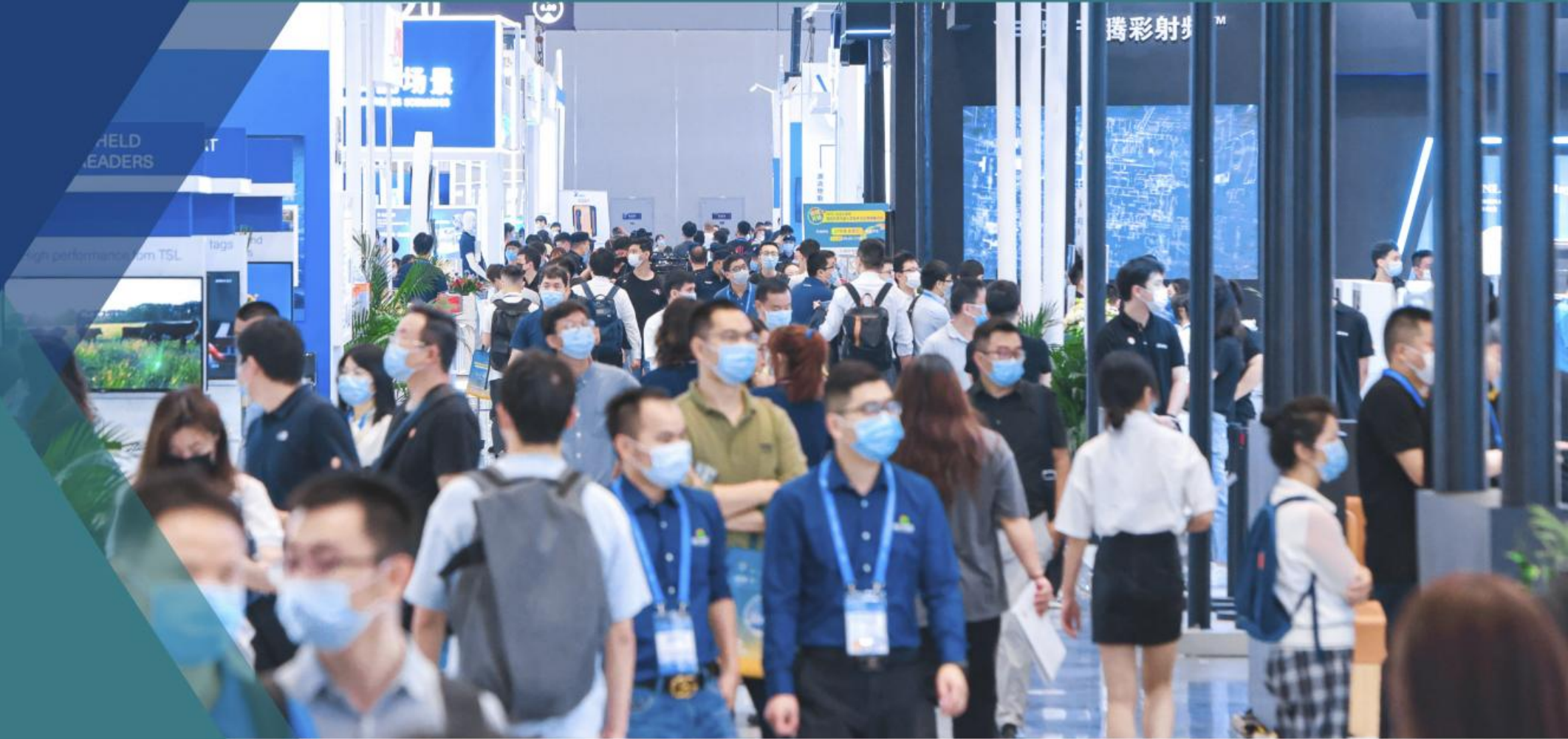


# The 18th 2022 International IoT Exhibition-Shenzhen



**Date: November 15-17 , 2022**

**Address: Shenzhen World Exhibition & Convention Center Hall 17**



# Hardware->Integration->Application in One Step, with Upstream and Downstream Industry Chain

At the forefront of the standard, the highlights of the exhibition follow the demand of the IoT

Sponsored by the Shenzhen Internet of Things Industry Association, the 18th IOTE International Internet of Things Expo, hosted by Shenzhen Ulink Media Co., Ltd. It was grandly held in Hall 17 of Shenzhen World Convention and Exhibition Center (Bao'an). As one of the most influential Internet of Things exhibitions in the country, IOTE International IoT Expo responds to the development of digital intelligence, creates a sustainable development communication platform, and united parnters from various industries to participate in the replacement, information exchange, and cooperation of the IoT industry A win-win ceremony to help the industry flourish!

IOTE gathers core technologies, from technological innovation, hardware procurement, system integration, to the whole industrial chain of the IoT, witnessing the birth and development of the IoT industry in China, and will continue the ecological integration, industrial cooperation, and application of the IoT industry contribute to the ground!



50,000 m<sup>2</sup>  
Exhibition Area

Visitors  
41,230

Exhibitors  
379

Audience  
22,136

Media Partner  
300





# Audience Data Analysis

“Shenzhen IoT Expo radiates the Pearl River Delta and the Guangdong-Hong Kong-Macao Greater Bay Area to the people of the IoT Expo Industry Chain , and gradually penetrates the Yangtze River Delta for combined development.”

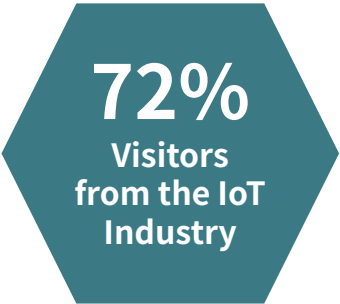
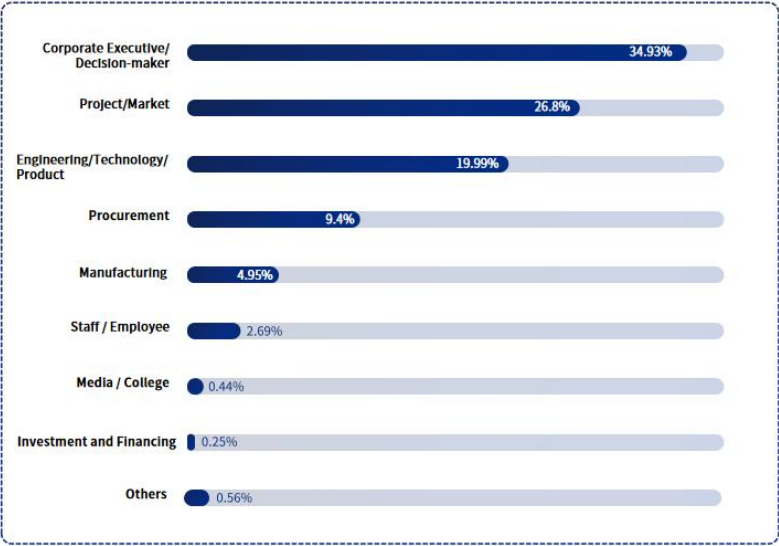
Area	Percentage
South China	82.26%
East China	10.81%
North China	2.47%
Central China	1.60%
West China	0.80%
Overseas	0.22%
Hong Kong, Macau and Taiwan	0.12%
other areas	1.73%



