

Using Trade Shows to Market Technology Products and Services in China

Chinese Trade Shows with Technology Focuses



Type of Show	Description	Technology Focus	Attendees	Appropriate for	Example Shows
Comprehensive shows	<ul style="list-style-type: none"> • Feature diverse products and services (including technology products) • Take place in massive expo centers • Attract huge crowds • Attract national government and media 	Generally offer a comprehensive high-tech section (including broad range of technology products)	Professional buyers/businesses, general public (on select days only)	B2b products with a broad range of industry applications, consumer goods	China International Import Expo, Canton Fair
General technology shows	<ul style="list-style-type: none"> • Feature technology-focused products and services • Take place in large conference centers • Attract large crowds • Attract national government and technology media 	<ul style="list-style-type: none"> • Typically provide separate sections for specific technology categories • Offer sessions and panels on recent technology trends 	Professional buyers/businesses, general public (on select days only)	B2b tech products and services, consumer technology	China Shanghai International Technology Fair, China High Tech Fair
Specific technology shows	<ul style="list-style-type: none"> • Focus on one specific technology category • Generally take place in mid- to small-sized venues • Attract focused crowds • Attract specialized government and media 	<ul style="list-style-type: none"> • Typically group all technology vendors in one space • Offer sessions and panels covering the specific technology in depth 	Predominantly professional buyers/businesses (unless the show is for a particular consumer technology)	Predominantly b2b tech products and services	AI, Big Data, IoT shows, etc...
Specific industry shows	<ul style="list-style-type: none"> • Focus on technologies for one specific industry • Generally take place in mid- to small-sized venues • Attract focused crowds • Attract specialized government and media 	<ul style="list-style-type: none"> • Typically group all technology vendors in one space • Offer sessions and panels covering industry applications of technology 	Professional buyers/businesses	B2b tech products	Health IT, intelligent manufacturing, financial technology shows, etc...