

AUTOMOTIVE WORLD

展后报告 POST SHOW REPORT

2019.8.28-30 | 深圳会展中心 5 号馆
Aug. 28-30, 2019 Hall 5, Shenzhen Convention & Exhibition Center



主办单位 / Organised By



战略合作单位 / Strategic Cooperated by



同期举办 / Held In Conjunction



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AUTOMOTIVE WORLD CHINA
官方微信 WeChat

展会介绍

AUTOMOTIVE WORLD CHINA Introduction

AUTOMOTIVE WORLD CHINA 2019 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 2019 邀请到：博世、尼吉康、京滨、蔚来汽车、意法半导体、太阳诱电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戴姆勒、广汽研究院、比亚迪、一汽大众、吉利汽车、蔚来汽车等 7,408 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。更有 1,902 名观众参与了同期论坛。同时，展会与 NEPCON ASIA 2019、CS SHOW 2019、S-Factory EXPO 2019、ELECTROTEST CHINA 2019、Ahte SOUTH CHINA 2019 同期举办，观众总人数达 54,503 人。

AUTOMOTIVE WORLD CHINA (AWC) 2019 concluded at the Shenzhen Convention and Exhibition Center on August 30. Building on the achievements of the last edition, the three-day show featured exhibitors including Bosch, Nichicon, Keihin, NIO, STMicroelectronics, TAIYO YUDEN and other heavyweight automotive electronic brands, attracting 7,408 leaders and decision-makers from automotive OEMs and tier-1 design and R&D companies such as Daimler, GAC Automotive Engineering Institute, BYD, FAW Volkswagen, Geely and NIO. In addition, 1,902 visitors attended the concurrent forums. The show was held concurrently with NEPCON ASIA 2019, CS Show 2019, S-Factory EXPO 2019, ELECTROTEST China 2019 and Ahte South China 2019, which drew a total audience of 54,503.

观众人数 Total Visitors



AWC 观众总人数：

**AWC Visitors
Number:**

7,408

展会整体总人数：

**Total exhibitions
Visitors Number:**

54,503

听会总人数：

**Number of
conference
attendees:**

1,902



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

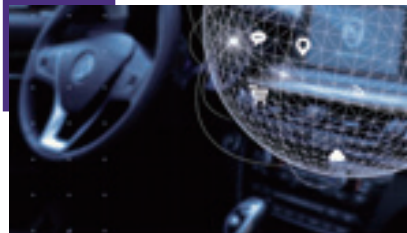
展品范围 Exhibit Profile

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

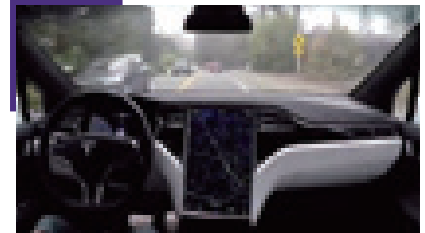
AUTOMOTIVE WORLD CHINA is mainly composed of In-vehicle Zone, Telematics Technology Zone, Autonomous Driving Technology Zone, Testing Technology Zone, and EV Technology Zone.



