



**INTERNATIONAL SIGNS & LED EXHIBITION,
GUANGZHOU 2016**

POST SHOW REPORT

SHOW REPORT



Summary of exhibition

International Signs & LED Exhibition, Guangzhou 2016 ("ISLE 2016") was held at the Area B of Canton Fair Complex during February 24 to 27. With an extra-large space of 100,000m² for 4 special exhibition areas in 10 pavilions, this exhibition invited 1486 exhibitors, organized 17 summit forums, and received 187386 local and overseas buyers from 151 countries and regions. Industry tycoons gathered in the exhibition to present their new products and lead new trends for the industry at the beginning of the year 2016, making it a wonderful grand show for the advertising and LED industry.

Compared to the exhibition in 2015, ISLE 2016 has achieved significant growth in many aspects: the number of exhibitors and buyers increased by 54% and 125%, respectively, and the number of countries and regions where overseas buyers come from also has a remarkable growth. All these amazing figures prove the strength of ISLE as the brand of the first exhibition of the year in the LED and advertising sign industry.

Four highlights about the exhibition

1 An escalated scale with increased exhibition space of an optimized layout

Boasting an extraordinarily large scale of 100,000m², this exhibition starts a new chapter of the buyers' story in the industry of the year. Four special exhibition areas, including the LED display technology application area, the LED lighting innovation technology area, the advertising signs and displays area, and the advertising sign application area, are located at the first and second floors of the Area B of Canton Fair Complex, and they are optimized in a scientific way. A wide range of exhibits from both the upper stream and lower stream of the advertising and LED industry chain, including the most cutting-edge products and the latest products, can be found in this show, such as LED display technology applications, LED lighting innovation technologies, advertising signs, display equipment and materials, carving equipment, bending machines and advertising lampboxes, and spray printing equipment.

2 A significantly increasing number of exhibitors together with industry giants shining in Guangzhou

There are 1486 exhibitors in ISLE 2016, including tycoons from the LED industry such as Absen, Leyard, Ledman, Lightking, Linsn, Vteam and Qiangli LED, and giant advertising sign companies such as Jinan Senfeng, Ruijie, HP, AnhuiTongxing and Aorise. These enterprises have their own secret products to attract the buyers' eyes, such as 3D display, new generation of small-pitch high-definition LED screen, creative displays, optic fiber laser cutter, and luminous characters. Technical innovation is the powerful engine that drives research and development in the industry, and as a result, the new products incorporating the concept of internet+ amaze the audience.

3 High-quality buyers from around the globe

During the 4-day session, 187386 buyers (which number is higher by 125% over the previous session) from 151 countries and regions come to the exhibition, including Palami and BISKOM from Russia, Newtech Video System, Global Communication, VIDEO WALL and Jonaled from India, Worth Innovation and Mahajak from Thailand, Infront and TecnoVISION Srl from Italy, Europeled and VISUAL LED from Poland, Event Company from Malaysia and Singapore, Admesy from South Korea, Micron from Turkey, as well as other buyers from the US, Germany, Australia, Saudi Arabia, Japan and Brazil. Warm business talks can be seen everywhere at the venue. High-quality local and overseas buyers are another highlight of the extraordinarily successful ISLE 2016.

4 Summit forums of new forms for joint discussions and co-development

In joint efforts with many authoritative organizations from the industry, the hosts organize 17 summit forums for in-depth discussions from various perspectives during the exhibition, including high-end forums, product workshops, special-theme lectures, new product launch conference, annual meeting of associations and awarding ceremonies. The hosts of ISLE 2016 are dedicated to build a more specialized platform for the exhibitors and buyers from the industry to exchange with each other through sharing of information from various perspectives. Executives from different enterprises, elites from the industry and experts from the sector take an active part in the forums, for the purposes of focusing on the industry development, showcasing the latest products and leading the transformation and escalation of the industry in 2016. Among these forums, the Pair-Up Meeting is particularly favored and appreciated by both exhibitors and buyers. The hosts use their best efforts to organize such a pair-up meeting with a view to offer a good opportunity for the exhibitors to have face-to-face and in-depth talks with the potential target customers. This is also another attempt by the hosts of ISLE for improving service quality, amplifying resource advantages and creating new platform models.

