

**AUTOMOTIVE
WORLD CHINA**

中国汽车电子技术展览会

展后报告

POST SHOW REPORT

2017年8月29日-31日, 深圳会展中心2号馆
Aug. 29-31, 2017 · Hall 2, Shenzhen Convention & Exhibition Center



主办单位
Organised By

 Reed Exhibitions®
励展博览集团

 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

同期举办
In Conjunction With

THE 23RD PRESENTATION
NEPCON
MICROELECTRONICS SOUTH CHINA 2017
第二十三届华南国际电子生产设备暨微电子工业展

 SHENZHEN 2017
CIRCUIT SOURCING



AUTOMOTIVE WORLD CHINA
官方微信 WeChat

www.automotiveworld.cn

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展会介绍

AUTOMOTIVE WORLD CHINA Introduction

AUTOMOTIVE WORLD CHINA 2017 首届中国汽车电子技术展览会于 8 月 31 日在深圳会展中心圆满收官。作为亚洲知名汽车电子展会 AUTOMOTIVE WORLD 进入中国的首秀，展会即获得了索喜、东芝、欧姆龙、意法半导体、罗姆半导体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 4,672 位的来自汽车行业 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 2017 及 CS Show 2017 同期举办，观众总人数达 48,535 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:
4,672



听会总人数：
Number of
conference
attendees:
1,035

部分参展企业 Partial Exhibitors

socionext
BY YOUR LIFE'S BUSINESS

TOSHIBA
Leading Innovation >>>

ROHM
SEMICONDUCTOR

OMRON

Pulse
Electronics

TE

FANTASTECH

FLUKE

C&B
CUREK 4月9日

CODACA 科达嘉

abatek
CREATING INPUT SOLUTIONS

UNION
聯合化學有限公司
UNION CHEMICAL LIMITED

MEDIAZEN
GLOBAL NO.1 WHEEL SERVICE CENTER

SEPA **FUJITSU**

AERI 中國汽車技術研究中心·汽車工程研究院
AUTOMOTIVE ENGINEERING RESEARCH INSTITUTE

ST life, augmented

* 排名不分先后
* Displayed in random order

重点观众 Key Visitors

长城汽车

CAPSA
长安标致雪铁龙

一汽-大众

五洲龙
WUZHOU LONG MOTORS

CHERY

北汽新能源
BAIC BJEV

TOYOTA
广汽 TOYOTA

JAC
江淮汽车

广汽集团
GAG GROUP

JAGUAR
- 奇瑞·捷豹路虎 -

LAND-ROVER

HONDA

HONDA

ZF

VOLVO

TRW

BYD
Build Your Dreams

广通客车
GRANTON BUS

众泰汽车
ZOTYE AUTO

BOSCH

DESAY SV
automotive

HSAE 航盛

Valeo
法雷奥

faurecia

DELPHI
Automotive Systems

Continental

* 排名不分先后
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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



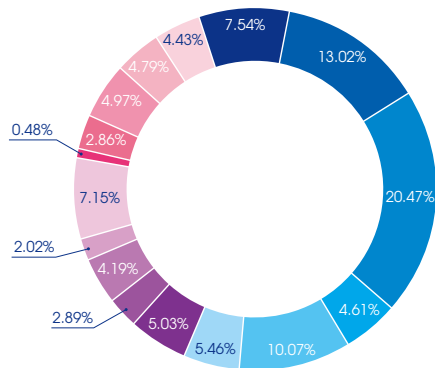
新能源汽车技术展区
EV Technology Zone

照片集锦 Exhibition Images



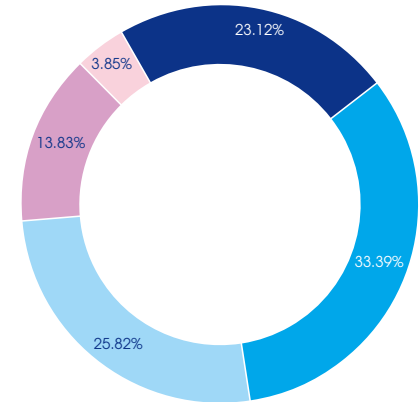
观众数据分析 Visitor Analysis

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
- IT / 软件公司 IT/Software Company
- 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
- 其它 Other

观众参观目的 Visitors' Main Objectives



观众感兴趣的产品 Products of Interest



现场会议 Onsite Events



2017 AUTOMOTIVE WORLD CHINA 技术系列论坛之第五届汽车数字化座舱高峰论坛
2017 The 5th Automotive Digital Cockpit Forum

FEV 新能源汽车技术演讲
FEV Electric Vehicle Technical Speech



智能汽车之“百家论坛”汽车生态——智能网联的进化——暨 AUTOMOTIVE WORLD CHINA 技术论坛
Smart Vehicle Forum on Auto Ecosystem