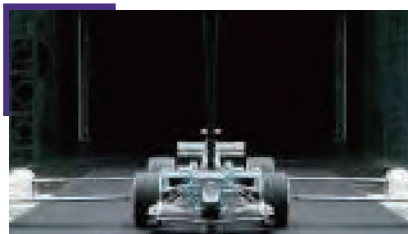
车身电子展区
In-vehicle Zone



智能网联技术展区
Telematics Technology Zone



自动驾驶展区
Autonomous Driving Technology Zone



测试技术展区
Testing Technology Zone



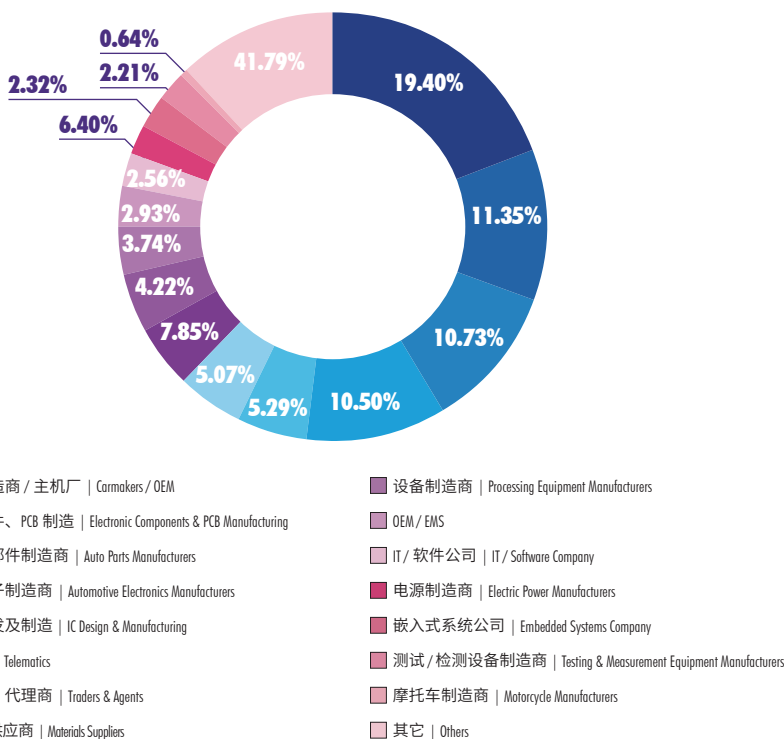
新能源汽车技术展区
EV Technology Zone

照片集锦 Exhibition Images

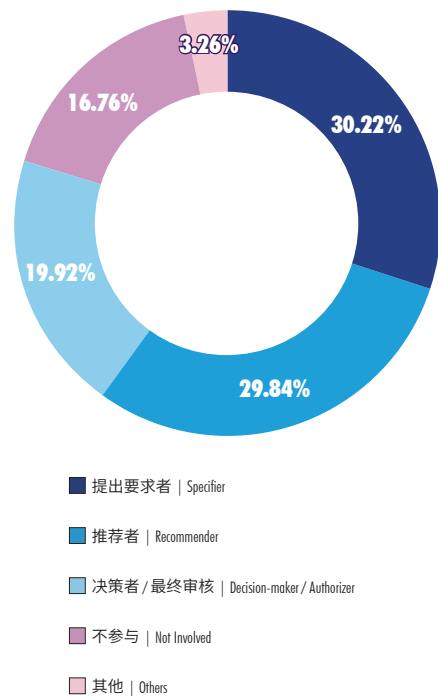


观众数据分析 | Visitor Analysis

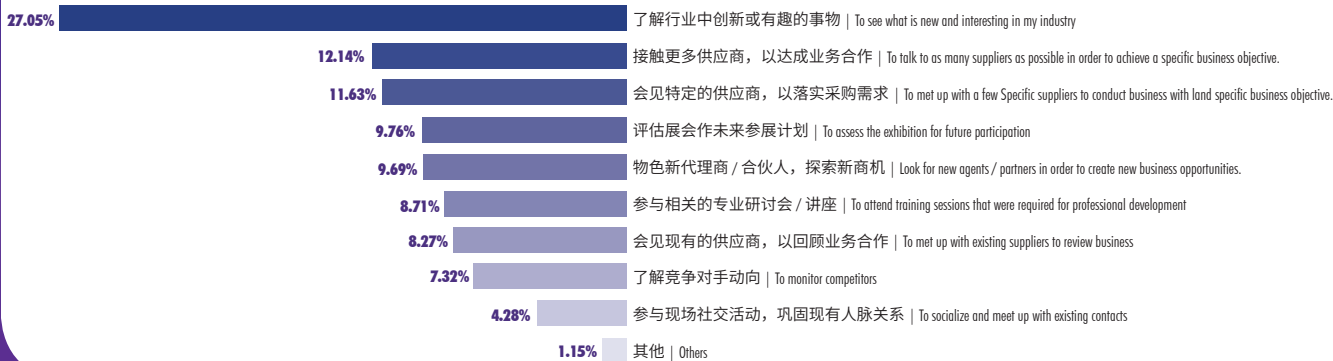
行业细分 By Sector



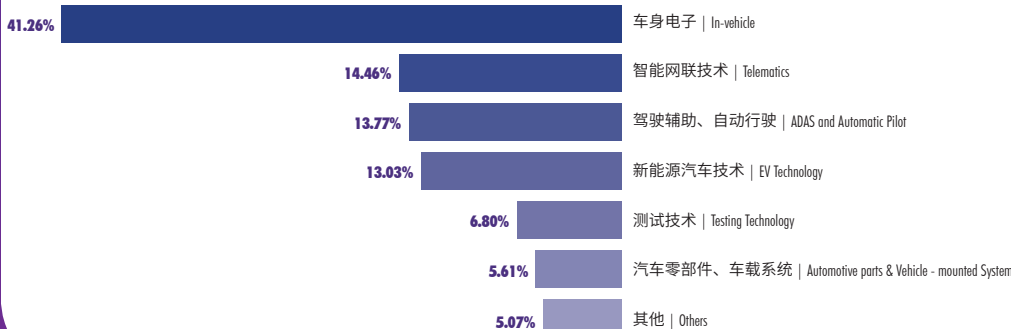
采购影响力 Influence on Purchase



观众参观目的 Visitors' Main Objectives



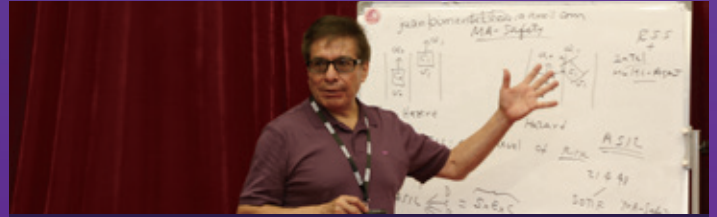
观众感兴趣的产品 Products of Interest



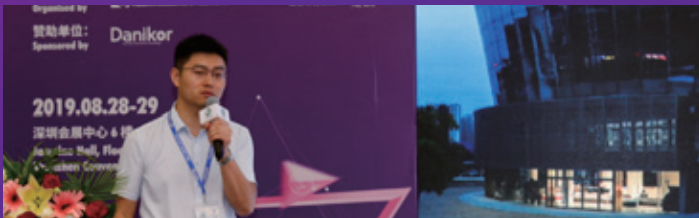
展会亮点 | Exhibition Highlights



SAE-AWC 2019 自动驾驶汽车安全技术国际论坛
SAE-AWC 2019 Automated Vehicle Security & Safety Technology Conference



**自动驾驶汽车安全：
多主体安全、功能安全和 SOTIF**
**Automated Vehicles Automated Vehicle Safety:
Multi-Agent, Functional Safety and SOTIF**



AWC 2019 第二届 新能源汽车关键元器件技术大会
AWC 2019 2nd NEV Critical Device Technical Conference



AWC 2019 智能座舱关键技术峰会
AWC 2019 Smart Cockpit Key Technologies Summit



汽车智能网联技术发展分析论坛
Auto Smart Connectivity Technology Development Analysis Forum



汽车电子创新论坛
Automotive Electronics Innovation Forum



Tier 1 展示区
Tier One Pavilion



AWC 商务酒会
AWC Cocktail



AWC 现场直播
Live Broadcast



知名行业媒体采访
Authoritative Industry Media Interviews

展商寄语 | Exhibitor Testimonials



东莞京滨汽车电喷装置有限公司 | Dongguan Keihin Engine Management System Co., LTD.
于淑丽 营业部 | Yu Shuli Sales Department

我们公司一直是在全球范围内参展的，在中国参加过上海、北京、深圳、广州的展会，这次是第二次参加深圳的展会，上一次参与时有很多专业观众给我们提出很多建议，对我们帮助很大，因此我们又一次来参加了。

