

# ASIA IS WHERE YOU SHOULD BE

**infocomm**  
CHINA

21 - 23 July 2021, Beijing  
[www.infocomm-china.com](http://www.infocomm-china.com)

**infocomm**  
INDIA

15 - 17 Sept 2021, Mumbai  
[www.infocomm-india.com](http://www.infocomm-india.com)

**infocomm**  
SOUTH EAST ASIA

20 - 22 Oct 2021, Bangkok  
[www.infocomm-sea.com](http://www.infocomm-sea.com)

**The Asia-Pacific Pro-AV market will have the strongest growth of all regions, with a 7.4% CAGR from 2020 to 2025; compared to 4.7% for the Americas and 4.5% for Europe, Middle East and Africa.**

Amidst global economic turmoil, one silver lining has emerged. Asia has weathered the 2020 storm better than the rest of the world, and will rebound with greater strength in 2021.

The global association for Professional AudioVisual (Pro-AV) and Integrated Experience Solutions businesses, AVIXA, predicts that the Asia Pacific will lead the world's Pro-AV market growth in the next few years - with 7.4% growth from 2020 to 2025 compared to 4.7% for the Americas and 4.5% for Europe, Middle East and Africa.

In 2025, Asia Pacific Pro-AV revenue will amount to US\$126 billion, compared to US\$108 billion for the Americas and US\$81 billion for Europe, Middle East and Africa.

With years of experience in connecting Pro-AV businesses to promising new markets, event organizer InfoCommAsia presents opportunities to tap into the most promising markets of Asia: China, India and Southeast Asia.

# 2021 EVENTS



## EVERY INFOCOMM ASIA EVENT DELIVERS!

InfoCommAsia has a proven track record of staging the highest quality shows for the Pro-AV markets in Asia.

### infocomm CHINA

21 - 23 July 2021, Beijing  
[www.infocomm-china.com](http://www.infocomm-china.com)

#### Greater China

China's economy grew 3.2% in the second quarter of 2020.

Its projected 8.2% growth in 2021 is the highest in the world for next year.

### infocomm INDIA

15 - 17 Sept 2021, Mumbai  
[www.infocomm-india.com](http://www.infocomm-india.com)

#### Indian Sub-continent, Middle East

India's government will invest \$1.46 trillion in about 7,000 infrastructure projects.

India is projected to grow 6% in 2021.

### infocomm SOUTH EAST ASIA

20 - 22 Oct 2021, Bangkok  
[www.infocomm-sea.com](http://www.infocomm-sea.com)

#### Southeast Asia

Projected to become the world's fourth-largest market after China, the European Union and the United States, by 2030.

GDP is forecast to increase from US\$2.4 trillion in 2015 to US\$5.2 trillion in 2025.



20 - 22 Oct 2021, Bangkok  
[www.nixt-sea.com](http://www.nixt-sea.com)

## Quality visitors

Attended by AV and IT channel professionals as well as vertical market institutional end-users from every industry, each show brings the industry's entire ecosystem together to facilitate comprehensive discussions and deliver end-to-end solutions.

## Comprehensive learning opportunities

Carefully curated learning program to suit every attendee - featuring global industry experts who will shed insights on high-level thought leadership, specific industry developments and updates on the latest Pro-AV technologies. The programs offer learning opportunities for every attendee and are well attended. Beijing InfoComm China 2020, for example, was attended by 5,589 delegates in just three days.

## Enjoyable experience

From the time visitors arrive and throughout their visit at the show, they are immersed in a conducive environment for knowledge exchange, networking and collaboration, while getting inspiration from the latest Pro-AV technologies showcased by industry bellwethers. With experience in organizing Pro-AV events since 1996, InfoCommAsia ensure that all visitors have an enjoyable and educational experience.

## GoInfoComm + GoVIRTUAL

GoVIRTUAL comprises three new virtual platforms supporting InfoComm Southeast Asia, Beijing InfoComm China and InfoComm India. These multiply the impact of the in-person shows before, during and after the events via online product launches and showcases, livestreaming of product demos, online conferences and virtual networking. The GoVIRTUAL platform is AI-enabled as the algorithm builds on data over time to identify and monitor buyers' interests, building a smart repository of the most relevant prospects that we can deliver to you at the show.

# infocomm CHINA | 北京

Beijing InfoComm China was first organized in 2007. It is now one of the most highly-anticipated fixtures in China's calendar of tech events, drawing over 30,000 visitors in its 2020 edition.

China bucks the trend with an economic growth of 3.2% in the second quarter of 2020.

The International Monetary Fund's June 2020 Economic Outlook projects that China will also rebound at a blistering 8.2% in 2021, which will be the highest growth of any other country in the world.

The confidence stems from how China has responded with strong measures to successfully curtail and manage the spread of COVID-19.

Businesses are gearing up, and the new way of life has driven the adoption of cutting-edge Pro-AV technologies amongst the country's nearly 1.4 billion people to manage not only healthcare but adapted lifestyles which are increasingly digital.