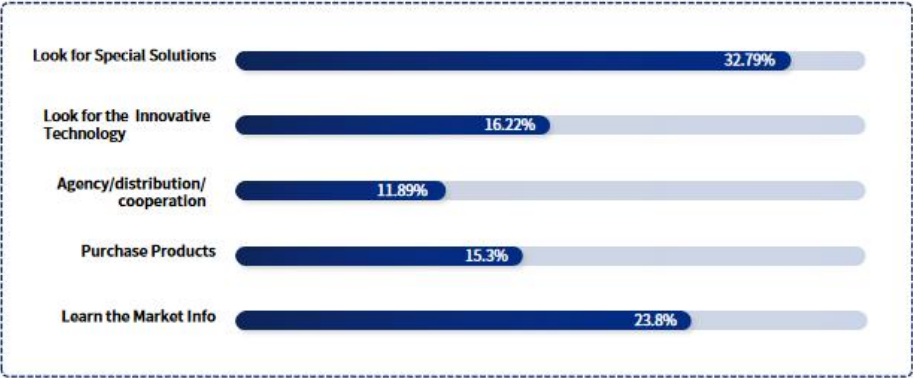
# Audience Data Analysis

## Influential buyers

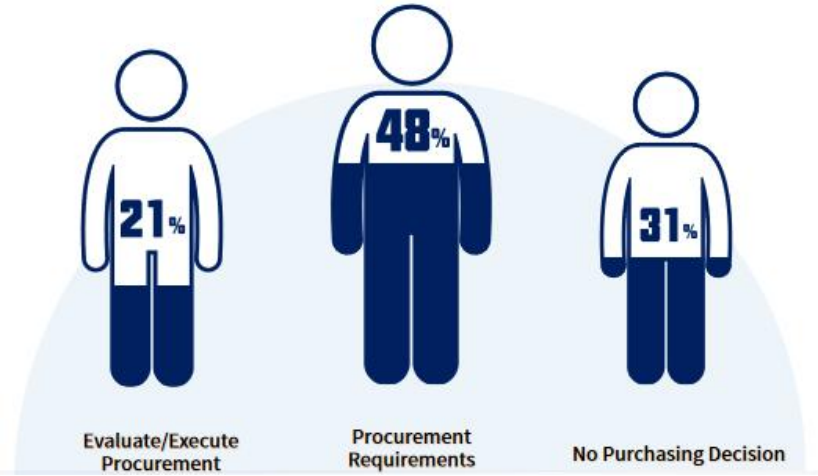
Percentage of Audience Positions



Purpose of the Audience

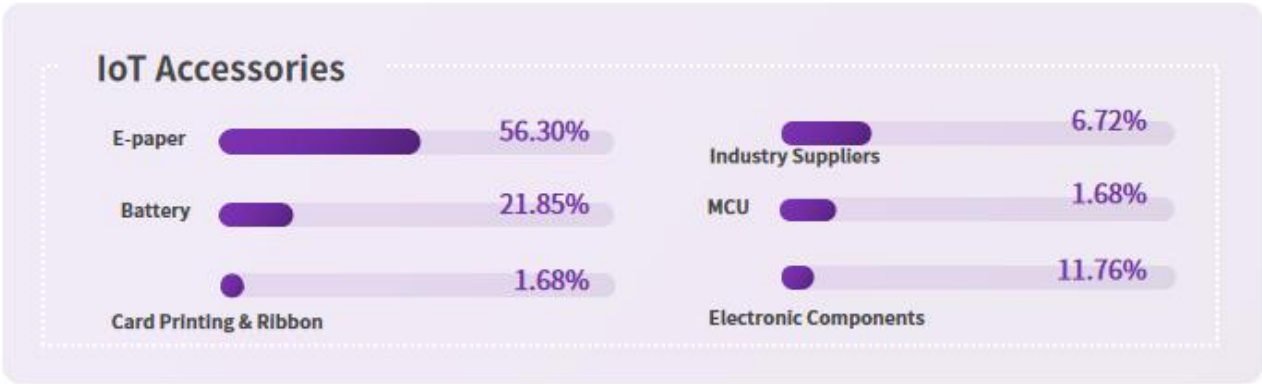
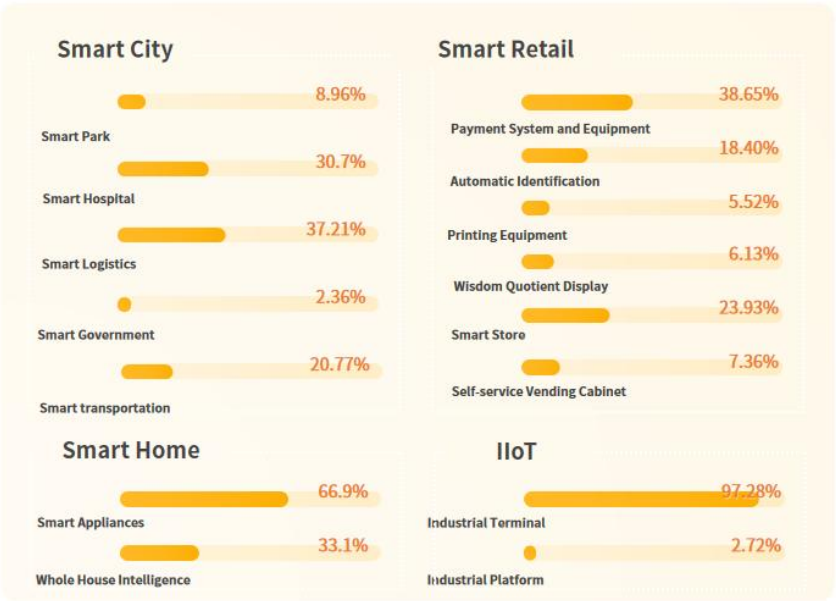
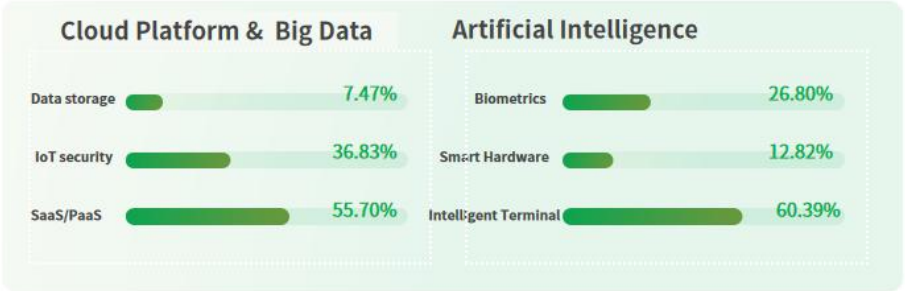
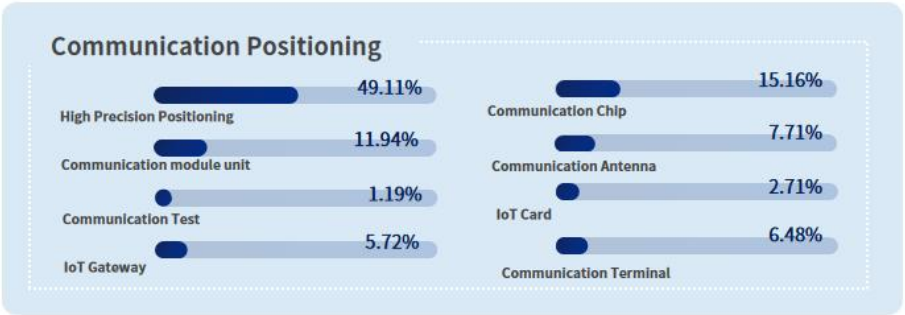
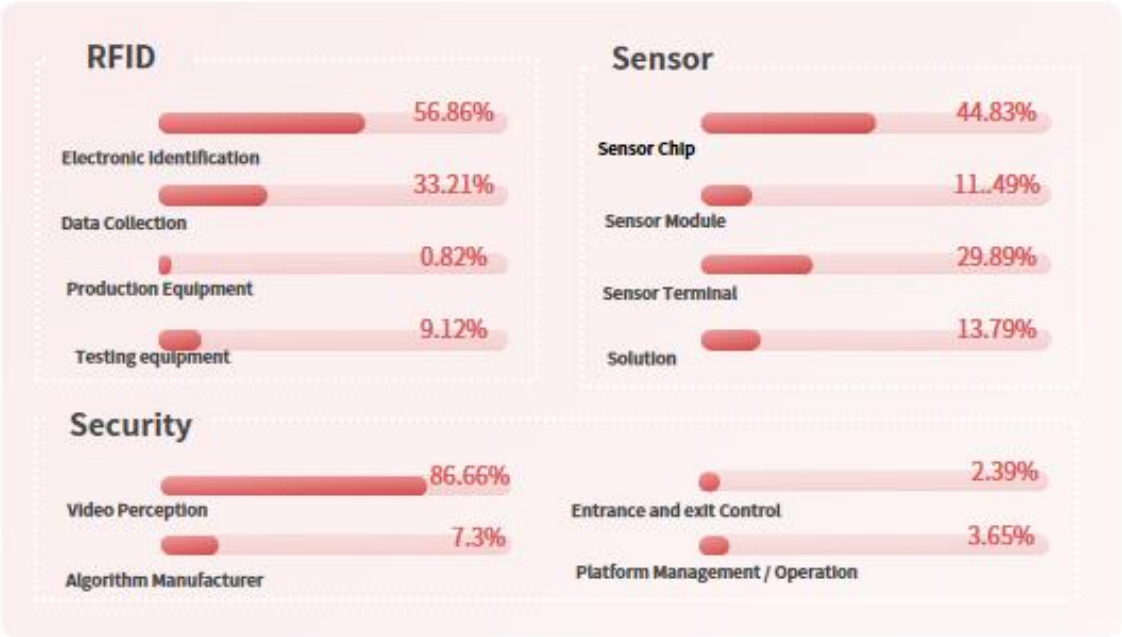


Audience Purchasing Demand





# Audience Application Field Industry Classification

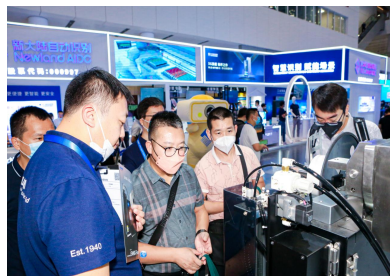






# Overall Data of Exhibitors

## Upstream and Downstream of the Industrial Chain with 379 Industry Exhibitors



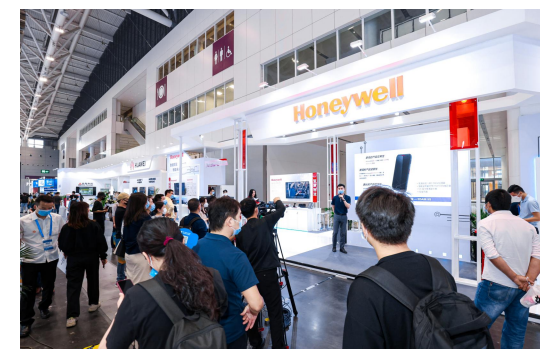
# 80%

Exhibitors are very satisfied with  
IOTE

It is reported that this year's IOTE brings together 379 excellent exhibitors at home and abroad, 4000 domestic and foreign experts, scholars, and enterprise representatives to participate, the theme around optical RFID, sensor, industrial Internet of Things, cloud platform, communication, artificial intelligence, electronic paper, pan-security, and other topics.