Our company has always been a participant of exhibitions held all over the world. In China, we have participated in exhibitions in Shanghai, Beijing, Shenzhen and Guangzhou. This is the second time we have attended an exhibition in Shenzhen. Last time, professional visitors offered many suggestions to us, which have helped us a lot. That's why we are here again.



尼吉康株式会社 | NICHICON ELECTRONICS TRADING (SHENZHEN) CO., LTD.
李思奇 工程师 | Li Siqi Engineer

这次是尼吉康香港分公司首次参加 AWC 汽车电子技术展，希望通过参加展会，积累相关的经验，从而积累这方面的客户。之前参加的展会都是面向产业机器或者通信行业比较多，也希望通过这次展会来开拓车载方面的市场。

This is the first time that Nichicon Hong Kong has taken part in the AWC, through which We hope to accumulate relevant experience and customers in this field. Previous exhibitions we attended often focused on machinery or telecommunications. Through this exhibition, we expect to develop the on-board devices market.



村田（中国）投资有限公司 | MuRata
袁玖金 产品市场部 主管 | Johnny Product Marketing Department Supervisor

展会除了让我们向观众介绍我们的产品、技术、实力，另一方面也和客户进行面对面的沟通，争取和意向性的客户联系。

In addition to introducing our company's products, technology and strength to the audience, the exhibition has also provided an opportunity to have face-to-face communication with potential customers.



路碧康株式会社 | Rubycon
小池良则 | Hiroshi Noriyoshi

我们是第一次参加展会，昨天很多观众来到我们展台。这次展会是让给多人知道路碧康的一个很好的机会。

It's our first time to attend the exhibition. Yesterday many visitors visited our booth. This exhibition is a good opportunity for Rubycon to reach more people.