SCAN TO  
FIND OUT  
MORE

## INVENTING THE FUTURE TODAY



**30,866**  
Unique visitors



**450+**  
Exhibitors



**68,000**  
Sqm exhibiting  
space



**5,589**  
Summit  
attendance

### VISITORS FROM MAINLAND CHINA

Beijing	69%
Guangdong province	7%
Shanghai	3%
Shandong province	3%
Jiangsu province	2%
From 25 other cities and provinces	16%

**31%**  
Vertical Market  
End-users

**26%**  
IT Channel

**43%**  
AV Channel

"We are satisfied with the quantity and quality of buyers at the Show. I met potential customers and had fruitful discussions with them. Beijing InfoComm China has been very useful for us in developing and expanding our customer base."

- Li Langping, Manager, Intelligent Collaborative Marketing, Huawei

# infocomm INDIA

Since it was first organized in 2013, every edition of InfoComm India has surpassed the one before in terms of visitor attendance. Attracting over 11,000 visitors in 2019, it is well-known in India's AV community as an effective business growth platform.

India's government announced in August 2020 that it would invest US\$1.46 trillion in about 7,000 infrastructure projects to boost its economy.

Despite a gloomy 2020, the International Monetary Fund's June 2020 Economic Outlook projects that India will grow 6% in 2021.

Foreign investors like Facebook is also betting big on India. The US tech giant's \$5.7 billion investment in Reliance Jio aims to create a "superapp" connecting India's 400 million WhatsApp users and the country's 60 million small and medium-sized businesses.

On the ground, entrepreneurs and innovators across India have responded quickly to the COVID-19 challenge by deploying tech solutions. For instance, Asimov Robotics, a start-up based in Kerala, has deployed robots at entrances to office buildings and other public places to dispense hand sanitizer and deliver public health messages about the virus.



SCAN TO FIND  
OUT MORE

## INDIA'S NEW TECH FRONTIER

World events have accelerated tech innovation among India's young, digitally-enabled 1.3 billion population



**11,532**  
Visitors



**60**  
First-time  
exhibitors



**17%**  
Increase in  
visitor  
attendance



**86**  
New products  
introduced



**2,512**  
Participants  
in knowledge-  
sharing  
sessions

**14%**  
IT Channel

**38%**  
AV Channel

**48%**  
Vertical Market  
End-users

It has been really great. We saw a lot of visitors coming in from various vertical industries. Many people came in asking for newer products. We put up a lot of new products that visitors are being exposed for the first time, including our new LED range."

- Puneet Sethi, Samsung India Electronics Pvt. Ltd.

# infocomm SOUTH EAST ASIA

InfoComm Southeast Asia made a strong debut in 2019. As the only regional Professional AudioVisual event connecting global Pro-AV businesses to Southeast Asia, it attracted 7,743 visitors from 45 countries.

Southeast Asia comprises of Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam.

Projected to recover faster and surge ahead of advanced economies like the US and UK in 2021 when it comes to economic growth, the region is poised to become the fourth-largest market - after China, the European Union and the United States - by 2030.

Its GDP is forecasted to grow from US\$2.4 trillion in 2015 to US\$5.2 trillion in 2025.

This is largely due to the increase in its skilled workforce, abundant natural resources, favorable geographic location for trade and commerce, and ongoing efforts to create an integrated, regional economy community.

## INNOVATING A NEW FUTURE WITH PRO-AV TECHNOLOGY

### Power up your business in Southeast Asia



**7,743**

Unique visitors from 45 countries



**152**

Exhibitors



**1,777**

Participants in the Summit (comprising conferences and seminars)

**83%** Southeast Asia  
13% Other Asian Countries  
4% Rest of World

**35%** from 44 countries  
**65%** from Thailand

#### SOUTHEAST ASIA

Cambodia	<b>0.23%</b>
Indonesia	<b>2.64%</b>
Laos	<b>0.06%</b>
Malaysia	<b>5.45%</b>
Myanmar	<b>0.76%</b>
Philippines	<b>1.87%</b>
Singapore	<b>8.92%</b>
Thailand	<b>77.94%</b>
Vietnam	<b>2.13%</b>

**16%**

IT Channel

**28%**

AV Channel

**56%**

Vertical Market End-users

"Thanks to InfoCommAsia and AVIXA's marketing efforts, we attracted many visitors. We had a good blend of regional and local customers, and we are glad we showed our solutions to all of them. We will build on the opportunities and leads that we have gathered, and will develop them. We have already confirmed a booth next year!"

- Jayme Quah, Market Development Manager, SHURE Asia Limited



SCAN TO FIND OUT MORE



Next Integrated Experience Technology or NIXT is one of the first platforms in the world to bring together next-generation innovators in technologies including AI, IoT, Robotics, XR, 5G and Cloud, to meet with vertical market institutional end-users, systems integrators and supply chain players along the entire eco-system.

It is a new platform which recognizes that businesses are increasingly seeking these next-generation technologies to bring about transformative change, and future-proof themselves.

To be launched in 2021, NIXT's co-location with InfoComm Southeast Asia is a win-win placement which amplifies the visitorship and synergies between the two.