自动驾驶汽车的创新机遇
Innovation Opportunities for Autonomous Vehicles



采购配对会——新能源 & 智能网联专场
Business Matchmaking Meeting
——EV & Telematics



会议嘉宾 Conference Speakers



陈祥威, 中国汽车技术研究中心汽车工程研究院, 智能网联方向经理
Mr. Chen Xiangwei, Manager of Telematics, China Automotive Technology & Research Center Automotive Engineering Research Institute



周浩洋, Socionext Inc., Socionext IoT和汽车电子方案组市场部高级经理
Mr Tony Zhou, IoT & Automotive Senior Marketing Manager, Socionext



赵龙, 比亚迪汽车工业有限公司, 第十五事业部技术部总监
Mr Zhao Long, Director of Technical Department Division BYD



冯晓新, 富士通, 产品管理部总监
Mr Feng Yixin, Director of Product Management Fujitsu Electronics



唐喜平, 中国电信交通行业信息化应用(上海)基地, 开发运营部经理
Mr Tang Xiping, Manager of Business Development and Operation China Telecom Transportation ICT Application Base (Shanghai)



王元龙, 天津瑞发科半导体技术有限公司, CEO
Mr Wang Yuanlong, CEO&PhD Norel Systems



赵毅, 科大讯飞股份有限公司, 智能汽车上海中心总经理
Mr Zhaoyi, GM iFLYTEK Intelligent Vehicle SH



宋晓波, 上海证大喜马拉雅网络科技有限公司, 车联网事业部总经理
Mr Song Xiaobo, GM of Telematics XIMALAYA



邓涛, Broadcom Limited, 中国汽车市场销售经理
Mr Deng Tao, Automotive Marketing Manager, Broadcom Limited



黄迎胜, 杭州恒领科技有限公司, 总经理
Mr Huang Yingsheng, GM, Hangzhou Hopelead Tech



张杰, 瑞驰达新能源汽车科技有限公司, 战略企划部
Mr Zhangjie, Strategic Marketing, Neusoft Reach Automotive Technology Company



朱晏强, 武汉英泰斯特电子技术有限公司, 市场部项目经理
Zhu Yanqiang, Marketing Project Manager, WuHan Intest Electronic Technology Co.,LTD



芮亚楠, 上海广升信息技术股份有限公司, 车联网事业部总经理
Ms Rui Yanan, GM of Telematics ADUPS



石景华, 衍视电子科技(上海)有限公司, CEO
Mr Shi Jinghua, CEO, YestarTech



刘天宝, 奇艺无限(北京)科技有限公司, CEO
Mr Liu Tianbao, CEO, QYAI Technology



苗奘, LKK 洛可可创新设计集团, 管理合伙人、新物联事业部总经理
Mr Miao Zang, Partner, GM of New IoT Business LKK Innovation Design Group



王洪生, 麦谷科技, 研发总监
Wang Hongsheng, R&D Director, MapGoo



杨坦宇, 瑞芯微, 销售总经理
Yang Tanyu, General Sales Manager, Rockchip



陈会军, 深圳市汽车电子行业协会, 副秘书长
Mr. Chen Huijun, Vice Secretary-General, Shenzhen Automotive Electronics Industry Association



杨彦珺, 知豆, 电动车信息中心总监
Yang Yanping, Electric Vehicle Information Center Director, ZD



李幸远, 中兴, 物联网安全研发总监
Li Xingyuan, IoT Security R&D Director, ZTEWeLink



尚云鹏, 东南汽车, 产品总监
Mr Shang Yunpeng, Product Director Southeast Auto



赵彬, 极豆车联网, 前装事业部总经理
Mr Zhaobing, GM of Pre-Market Business, JIDOU AUTO



李兆荣, 车联网行业专家
Li Zhaorong, Telematics Expert

展商评语 Exhibitor Testimonials



张维维
系统 LSI 战略策划部 / 汽车信息与娱乐技术经理
东芝电子（中国）有限公司

Mr Hason Zhang
Manager
System LSI SBP (Strategy Business Planning) / Automotive and Car Entertainment Engineering
Toshiba Electronics (China) Co., Ltd

我非常荣幸代表东芝电子参展 AUTOMOTIVE WORLD CHINA 中国汽车电子技术展览会。东芝电子致力于车载半导体先进技术研发，此次展会我们带来了三个方向的车载汽车电子产品：安全、无线通讯领域及环保低功耗。借助展会平台，我们见到了很多专业的观众及其他业内领先公司参展，会场气氛热烈，感谢主办方的邀请！

It's my honor to represent Toshiba Electronics to participate in AUTOMOTIVE WORLD CHINA. Toshiba Electronics is committed to the research & development of advanced automotive semiconductors. This time we've brought the latest automotive electronics demos featuring three trends: safety, wireless communication, eco-friendliness & low power consumption. We've met with a great number of professional visitors from automotive sector and seen many leading brands exhibiting through AUTOMOTIVE WORLD CHINA. We sincerely thank Reed Exhibitions for their kind invitation and hospitality.