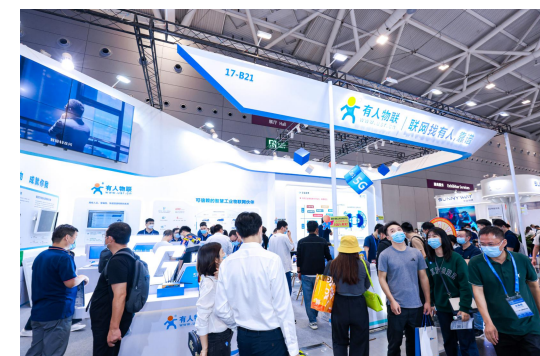
# 90%

Exhibitors will  
renew booth



# 88%

Exhibitors Recommendation







# The E-paper Section

In the venue of 50,000 square meters, there is a lively and crowded area. It is the 800 square meters e-paper ecological zone jointly created by more than 20 e-paper ecological chain enterprises led by the e-paper Industry Alliance.

At the scene, the e-paper Industry Alliance not only organized offline punching and lottery activities to connect various enterprises and attract a large number of viewers but also operated online live broadcasts to interview various enterprises, bringing the scene spectacle to the audience who could not come to the scene. It shows the innovative spirit and vitality of the electronic paper industry and forms the traffic focus of the whole IoT Exhibition.





# IOTE 2022 Shenzhen Internet of Things Exhibition Concurrent Forum

IOTE Internet of Things Exhibition will hold a number of professional forums in the field of IoT, inviting the most cutting-edge and representative corporate guests and authoritative experts in the field of IoT to share the latest industry information and technology trends , promote industry exchanges and cooperation, which is a high-quality brainstorming in the field of IoT.



**13 Concurrent Conference**

**150+ Industry Leaders and Guests**

**2 Academician Report**

**4000+ Offline Audience ;  
2W+ Online Audience**





# Summary of Concurrent Forum

Conference Theme	Time	Address	Offline audience	Online audience
2022 China Internet of Things Industry Leader Summit	November 15th	Venue 5	567	3000+
IOTE 2022 Shenzhen RFID Passive Internet of Things Technology and Application Forum	November 15th	Venue 1	383	2000+
AIOT 2022 ▪ Shenzhen "AI+" Artificial Intelligence Innovation Empowerment Summit Forum	November 15th AM	Venue 3	261	1100+
IOTE 2022 Shenzhen Bluetooth Internet of Things Technology and Application Summit Forum	November 15th AM	Venue 4	249	1200+
Amazon Cloud Technology Smart Hardware Going Overseas Marketing Season——Smart Hardware Going Overseas Heroes Exchange	November 15th PM	Venue 2	327	2000+
IOTE 2022 Shenzhen Internet of Things Platform and Data Security Summit Forum	November 15th PM	Venue 3	295	1200+
LPWAN2.0 Ubiquitous Internet of Things-ZETA Technology and Application Ecological Forum	November 15th PM	Venue 4	230	1000+
IOTE Innovation Product Gold Awards Awards Ceremony	November 15th AM	Venue 2	216	——
IOTE 2022 Shenzhen High Precision Positioning Technology and Application Summit Forum	November 16th	Venue 1	422	3000+
IOTE 2022 Shenzhen Intelligent Sensing and Embedded Technology and Application Summit Forum	November 16th	Venue 3	366	2000+
IOTE 2022 Shenzhen · Smart City & Pan Video Industry Ecological Conference	November 16th	Venue 4	352	1800+
2022 New Horizons. Paperless Environment E-Paper Industry Ecological Development and Trend Summit Forum	November 16th	Venue 5	401	3000+
National "chip" connects the future, the second generation RFID reader chip conference of NATION RFID	November 16th PM	Venue 2	293	1000+



# 2022 China Internet of Things Industry Leader Summit

Time: November 15 ( All Day)

Address : Hall 17, Venue 5

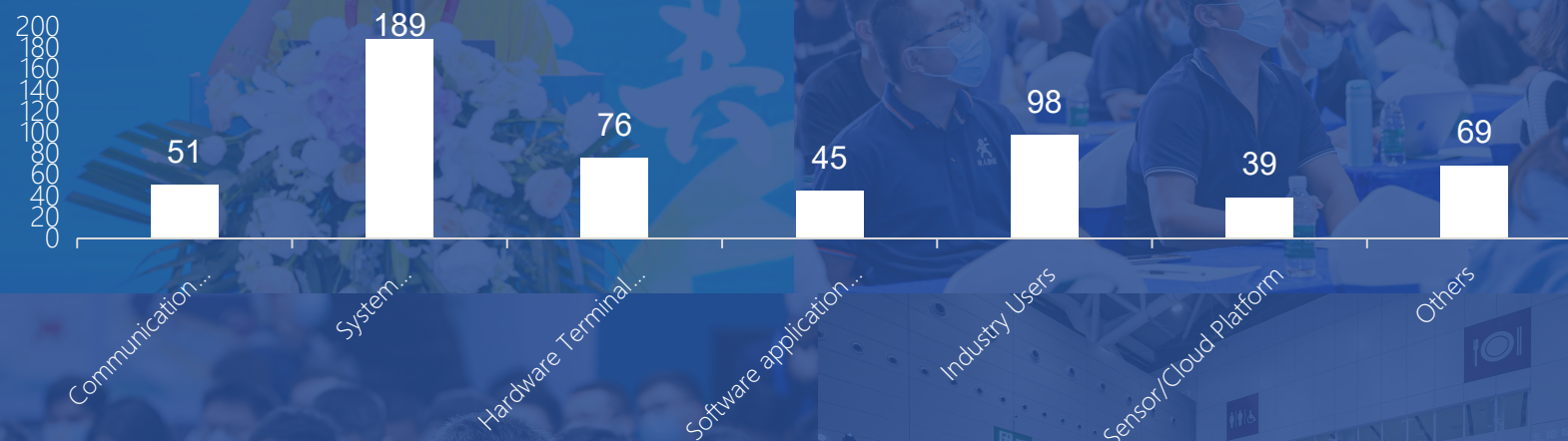
## Conference Highlights

- Two academicians participated in the conference , and top domestic Internet of Things experts participated

- Focus on cutting-edge topics such as the core technology of the IoT , industry , and double carbon

- Over 200 Star of the IoT award ceremony to ensure the quality of the conference

## Offline Audience Analysis







# IOTE 2022 ▪ Shenzhen RFID Passive Internet of Things Technology and Application Forum

Time: November 15 (All Day)

Address : Hall 17, Venue 1

## Conference Highlights

- Focus on the hotspots of the passive IoT industry and create an annual event for the RFID passive IoT circle

2022.11.15 / 全天  
深圳国际会展中心·17号馆 会场一

- Cainiao, Postek and other industry-leading RFID companies share the most cutting-edge information

赞助单位: IOTWORLD POSTER IOTWORLD  
51W 平安网

- AIoT Star Map Research Institute brings the latest market trends in the passive IoT industry

- The IoT Star RFID Special Award recognizes the best companies in the industry

## Offline Audience Analysis

120  
100  
80  
60  
40  
20  
0

76

63

101

89

53

2021中国物联网RFID行业最有影响力电子标签创新产品奖

Label supporting...