亚伯特（昆山）电子贸易有限公司 | Abatek (Kunshan) Electronics Trading Co., LTD.
夏泽宝 中国区经理 | Mark Xia China country manager

最主要的感受是主办方增加的现场技术成果的分享，我们每天都能听到主办方用英文分享和交流，我觉得这个环节非常棒。

I am most impressed by the sharing of technical achievements at the site. Every day throughout the exhibition, we could hear the organizers sharing technical achievements in English. I think this is a good activity.

特邀贵宾寄语 | TAP Testimonials



惠州德赛西威汽车电子股份有限公司 | Desay SV electronics CO.LTD.
张禅亮 高级工程师 | ChanLiang Zhang senior engineer

首先要感谢主办方的盛情邀请，AWC 汽车电子展是一个很好的电子信息平台；这次展会展示的自动驾驶，新能源技术等设备以及制造解决方案，满足了我的观展需求。从和展商的面对面交谈、参与展会现场活动、到参加自动驾驶技术论坛，可以学习行业领先知识、实现自我认知提升，又能助力企业达成采购及业务合作，让我收获很多。同时要感谢主办方的一对一服务。祝愿 AUTOMOTIVE WORLD CHINA 越办越好，持续引领电子行业发展！

First of all, I would like to thank the organizers for their kind invitation. AWC is an excellent electronic information platform. The autonomous driving, new energy technology and other equipment and manufacturing solutions exhibited at the show perfectly met my needs. From face-to-face communication with exhibitors to participation in on-site activities and the Automated Vehicle Security & Safety Technology Forum, the show enabled me to learn and improve industry-leading knowledge and to help my company achieve procurement and business cooperation goals. I've benefited a lot from the show. Also, I would like to thank the organizers for their one-on-one service. I hope AWC will continue to grow and lead the electronics industry!



比亚迪汽车工业有限公司 | Shenzhen BYD Automobile CO.LTD.
孔宪君 智能网联开发部高级专家 | XianJun Kong Senior Expert of Intelligent Network Development Department

备受期待的 AWC 汽车电子技术展在深圳会展中心如期举办，这届展会是我到场时间最早的一次，现场服务很专业周到，得到了工作人员的诸多悉心安排，就像见到家人一般。自动驾驶汽车安全技术国际论坛的内容是行业新方向，演讲嘉宾表达很清晰，此次展会收获颇多，深表感谢！特别期待下届展会的举办！

The highly anticipated AWC was held as scheduled at the Shenzhen Convention and Exhibition Center. I arrived at the show the earliest ever, and was well received by professional and thoughtful family-like staff. The Automated Vehicle Security & Safety Technology Forum focused on new directions of the industry. The speakers clearly expressed their views. I've gained a lot from the show. Many thanks to the organizers. Looking forward to the next exhibition!



宝能汽车 | BaoNeng Automotive CO.LTD.
林宏婧 新能源研究院 开发管理主任工程师 | HongJing Lin chief engineer

感谢 AUTOMOTIVE WORLD CHINA 的主办方盛情邀请，宝能汽车新能源研究院几位代表参加了此次汽车技术展览会，聆听了来自各主流企业的关于汽车驾驶、网络安全以及其他新能源汽车领域的前沿技术，收获颇丰。在国家对汽车控制系统、自动驾驶、智能网联等未来发展趋势大力扶持的今天，主办方创造了这样一个难得的互相交流机会，从一定程度上对行业的发展做出了贡献。另外，主办方热情周到的服务让我们对下次参观展会充满了期待。

Thanks to the kind invitation of AWC organizers, several representatives of the Baoneng New Energy Research Institute took part in the show, where they learned about the cutting-edge technologies of major automobile companies in autonomous driving, network security and other new energy vehicle fields. Today, the government is vigorously supporting future development trends including automobile control systems, autonomous driving, and intelligent connected vehicles. The organizers have contributed to the industry by creating such a rare opportunity for exchanges. In addition, the warm and thoughtful service of the organizers makes us look forward to the next exhibition.



AUTOMOTIVE WORLD CHINA 2020

汽车电子技术展览会 AUTOMOTIVE WORLD CHINA 2020

2020.4.22-24 | 上海世博展览馆
Shanghai World Expo Exhibition and Convention Center

2020.8.26-28 | 深圳会展中心
Shenzhen Convention and Exhibition Center



同期举办 / Held In Conjunction

上海展 / NEPCON CHINA



深圳展 / NEPCON ASIA



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