李镇铭
物联网 和汽车电子方案组应用工程部经理
索喜科技（上海）有限公司

Mr Thomas Li
IoT and Automotive Electronics Application Engineering Manager
Socionext Technology Shanghai Co., Ltd

索喜科技是一家 2015 年成立的创新型企业。我们公司的三大核心技术是图像处理，运算技术及网络技术。本届 AUTOMOTIVE WORLD CHINA 中国汽车电子技术展览会，我们为观众带来了高性能的车载 SoC “Miranda”、高清液晶仪表 HMI 设计工具 CGI Studio 以及基于 “Miranda” 的高清 360° 全景成像系统等。我们对展会效果，观众质量及主办方的服务都很满意，期待展会越办越好。

Socionext is a new, innovative enterprise that designs, develops and delivers System-on-Chip products to customers worldwide. The company is focused on imaging, networking, computing and other dynamic technologies that drive today's leading-edge applications. Socionext combines world-class expertise, experience, and an extensive IP portfolio to provide exceptional solutions and ensure a better quality of experience for customers. We've brought the HD Automotive SoC "Miranda", HD HMI Design Tool CGI Studio and Miranda-based 360 degree surround view system at this time's AUTOMOTIVE WORLD CHINA. We are very satisfied with the exhibition results especially the quality of visitors and organiser's services. We look forward to the next AUTOMOTIVE WORLD CHINA with a greater success.



刘继周
资深产品市场，汽车信息多媒体产品事业部，亚太区
意法半导体研发（深圳）有限公司

Mr Jarad Liu
Senior Product Marketing Engineer APG
Micro & Infotainment Division
Asia Pacific Region
STMicroelectronics (Shenzhen) R&D Co., Ltd.

我很高兴参加 AUTOMOTIVE WORLD CHINA 中国汽车电子技术展览会来宣传意法半导体的产品和理念。意法半导体是来自欧洲的世界领先的汽车 IC 供应商，产品覆盖汽车电子与多媒体娱乐等。我们带来了如车载惯性导航、ADAS 摄像头及处理器及高速雷达芯片等高科技产品，来应对汽车行业高度创新环境所带来的挑战。我们也期待通过提供更多降低功耗的半导体解决方案为社会责任尽一份力。

I am delighted to attend AUTOMOTIVE WORLD CHINA as exhibitor this year to promote the products and ideas of STMicroelectronics. STMicroelectronics is world's leading automotive semiconductor supplier from Europe with a wide portfolio from automotive electronics to information entertainment. This time we have brought a series of high-tech products such as vehicle inertial navigator, ADAS Camera Processor and High-speed Radar Chip to cope with the challenges specific to the automotive industry. We expect to provide more low energy consumption semiconductors to contribute to our social responsibilities.

观众评语 Visitor Testimonials

本次展会邀请了很多整车 OEM 和零部件方面的行业专家，在展会上我和这些专家进行深入沟通交流之后，让我受益匪浅。让我对行业的最新发展动态有了新认识，同时获取到了很多供应商资源。当然这次要十分感谢 TAP 团队的服务，十分感谢他们在展前和展中的辛勤付出。也非常感谢展会主办方，望 AUTOMOTIVE WORLD CHINA 中国汽车电子技术展览会越办越好。下届展会我也会参与其中，期待再会。

AUTOMOTIVE WORLD CHINA has invited lots of automotive industrial experts from OEM and Tier 1 with whom I've exchanged deep communication. I benefited a lot from the communication which shaped my new understanding of the latest development trends and provided many new supplier sources. Certainly it was much credited to the TAP service exclusively provided from Reed Exhibitions who has made tremendous efforts prior to exhibition and during show time. I will surely attend AUTOMOTIVE WORLD CHINA again which is bound to embrace a glorious success next year.



郑轶
经理
北京新能源汽车股份有限公司

Zhen Yi
Manager
Beijing New Energy Vehicle Co. Ltd.

本次展会邀请了很多汽车行业内的专家，通过与这些专家的沟通讨论，让我们得到很大收获，本次展会对特邀嘉宾的服务可谓是细心周到，非常感谢展会组织部门，望你们越办越好，越办越大！

Many leading automotive experts have been invited to AUTOMOTIVE WORLD CHINA. We've engaged in much discussion with them and acquired substantial benefits. We were truly touched by the TAP service from Reed Exhibitions and again we are grateful to Reed Exhibitions and hope for the next AUTOMOTIVE WORLD CHINA with a bigger scale.