Reader manufacturer

2021中国物联网RFID行业最有影响力系统其他企业奖

RFID middleware

按职位分

System integrator

other



# AIOT 2022 ▪ Shenzhen "AI+" Artificial Intelligence Innovation Empowerment Summit Forum

Time: November 15 AM

Address : Hall 17, Venue 3

## Conference Highlights

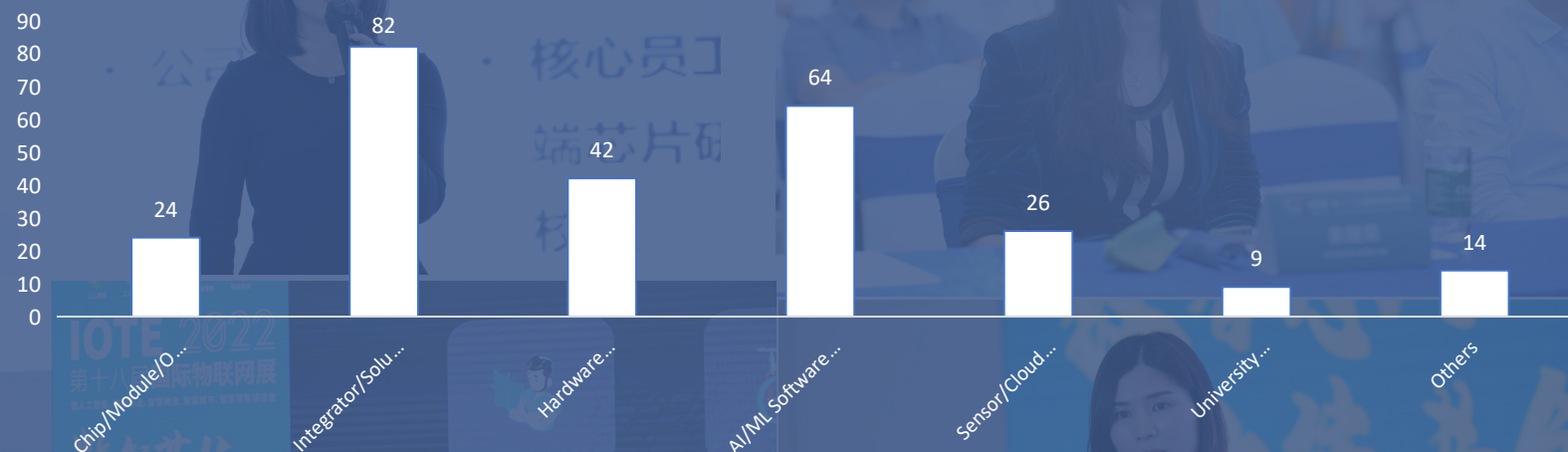
- Invited industry benchmarking companies such as Vastaitech, Fibocom, and Amazon to share.

2022年11月15日  
深圳国际会展中心·17号馆会场三

- AIoT Star Map Research Institute shared the latest research results of the industry.

- The theme of the conference covers smart city, smart home, smart logistics, smart industry, new retail, smart security, finance, medical care and other fields

## Offline Audience Analysis







# IOTE 2022 ▪ Shenzhen Bluetooth Internet of Things Technology and Application Summit Forum

Time: November 15 AM

Address : Hall 17, Venue 4

## Conference Highlights

● Bluetooth SIG and Ulink Media, creating Bluetooth Internet of Things precise circle.

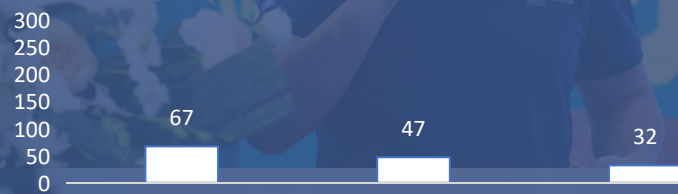
2022.11.15 / 上午

深圳国际会展中心 展馆会场4

● Realtek Semiconductor, Telink Micro, Tuya Smart, Bairui Internet, Nordic, BlueChuangyuan and other Bluetooth front-line enterprises share the latest achievements and trends

● Discuss technological breakthroughs and application prospects of Bluetooth low energy, Bluetooth AoA/AoD positioning, Bluetooth audio transmission, etc.

## Offline Audience Analysis



Hardware terminal suppliers

Software platform providers

Other connection technology...