Exhibition Organizations

Hosts : Canton Fair Advertising Co., Ltd.
China Foreign Trade Guangzhou Exhibition General Corp.
Guangdong Provincial Advertising Association

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China Foreign Trade Guangzhou Exhibition General Corp.
Guangdong Provincial Advertising Association
Guangdong Provincial Semiconductor Lighting Association Joint Innovation Centre
Shenzhen Light Emitting Diode Industry Association

Supporting Authority: Guangzhou Municipal Commission of Commerce

2017广州国际大屏幕显示技术与应用展览会

Display Technology & Application Exhibition, Guangzhou 2017

广交会展馆B区

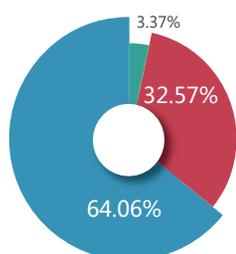
Area B, Canton Fair Complex

2017. 2. 15 - 18

Exhibitors Analysis

1 Analysis of exhibitors by region

In ISLE 2016, there are total 1486 exhibitors, of which 952 exhibitors are local enterprises in Guangdong Province, 484 exhibitors are from other provinces and 50 exhibitors are from overseas. Most exhibitors are from the places where the LED and advertising equipment and exhibition display industry clusters, such as Shenzhen, Zhongshan, Guangzhou, Yongqing and Bazhou.

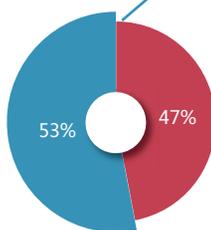


● ORIGINS OF EXHIBITORS

- Exhibitors in Guangdong Province
- Exhibitors from Other Provinces
- Overseas Exhibitors

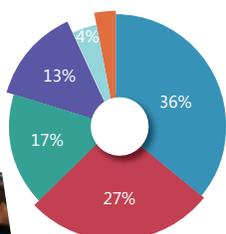
2 Analysis of exhibitors by sector

The LED exhibition area is mainly occupied by LED product exhibitors. Total 882 LED exhibitors show up in the exhibition, representing 59.35% of the total number of exhibitors, and consisting of 470 LED display technical application exhibitors and 410 LED lighting innovation technology exhibitors.



● % OF LED EXHIBITORS BY SECTOR

- LED Display Technology Application Exhibitors
- LED Lighting Innovation Technology Exhibitors



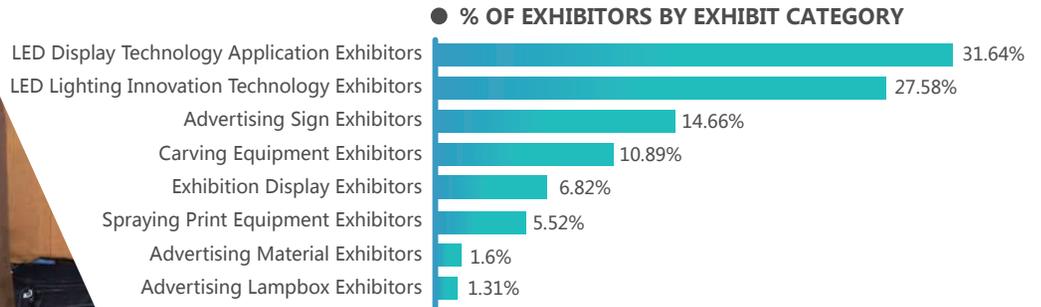
● % OF ADVERTISING SIGN EXHIBITORS BY SECTOR

- Advertising Sign Exhibitors
- Carving Equipment Exhibitors
- Exhibition Display Exhibitors
- Spraying Print Equipment Exhibitors
- Advertising Material Exhibitors
- Advertising Lampbox Exhibitors

The advertising sign exhibition area is shared by total 604 exhibitors, representing 40.78% of the total number of exhibitors, and consisting of 218 advertising sign exhibitors, 162 carving equipment exhibitors, 102 exhibition display exhibitors, 81 spraying print equipment exhibitors, 24 advertising material exhibitors and 17 advertising lampbox exhibitors.