DOWNLOAD NIXT  
SOUTHEAST ASIA 2021  
SALES BROCHURE

# TRANSFORMATIVE SOLUTIONS FOR BUSINESSES

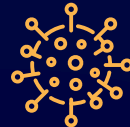
## NIXT's Relevance in Southeast Asia



**Growth of smart cities** require the integration of these cutting-edge technologies. Malaysia started its Smart City Framework in 2019, Thailand has been developing its Digital Park Thailand since the end of 2017, and Vietnam is embarking on a US\$4.2 billion smart city near Hanoi.



**Southeast Asian governments** are investing to spur the adoption of emerging technologies. For instance, Malaysia plans to drive manufacturing growth via AI and IoT as encapsulated in the Penang 2030 action plan.



**COVID-19** has driven the adoption of emerging technologies in the region. For instance, semi-autonomous robots which can independently disinfect surfaces were rolled out in Singapore.

### VISITOR PROFILE

Chief Data Officer  
Chief Digital Officer  
Chief Information Officer / IT Director  
Chief Marketing Officer  
Chief Technology Officer  
Chief Transformation Officer  
Facility Manager  
Factory Planner / Plant Manager  
Head of Digital Transformation  
Head of Technical  
Head of Engineering  
Head of Innovation and Technology  
HR Director  
IoT Director  
Maintenance Manager  
Manufacturing Director  
Procurement Director  
R&D Director  
Sustainability Director

# PARTICIPATION RATES

## infocomm CHINA

	Bare Space	Shell Scheme
Standard	460	502
Early Bird	430	472
Loyalty	380	422

### Notes:

- Rates above are in USD per square metre
- Early Bird Rate is applicable for contracts received on and before 1 March 2021
- Loyalty Rate is applicable to exhibitors of Beijing InfoComm China 2020
- Shell Scheme Package includes bare space, carpeting, fascia board, furniture and electrical entitlements. For details please refer to [www.infocomm-china.com](http://www.infocomm-china.com)

## infocomm INDIA

Member	Bare Space	Shell Scheme
Standard	315	345
Loyalty	285	315
Non-Member	Bare Space	Shell Scheme
Standard	325	355
Loyalty	295	325

**Double Storey + 150**

### Notes:

- Rates above are in USD per square metre
- Loyalty Rates are applicable to InfoComm India 2020 exhibitors
- Shell Scheme Package includes bare space, carpeting, fascia board, furniture and electrical entitlements. For details please refer to [www.infocomm-india.com](http://www.infocomm-india.com)
- Double storey needs to contract minimum 120sqm floor space. 2<sup>nd</sup> level build-up must not exceed 40% of contracted floor space. Terms and conditions apply

## infocomm SOUTH EAST ASIA

Member	Bare Space	Shell Scheme
Standard	440	505
Loyalty	390	455
Non-Member	Bare Space	Shell Scheme
Standard	470	535
Loyalty	440	505

**Double Storey + 250**

### Notes:

- Rates above are in USD per square metre
- Loyalty Rates are applicable to InfoComm Southeast Asia 2020 exhibitors
- Shell Scheme Package includes bare space, carpeting, fascia board, furniture and electrical entitlements. For details please refer to [www.infocomm-sea.com](http://www.infocomm-sea.com)
- Double storey needs to contract minimum 120sqm floor space. 2<sup>nd</sup> level build-up must not exceed 40% of contracted floor space

## WHO SHOULD EXHIBIT?

### MANUFACTURERS, SUPPLIERS & DISTRIBUTORS OF:

3D Technology	Interactive Whiteboards & Visualisers
Acoustic Products	Language Interpretation Systems
Amplifiers & Mixers	Lighting & Studio Support Systems
Architectural Lighting	Power Distribution & Supplies
Assistive Listening	Presentation & Training Aids
Associations, Publication & Information Services	Projection Screens & Mediums
Audience Response Systems	Projector Lenses & Accessories
Audio Speakers	Projectors
Audio Technologies	Public Address (PA), Paging, Background Music Systems
Audio Visual Technologies	Racks and Mounting Systems
Audio, Video, Data Conferencing Equipment & Technology	Signal Management & Processing
AV Furniture	Simulation Systems
AV Lifts	Streaming & Media Storage and Distribution
AV Software	Systems Integration
Cable, Connectors & Switchers	Test & Measurement Equipment
Command & Control Systems	Truss, Rigging & Accessories
Consoles	Video Production Equipment & Accessories
Control/Interfacing/Distribution Systems & Technologies	Wireless AV Systems
Digital Signage	
Display & Monitors	
Home Networking & Automation	
Home Theatre Technologies	
Information Communications Technology	

# CONTACT US

Organizer

## InfocommAsia

InfoCommAsia Pte. Ltd. is the region's preeminent organizer of tradeshow for the Professional AudioVisual (Pro-AV) and Transformative Solutions industries. Through industry-leading shows in China, India and Southeast Asia, InfoCommAsia connects global and regional solution providers, vertical market end-users and the supply chain with the most important markets of Asia Pacific. Additional information is available at [infocomm-china.com](http://infocomm-china.com), [infocomm-india.com](http://infocomm-india.com), [infocomm-sea.com](http://infocomm-sea.com) and [www.nixt-sea.com](http://www.nixt-sea.com).

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