马亭亭
商品企划本部工程师
长城汽车股份有限公司

Ma Tingting
Engineer, Commodity Planning Division
Great Wall Motor Company Limited

我谨代表厦门汉纳森对“AUTOMOTIVE WORLD CHINA 中国汽车电子技术展览会”圆满成功，表示热烈祝贺。我司受励展博览集团邀请参加此次电子盛会，此次展会，为我司寻求最新产品与技术提供了丰富的资源信息。对我司产品提供了现代化科技性能和效率电子产品。展会过程中，可见未来汽车电子技术、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。最后预祝中国汽车电子技术展览会越办越好，中国汽车电子更加辉煌。

On behalf of Xiamen Honorsun, I extend my warmest congratulations to the event organizers on the success of AUTOMOTIVE WORLD CHINA 2017. The event provided a wealth of information resources. It also helped us in our search for new products and technologies, as well as new electronics with modern technology, high performance and superior efficiency. From the show it was clear that products in future automotive electronics, Telematics and auto parts processing technology have taken root in China. Finally we wish AUTOMOTIVE WORLD CHINA a continued success.



连青文
汉纳森（厦门）数据股份有限公司

Lian Qingwen
Honorsun (Xiamen) Data Co., Ltd.

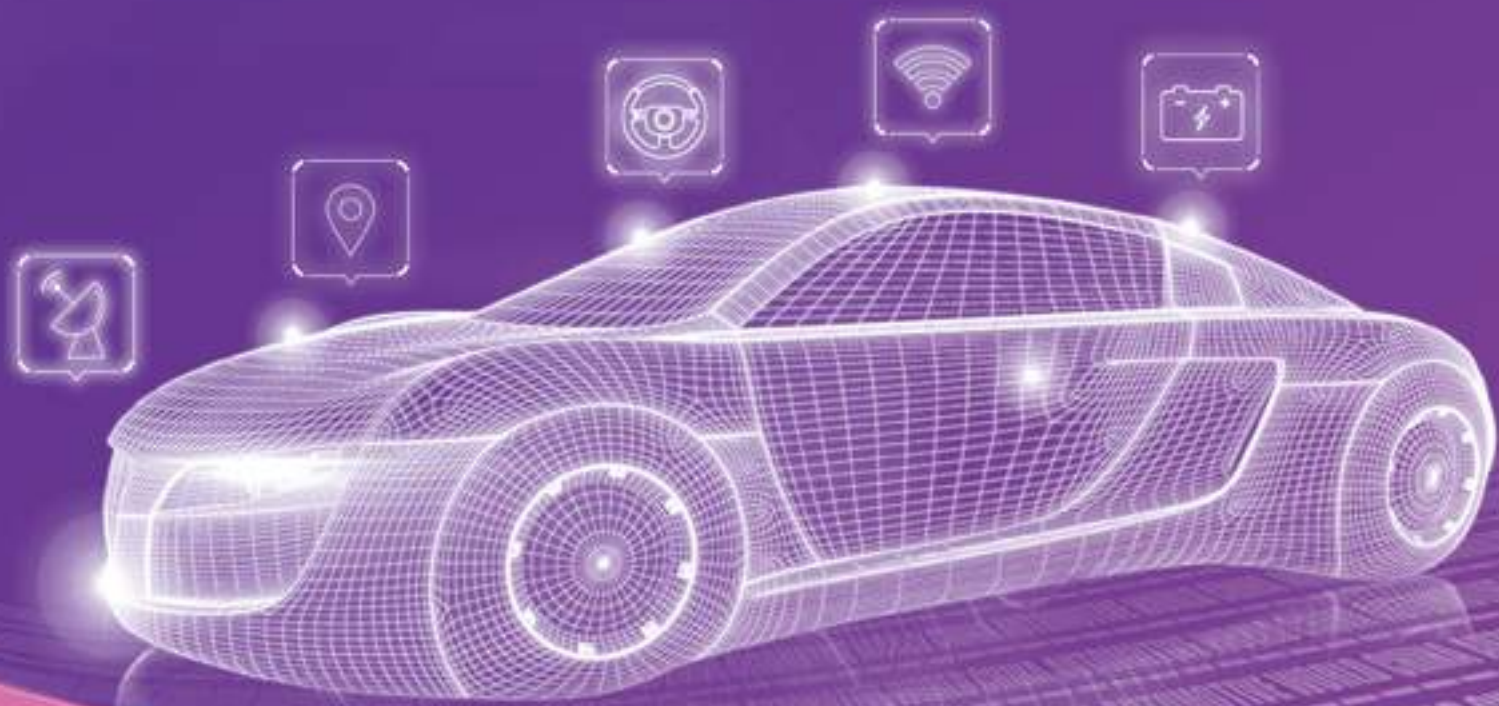
AUTOMOTIVE WORLD 2018

第二届中国汽车电子技术展览会

8.28-30, 2018

深圳会展中心

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Sub-council
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