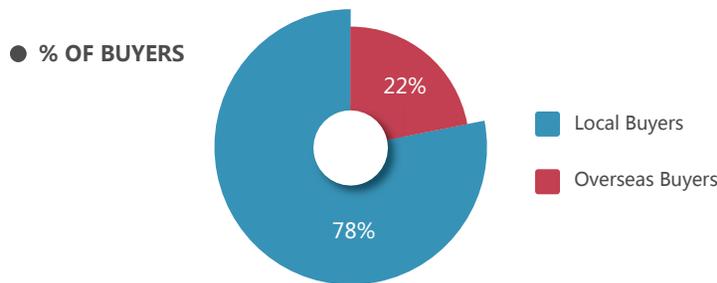
3 Analysis of Exhibitors by Exhibit Category



Buyers Analysis

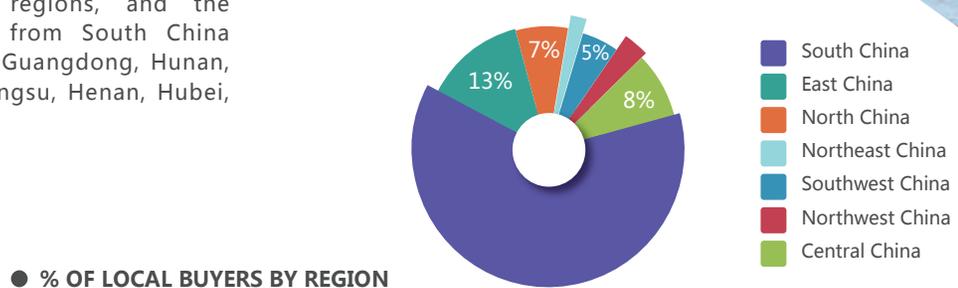
1 Buyer statistics

During the 4-day exhibition, total 68156 persons are registered as buyers and total 187386 persons enter into the venue for a visit. Of all the buyers to the exhibition, 78% are local buyers, and 22% are overseas buyers.



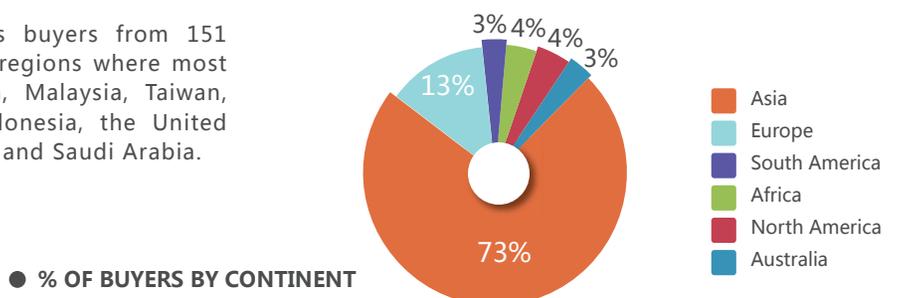
2 Analysis of Local Buyers

Local buyers to ISLE 2016 are mainly from 31 provinces and autonomous regions, and the majority of them (62%) are from South China regions. Top 10 provinces are: Guangdong, Hunan, Guangxi, Fujian, Shandong, Jiangsu, Henan, Hubei, Beijing and Zhejiang.



