆满成功,今后的几届越办越大、越来越好。

This is actually the first time for our company to participate in the exhibition. It is also a great honor to cooperate with Automotive World China and SAE International. I hope that the exhibition will be a complete success and will be larger and more successful in the next sessions.



## 斐仁斯贸易(上海)有限公司 | Valens

**郑宏亮** 汽车产业业务拓展——中国 | **James Zheng** Automotive Business Development

今年展会的时机非常好,我希望来参观的观众能通过这个机会与展商建立良好的互动、沟通,也希望他们能从展会上看到一些新的产品信息,这对各个公司未来产品的发展有所帮助。

I think this is a good timing. I hope that professionals can take this opportunity to interact and communicate with exhibitors. I also hope to see some new product information at the exhibition, which will facilitate the development of future products of companies.



## 深圳市中聚泰光电科技有限公司 | SUNNET (SHENZHEN) TECHNOLOGY CO., LTD.

**张艳萍** 总经理 | **Cherry Zhang** General Manager

希望 AUTOMOTIVE WORLD CHINA 展会越办越好,越办越专业,让我们一起成长,共同收获更大的市场。

I hope that AUTOMOTIVE WORLD CHINA will be better and more professional. Let us grow with you, and everyone can gain a larger market.

# 特邀贵宾寄语 | TAP Testimonials



范新雨

采购

真心感谢励展博览集团为我们提供了一个学习交流的平台，让我们了解到市场前沿的知识和信息。这对我们将来的产品开发提供了很多新的思路！衷心祝愿 AUTOMOTIVE WORLD CHINA 越办越好！

I want to express my sincere gratitude to Reed Exhibitions for providing us a platform of study and communication and giving us the opportunity to learn about the knowledge and information of frontier market. All these bring us abundant new ideas for product development in the future. I wish Automotive World China will be better and better !



马玲

高级技术专家

我在“AUTOMOTIVE WORLD CHINA 2018”上接触到很多供应商，很高兴地看到一些比较新的产品和解决方案。另外，参加 SAE 2018 自动驾驶汽车安全技术国际论坛，听取了多位来自国内外汽车 OEM、供应商、大学专家学者的精彩技术演讲，使自己对自动驾驶汽车安全技术的发展现状有了一个比较全面的了解和把握。尤其是对于智能网联下的汽车网络信息安全有了一个新的认识和理解。最后，我要对展会的主办方励展博览集团表示感谢，正是有了贵集团的邀请和精心组织，才能让我们有了这次难得的沟通和交流的机会，谢谢你们！

I met many suppliers in "AUTOMOTIVE WORLD CHINA 2018 China". I am very glad to see new products and solution. Also I have listened to many excellent technical lectures delivered by OEM suppliers from domestic and abroad automotive industry, university experts and scholars in SAE 2018 International Forum of Safety Technology of Automatic Drive Vehicle. Now I have a comprehensive understanding of the current development conditions in this area, particularly have a new understanding of automotive network information safety in the context of intelligent network. Finally, I want to express my sincere gratitude to Reed Exhibitions, the organizer of the event. It was the invitation and elaborate organization of Reed Exhibitions that enabled us to have the precious opportunities of communication. Thank you!



王振波

产品规划工程师

这次展会相比上一届，不论是内容上还是规模上都有很大提升。值得一提的是自动驾驶的论坛，满满的都是干货，能够听到主流车企高管的现场演讲，收获颇丰。希望励展博览集团今后多多组织这样大型的有深度的展会，给中国的制造业提供更大更广阔的平台，同时也希望励展博览集团今后的发展更上一层楼！

The event this year is much better than that of last year in terms of both contents and scale. Especially in the automatic drive forum, I have great gains from the lectures delivered by senior executives from automobile magnates. I wish that Reed Exhibitions will host more expos of this type that is large-scale and meaningful and provide bigger and wider platforms for the manufacturing industry in China. Also, I wish Reed Exhibitions will gain great momentum in its development.

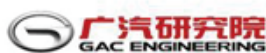


贺晓凤

产品经理

我谨代表汉纳森（厦门）数据股份有限公司对 AUTOMOTIVE WORLD CHINA 2018 和“新能源汽车材料及关键元器件技术大会”圆满成功表示热烈祝贺。展会期间不仅看到了车辆关键元器件的产品及技术，为我司寻求最新产品与技术提供了丰富的资源信息，还参加了智能驾驶、新能源汽车发展等相关专业论坛，多角度、全方位的从车身电子、自动驾驶、智能网联技术、新能源汽车技术等专业角度为我们带来前瞻性与创新力的技术解决方案，紧扣智能汽车技术发展态势、深度瓶颈解析，拓宽了我司对行业发展的见解。展会过程中，可见未来汽车电子技术、自动驾驶技术、车联网技术、汽车配件加工技术等领域产品已在中国扎根繁茂。最后预祝 AUTOMOTIVE WORLD CHINA 越办越好，中国汽车电子更加辉煌。

On behalf of HONORSUN (Xiamen) Data Co., Ltd., I want to express my warm congratulation to the success of "AUTOMOTIVE WORLD CHINA 2018 and New Energy Vehicle Materials and Key Components Technology Conference". Our company obtained abundant information of newest product and technology by visiting the exhibition areas showing key components. Besides, we have attended professional forums related to smart drive and the development of new energy automobile. These forums have brought us forward-looking and innovative technical solutions from professional perspectives such as vehicle electronics, automatic drive, smart network technology and new energy automobile technology. The forums analyzed the development trend and bottleneck of smart automobile technology, which deepened our understanding of the industrial development. In the event, we can easily find that vehicle electronics, automatic drive, smart network technology and accessories processing technology of automobile have scored great achievements in China. Finally, I wish AUTOMOTIVE WORLD CHINA a greater success and vehicle electronics in China will face a bright future.



江政

前瞻部工程师

本届 AUTOMOTIVE WORLD CHINA 2018 相比上一届又有了很大的进步和提高，参展商更加丰富，也更加专业。同期的 SAE 自动驾驶安全技术论坛聚集了很多大咖，引发了非常多的讨论和思考，此次前来受益匪浅，希望明年能办的更好。

Compared with the previous event, the event this year has made great progress with more exhibitors and more professional contents. A large number of influential industrial players, who gathered in SAE 2018 Automated Vehicle Security & Safety Technology Forum, has brought enormous discussion and thinking, making our visit much more valuable. Hope a better event next year.



# AUTOMOTIVE WORLD 2019

## 第三届中国汽车电子技术展览会

8.28-30, 2019

深圳会展中心

Shenzhen Convention & Exhibition Center



主办单位/ Organised By:



CCPIT Electronics & Information Industry  
Sub-council  
中国国际贸易促进委员会电子信息行业分会



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