University lecturers/professors

Others

Total



# IOTE 2022 Shenzhen Internet of Things Platform and Data Security Summit Forum

Time: November 15 PM

Address : Hall 17, Venue 3

## Conference Highlights

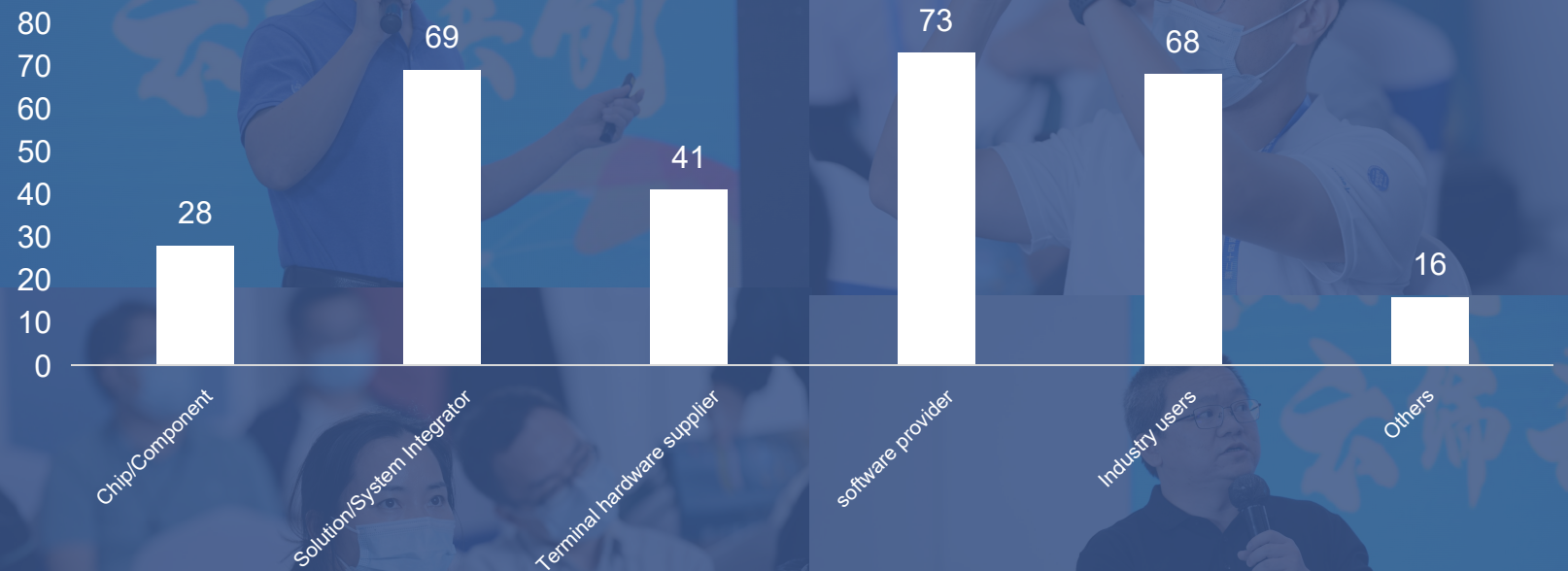
- Invite industry-leading companies such as Baidu Security, Check Point, and DGIOT to share the latest industry information.

2022年11月15日 下午  
深圳国际会展中心·17号馆会场三

- AIoT star map research analysts share the latest market data and cutting-edge trends.

- In-depth discussions on the development trend of IoT platforms, the prospect of open source platforms, the security of platforms and data, metaverse and other topics.

## Offline Audience Analysis







# IOTE 2022 Shenzhen High Precision Positioning Technology and Application Summit Forum

Time: November 16 (All Day )

Address : Hall 17, Venue 1

## Conference Highlights

● Invited industry star companies such as Mlink-tech, Jimi IoT, and Skylab to share 5G + Beidou wide-area positioning technology

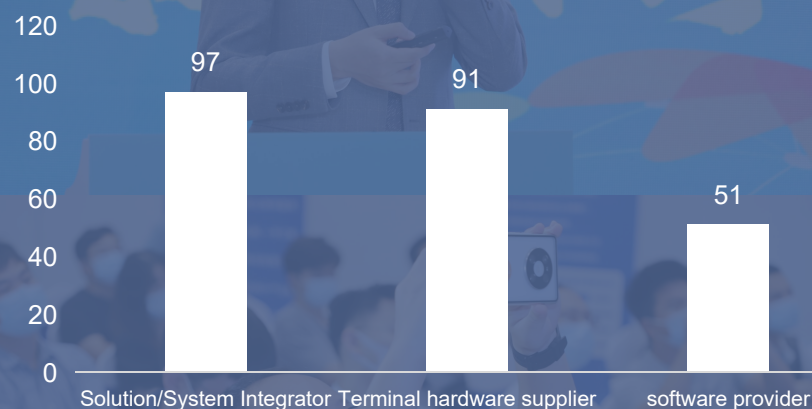
深圳国际会展中心 17号馆会场一

主办单位: 深圳物联网产业协会  
承办单位: 深圳物联网产业协会

● Invited indoor positioning benchmarking companies such as Newradiotech , Silicon Labs and Blueiot to share the latest market information on UWB and Bluetooth AoA

● The conference conducted in-depth discussions on cutting-edge topics such as 5G positioning chips, indoor Beidou, high-precision Beidou, indoor and outdoor integration, domestic UWB chips, Bluetooth AoA chips, and UWB-AoA.

## Offline Audience Analysis







# IOTE 2022 Shenzhen Intelligent Sensing and Embedded Technology and Application Summit Forum

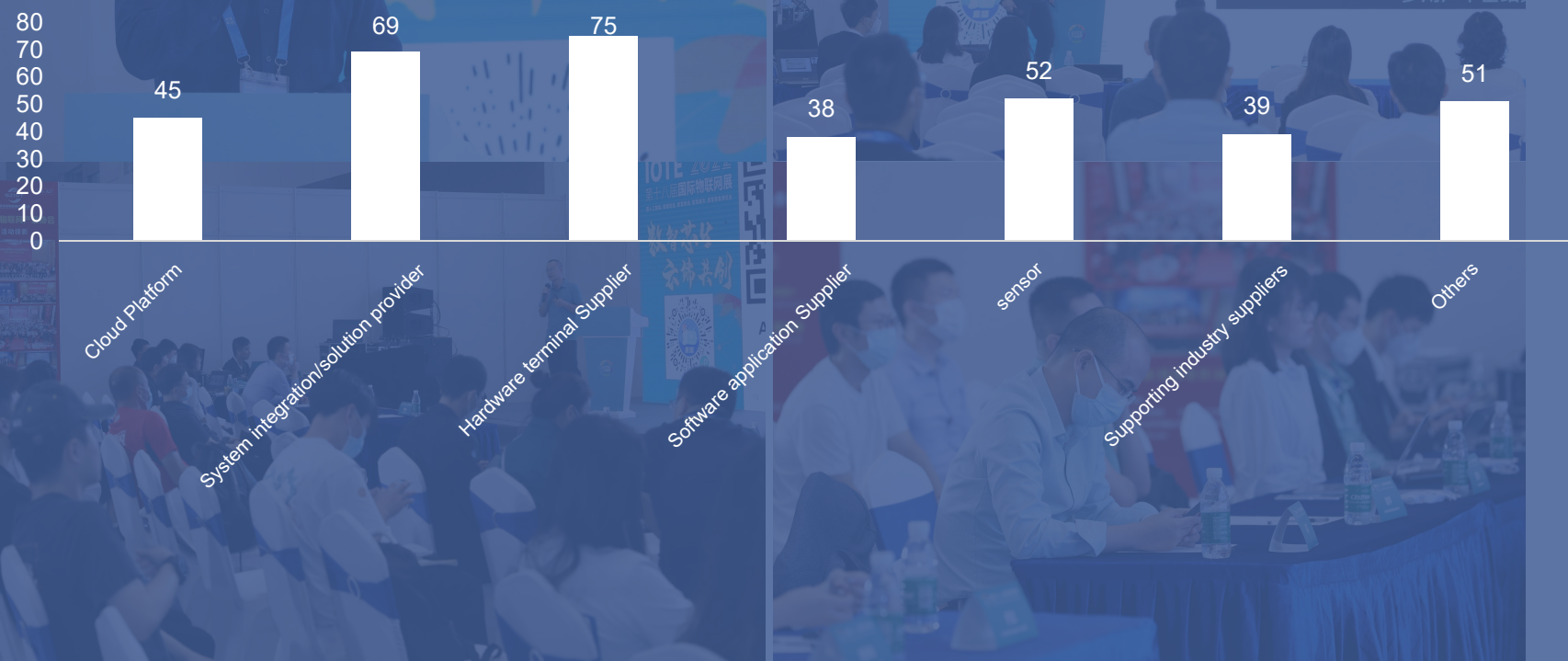
Time: November 16 (All Day )