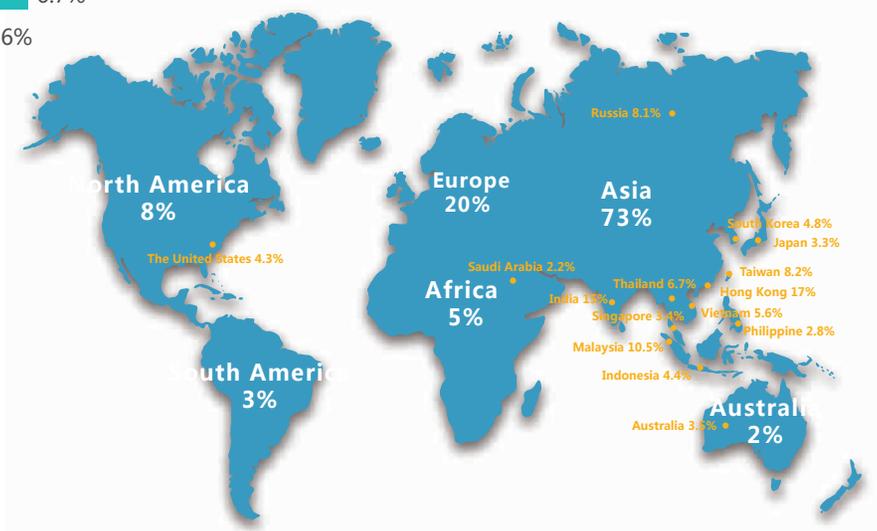
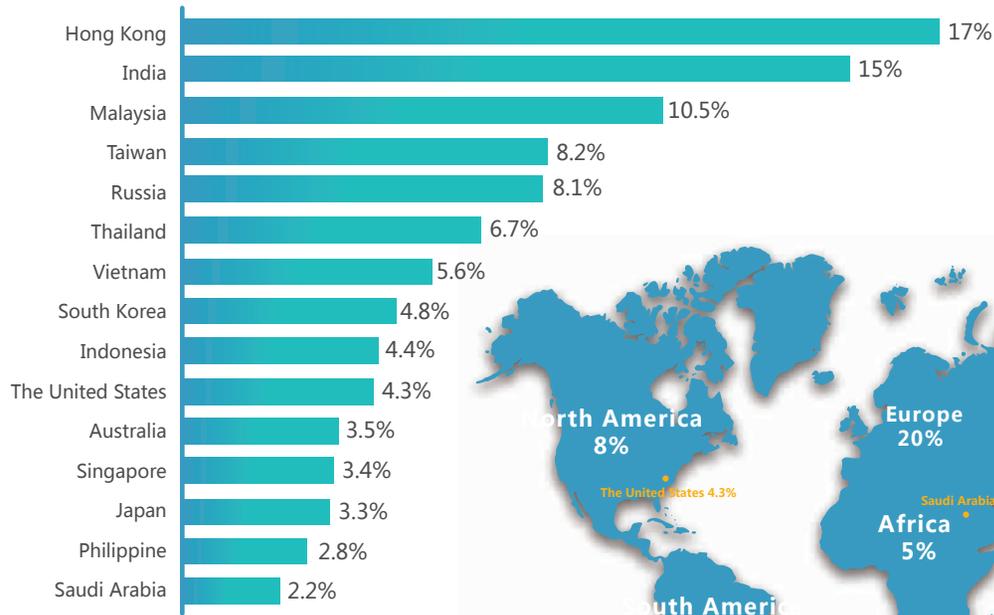
3 Analysis of Overseas Buyers

ISLE 2016 attracts total 14994 overseas buyers from 151 countries and regions. Top 15 countries and regions where most buyers are from include: Hong Kong, India, Malaysia, Taiwan, Russia, Thailand, Vietnam, South Korea, Indonesia, the United States, Australia, Singapore, Japan, Philippine, and Saudi Arabia.

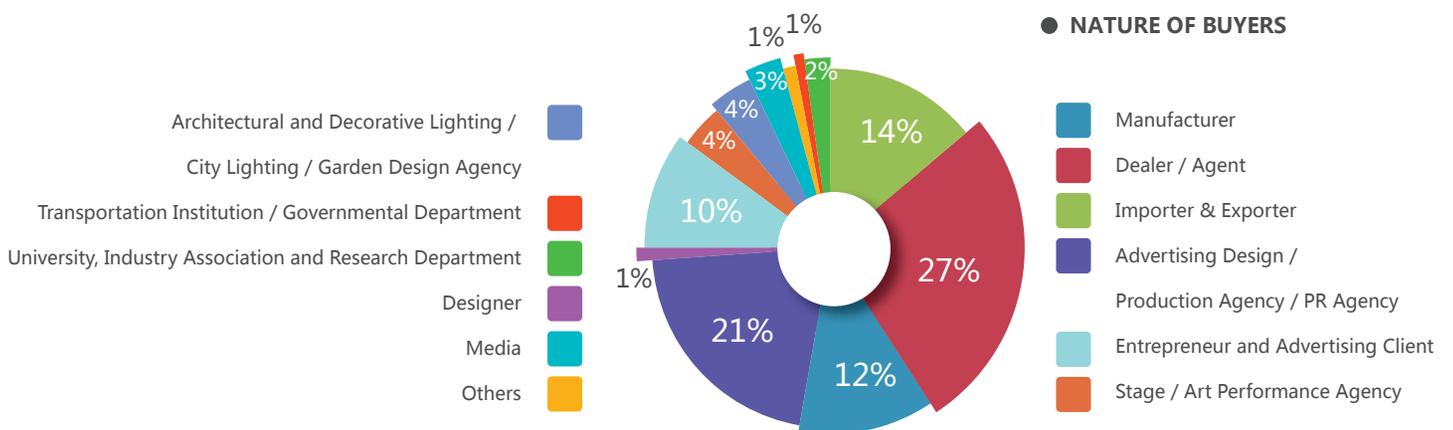




● TOP 15 COUNTRIES AND REGIONS WHERE MOST OVERSEAS BUYERS COME FROM:



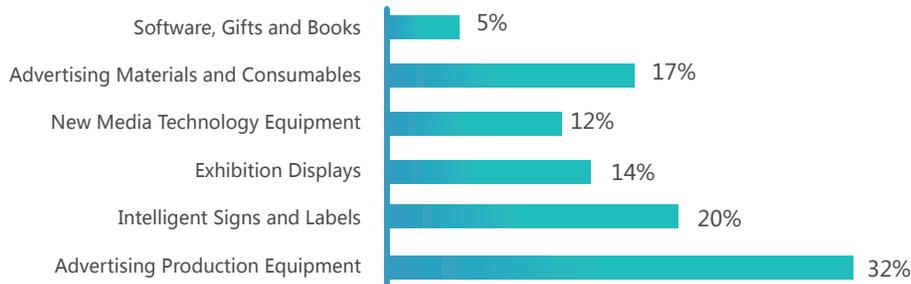
4 Analysis of Buyers by Industry



According to the statistics from the field survey at the venue of the exhibition, buyers to this exhibition mainly consist of dealers / agents (27%), advertising design / production agencies / PR agencies (21%), and importer & exporters (14%).

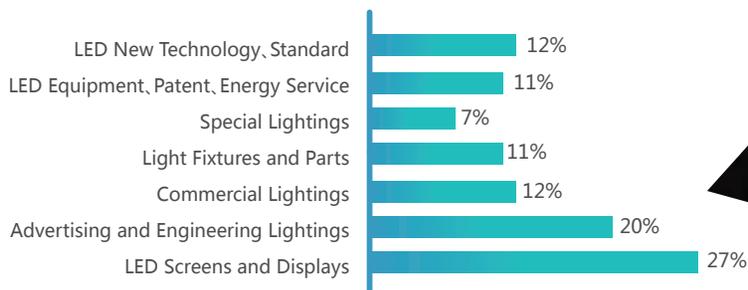
5 Analysis of Buyers by their Interested Exhibit Category

● ADVERTISING PRODUCTS IN WHICH BUYERS ARE INTERESTED



At this advertising sign exhibition, buyers are most interested in advertising production equipment (32%), intelligent signs and labels (20%) and advertising materials and consumables (17%).

● LED PRODUCT CATEGORY IN WHICH BUYERS ARE INTERESTED

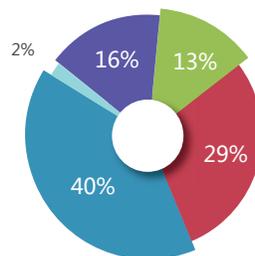


As for LED products, buyers are most interested in LED screens and displays (27%), advertising and engineering lightings (20%) and commercial lightings (12%).



6 Analysis of Buyers by Purpose of Visit

Buyers come to the exhibition mainly for the purpose of buying products, collecting market and product information, and seeking potential business partners.

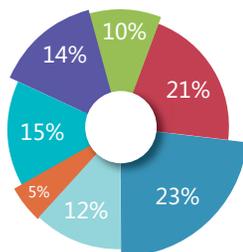


● PURPOSE OF VISIT

- Purpose of Visit For buying products
- For collecting market and product information
- For contacting existing suppliers / distributors
- For seeking potential business partners
- For other purposes

7 Analysis of Buyers by Source of Information about the Exhibition

● SOURCES OF INFORMATION ABOUT THE EXHIBITION



- Letter of Invitation from the Hos
- Initiation from Exhibitors
- Industry Association
- Official Website
- Media for Advertising / LED Industry
- Other Promotions about the Exhibition
- Recommendation by Friend / Colleague

Buyers get to know about ISLE mainly through the invitation from the host (23%) and the invitation from the exhibitors (21%). The special media for the industry and the official We Media also play important roles in the publicity of the exhibition.