Address : Hall 17, Venue 3

## Conference Highlights

- Invited representatives from companies throughout the whole supply chain for sensors, including Hanwei, 3M, and STMicroelectronics, to share the newest technology.
- Analysts of AIoT Starmap Research shared the latest market dynamics and industry trends in sensor market segments such as millimeter-wave radar and infrared thermal imaging.
- The interaction of the whole industry chain can enable technology suppliers and application enterprises to cooperate and implement more closely.

## Offline Audience Analysis







# IOTE 2022 Shenzhen · Smart City & Pan Video Industry Ecological Conference

Time: November 16 (All Day )

Address : Hall 17, Venue 4

## Conference Highlights

IOTE 2022 · 智慧城市

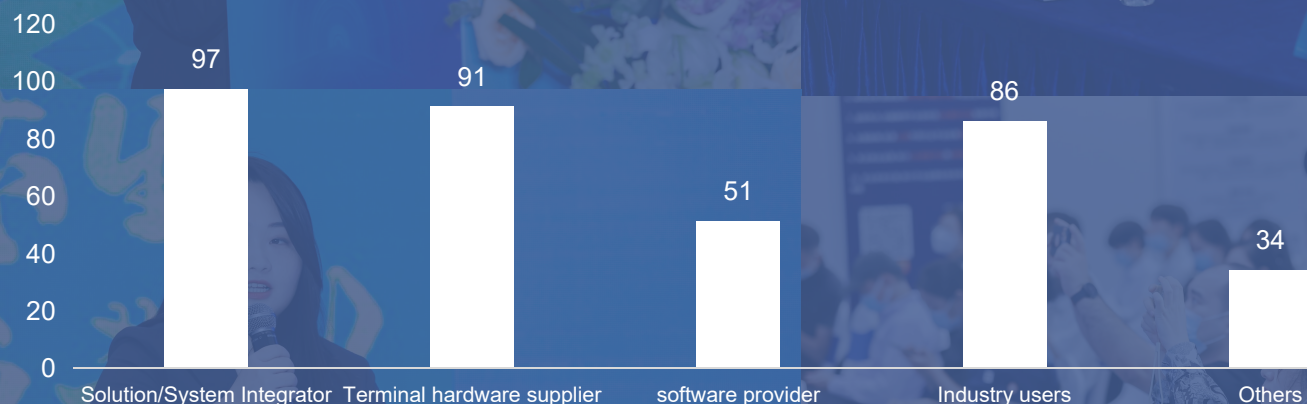
● Enterprises such as Hikvision, Huawei, and other companies were invited to discuss in depth how security enterprises can carry out AIoT transformation

深圳市海康威视技术有限公司  
深圳新一代产业园  
冠名单位：深圳市海康威视技术有限公司

● Invited enterprises such as Shenzhen New Generation Industrial Park, Shenzhen Mobile System Integration Company, Wanrui Technology, Jitong Intelligent, and Tia Digital Technology to discuss the prospects and business opportunities of smart cities

● In addition to business representatives, the conference also invited government/state-owned enterprise guests to analyze the market from different perspectives

## Offline Audience Analysis







# Video Playback Link

Conference Topic	Video Playback Link
2022 China Internet of Things Industry Leader Summit	<a href="https://apph2jiejqr4504.h5.xiaoeknow.com/v2/course/alive/l_630334ace4b0c942648b0380?app_id=apph2JiEqJr4504&amp;alive_mode=0&amp;pro_id=&amp;type=2">https://apph2jiejqr4504.h5.xiaoeknow.com/v2/course/alive/l_630334ace4b0c942648b0380?app_id=apph2JiEqJr4504&amp;alive_mode=0&amp;pro_id=&amp;type=2</a>
IOTE 2022 Shenzhen RFID Passive Internet of Things Technology and Application Forum	<a href="https://apph2jiejqr4504.h5.xiaoeknow.com/v2/course/alive/l_630336ebe4b0eca59c26417d?app_id=apph2JiEqJr4504&amp;alive_mode=0&amp;pro_id=&amp;type=2">https://apph2jiejqr4504.h5.xiaoeknow.com/v2/course/alive/l_630336ebe4b0eca59c26417d?app_id=apph2JiEqJr4504&amp;alive_mode=0&amp;pro_id=&amp;type=2</a>
AIOT 2022 ▪ Shenzhen "AI+" Artificial Intelligence Innovation Empowerment Summit Forum	<a href="https://apph2jiejqr4504.h5.xiaoeknow.com/v2/course/alive/l_63033865e4b0a51fef104e95?app_id=apph2JiEqJr4504&amp;alive_mode=0&amp;pro_id=&amp;type=2">https://apph2jiejqr4504.h5.xiaoeknow.com/v2/course/alive/l_63033865e4b0a51fef104e95?app_id=apph2JiEqJr4504&amp;alive_mode=0&amp;pro_id=&amp;type=2</a>
IOTE 2022 Shenzhen Bluetooth Internet of Things Technology and Application Summit Forum	<a href="https://apph2jiejqr4504.h5.xiaoeknow.com/v2/course/alive/l_6303393be4b0c942648b0741?app_id=apph2JiEqJr4504&amp;alive_mode=0&amp;pro_id=&amp;type=2">https://apph2jiejqr4504.h5.xiaoeknow.com/v2/course/alive/l_6303393be4b0c942648b0741?app_id=apph2JiEqJr4504&amp;alive_mode=0&amp;pro_id=&amp;type=2</a>
Amazon Cloud Technology Smart Hardware Going Overseas Marketing Season——Smart Hardware Going Overseas Heroes Exchange	<a href="https://apph2JiEqJr4504.h5.xiaoeknow.com/v2/course/alive/l_63033b62e4b0eca59c2644d9?app_id=apph2JiEqJr4504&amp;alive_mode=0&amp;pro_id=&amp;type=2">https://apph2JiEqJr4504.h5.xiaoeknow.com/v2/course/alive/l_63033b62e4b0eca59c2644d9?app_id=apph2JiEqJr4504&amp;alive_mode=0&amp;pro_id=&amp;type=2</a>
IOTE 2022 Shenzhen Internet of Things Platform and Data Security Summit Forum	<a href="https://apph2jiejqr4504.h5.xiaoeknow.com/v2/course/alive/l_63033d02e4b050af23ac9302?app_id=apph2JiEqJr4504&amp;alive_mode=0&amp;pro_id=&amp;type=2">https://apph2jiejqr4504.h5.xiaoeknow.com/v2/course/alive/l_63033d02e4b050af23ac9302?app_id=apph2JiEqJr4504&amp;alive_mode=0&amp;pro_id=&amp;type=2</a>
LPWAN2.0 Ubiquitous Internet of Things-ZETA Technology and Application Ecological Forum	<a href="https://apph2jiejqr4504.h5.xiaoeknow.com/v2/course/alive/l_63033df1e4b0a51fef10529b?app_id=apph2JiEqJr4504&amp;alive_mode=0&amp;pro_id=&amp;type=2">https://apph2jiejqr4504.h5.xiaoeknow.com/v2/course/alive/l_63033df1e4b0a51fef10529b?app_id=apph2JiEqJr4504&amp;alive_mode=0&amp;pro_id=&amp;type=2</a>
IOTE 2022 Shenzhen High Precision Positioning Technology and Application Summit Forum	<a href="https://apph2JiEqJr4504.h5.xiaoeknow.com/v2/course/alive/l_63743105e4b0276efeb1a727?app_id=apph2JiEqJr4504&amp;alive_mode=0&amp;pro_id=&amp;type=2">https://apph2JiEqJr4504.h5.xiaoeknow.com/v2/course/alive/l_63743105e4b0276efeb1a727?app_id=apph2JiEqJr4504&amp;alive_mode=0&amp;pro_id=&amp;type=2</a>
IOTE 2022 Shenzhen Intelligent Sensing and Embedded Technology and Application Summit Forum	<a href="https://apph2JiEqJr4504.h5.xiaoeknow.com/v2/course/alive/l_6374326fe4b01126eaa62549?app_id=apph2JiEqJr4504&amp;alive_mode=0&amp;pro_id=&amp;type=2">https://apph2JiEqJr4504.h5.xiaoeknow.com/v2/course/alive/l_6374326fe4b01126eaa62549?app_id=apph2JiEqJr4504&amp;alive_mode=0&amp;pro_id=&amp;type=2</a>
IOTE 2022 Shenzhen · Smart City & Pan Video Industry Ecological Conference	<a href="https://apph2JiEqJr4504.h5.xiaoeknow.com/v2/course/alive/l_63743312e4b0276efeb1a7d5?app_id=apph2JiEqJr4504&amp;alive_mode=0&amp;pro_id=&amp;type=2">https://apph2JiEqJr4504.h5.xiaoeknow.com/v2/course/alive/l_63743312e4b0276efeb1a7d5?app_id=apph2JiEqJr4504&amp;alive_mode=0&amp;pro_id=&amp;type=2</a> <a href="https://apph2JiEqJr4504.h5.xiaoeknow.com/v2/course/alive/l_63746a57e4b01126eaa64f83?app_id=apph2JiEqJr4504&amp;alive_mode=0&amp;pro_id=&amp;type=2">https://apph2JiEqJr4504.h5.xiaoeknow.com/v2/course/alive/l_63746a57e4b01126eaa64f83?app_id=apph2JiEqJr4504&amp;alive_mode=0&amp;pro_id=&amp;type=2</a>
National "chip" connects the future, the second generation RFID reader chip conference of NATION RFID	<a href="https://apph2JiEqJr4504.h5.xiaoeknow.com/v2/course/alive/l_63743405e4b068e9c3d8a520?app_id=apph2JiEqJr4504&amp;alive_mode=0&amp;pro_id=&amp;type=2">https://apph2JiEqJr4504.h5.xiaoeknow.com/v2/course/alive/l_63743405e4b068e9c3d8a520?app_id=apph2JiEqJr4504&amp;alive_mode=0&amp;pro_id=&amp;type=2</a>



## Concurrent Awards - IOTE Gold Award



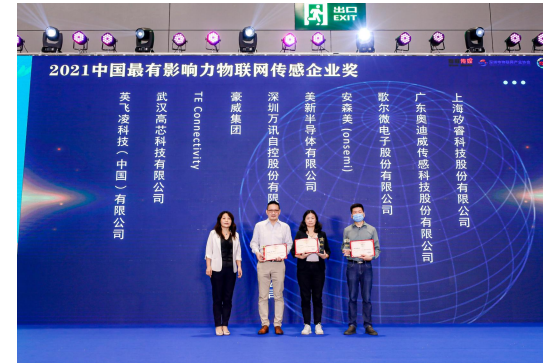








# Concurrent Awards - IoT Star





- ◆ The Number of Annual Visitors to the Official website is 230W+
  - ◆ Number of Visitors to IOTE Mini Program 21W+
  - ◆ The Number of Followers of the Official WeChat Public Account 13.2W+
  - ◆ Tweets Shared throughout the Year 186.6W+
- 
- ◆ Video Account Playback Volume 60W+
  - ◆ Douyin Play Volume 171w+
  - ◆ The Number of Downloads of the Electronic Catalog of Each Exhibition 8.6w+
  - ◆ Network Promotion Exposure 1000w+
  - ◆ Accurate EDM Promotion, 500,000 + Industry Data; 500W+ SMS Volume throughout the Year





# IOTE 2023 International Internet of Things Exhibition

## Shanghai IoT Expo

Time: May 17-19 , 2023

Address: Shanghai World Expo Exhibition & Convention Center

## Shenzhen IoT Expo

Time: September 20-22 , 2023

Address: Shenzhen World Exhibition & Convention Center



Booth Reservation



Pre-registration