Concurrent Activities

1 Feeling the Power of Thinking at the Industry Summit Forum

During the International Signs & LED Exhibition ("ISLE") 2016, the hosts joined hands with many authoritative organizations from the industry in presenting 17 summit forums for the exhibitors and buyers to gather their minds, share their viewpoints and have in-depth discussion on the trend. Executives from different enterprises, elites from different sectors and experts from the industry take active parts in the forums, with the focus on the industry development, new products launch and leading transformation and escalation of the industry in 2016.

Date	Organizer	Theme
Feb. 24	ISLE Organizer	Technique for Single-component PMMA Superletters
	China Engraving Industry Union	Applications of Fiber Lasers in Intelligent Advertisement
	Shenzhen Lighting And Display Engineering Industry Association	2016 International LED Packaging and Display Technology Seminar
	Hubei Qunyi Group	How an Ad Agency Go From Strength to Strength
Feb. 25	ISLE Organizer	Brazilian LED Lighting:Tech Requirement & Market Profile
	Guangdong Sign Industry Association	Harmony of Sign Design with Environment
	Guangdong Sign Industry Association	Sign Exhibitors' sharing Forum
	Shenzhen Absen Optoelectronic Co., Ltd	Absen New Products Launch
	ISLE Organizer	Superletters--Innovation Changing Channel Letter' s Industry
	Hubei Qunyi Group	How an Ad Agency Go From Strength to Strength
	Guangdong Solid State Lighting Industry Innovation Center	Intelligent Manufacturing 2016
Feb. 26	Guangdong Sign Industry Association	GSIA Member' Annual Meeting
	Guangdong Sign Industry Association	How the 3D Printer Enhance Production Efficiency
	ISLE Organizer	Innovation in China-Technology and Market Trend of LED Display
	Ometer.com	Painting and Engraving Technique for Mini Letters
	Guangzhou Academy of Fine Arts	2nd China Art and Science Summit Forum & Advertising Ceremony

2 Pair-up Meeting for Precise Pairing of Exhibitors and Buyers

In order for more precise pair-up of trade partners and creating closer partnership between exhibitors and buyers, the hosts of the exhibition creatively organize a meeting for pairing up exhibitors and buyers. Overseas buyers from more than 60 countries, including the US, India, Russia, Brazil, UAE and Turkey, are invited to come and have in-depth face-to-face discussions with the exhibitors at the venue of ISLE. All of the buyers' representatives participating in this pair-up meeting are executives who have the decision-making power and they come to the exhibition mainly for buying LED screens and displays, LED lightings, and advertising equipment and intelligent signs. The precise definition of the sectors and the high quality buyers lay a solid foundation for the success of this meeting. According to statistics, each buyer is in contact with more than 5 executives on average. The value of the orders placed at the meeting exceeds 1.2 million US dollars. This pair-up meeting not only helps the buyers to efficiently locate suitable suppliers and directly visit the booths of those exhibitors, but also provides an opportunity for the exhibitors and buyers to have more interactions and deeper talks. Both exhibitors and buyers like this activity very much.

Buyers' Comments

Siraj M Abrar (UK) : I am doing with the business in signs and screen display. I would like to import products from China to England. I visited ISLE 2015 and I got ISLE' s invitation letter this year, so I come to join again. I am impressive that the visits improves a lot and premium exhibitors seems more. I am looking forward to ISLE' s progress in 2017!

Gustavo Adolfo Ales (Argentina) : I found ISLE via Internet search and it arouses my interest, so I decided to come for a visit, though it is my first time to be in China. During this visit, I think ISLE is a good try for me to know more about the signs industry in China, as my company is doing with outdoor sign boards.

Hossein Sabzi (Iran) : This is our first time to join ISLE, my business partner and I are recommended by one of the exhibitor and received the invitation from ISLE' s organizer. I would like to find good quality products in LED display and relevant modules via this visit, and I am happy that ISLE provides good exhibition area planning and multiple qualified exhibitors.

Desire Mariette (Mauritius) : The show was a good standard, and my business partners all had fun during ISLE. And we found several suitable exhibitors, we look forward to achieve our cooperation with them. So we do think it was a valuable experience. We will have higher expectation for ISLE next year!

Jordan Ng (Malsaysia) :I received ISLE' s advertising email for several times and started to follow the exhibition' s information gradually. We come to China quite frequently, so we are happy to visit different industrial exhibitions to collect more business updates in Chinese market. In my opinion, ISLE