



**IOTE** <sup>19th</sup> International Internet of  
**2023** Things Exhibition (Shanghai)

Date: May 17-19, 2023

Venue: Shanghai World Expo Exhibition Center

# Post-show Report



# ABOUT IOTE SHANGHAI

195

Exhibitors

23619

Visitors

48328

Visits

138

Media Partners

17000

m<sup>2</sup> Exhibition Area

**Organizer:** Shenzhen Internet of Things Industry Association

**Co-organizer:** Shenzhen Ulinkmedia Co.Ltd

IOTE2023 Shanghai is organized by Shenzhen Internet of Things Industry Association and Shenzhen Ulinkmedia Co. Ltd. This event received strong support from different regional IoT industry associations and the Shanghai E-paper Alliance.

Held in Shanghai, the city with the highest GDP in China, the Exhibition presents a high level of intelligent product display and technology exchange.

The theme of this exhibition is "IOT builds the base of digital economy", in order to follow the core values of building digital China and promote the application and development of IOT technology in digital economy. Digital economy base refers to the construction of digital production, circulation, consumption and other aspects based on IOT technology, to achieve informationization, intelligence, efficient economic operation mode.



# HIGHLIGHTS

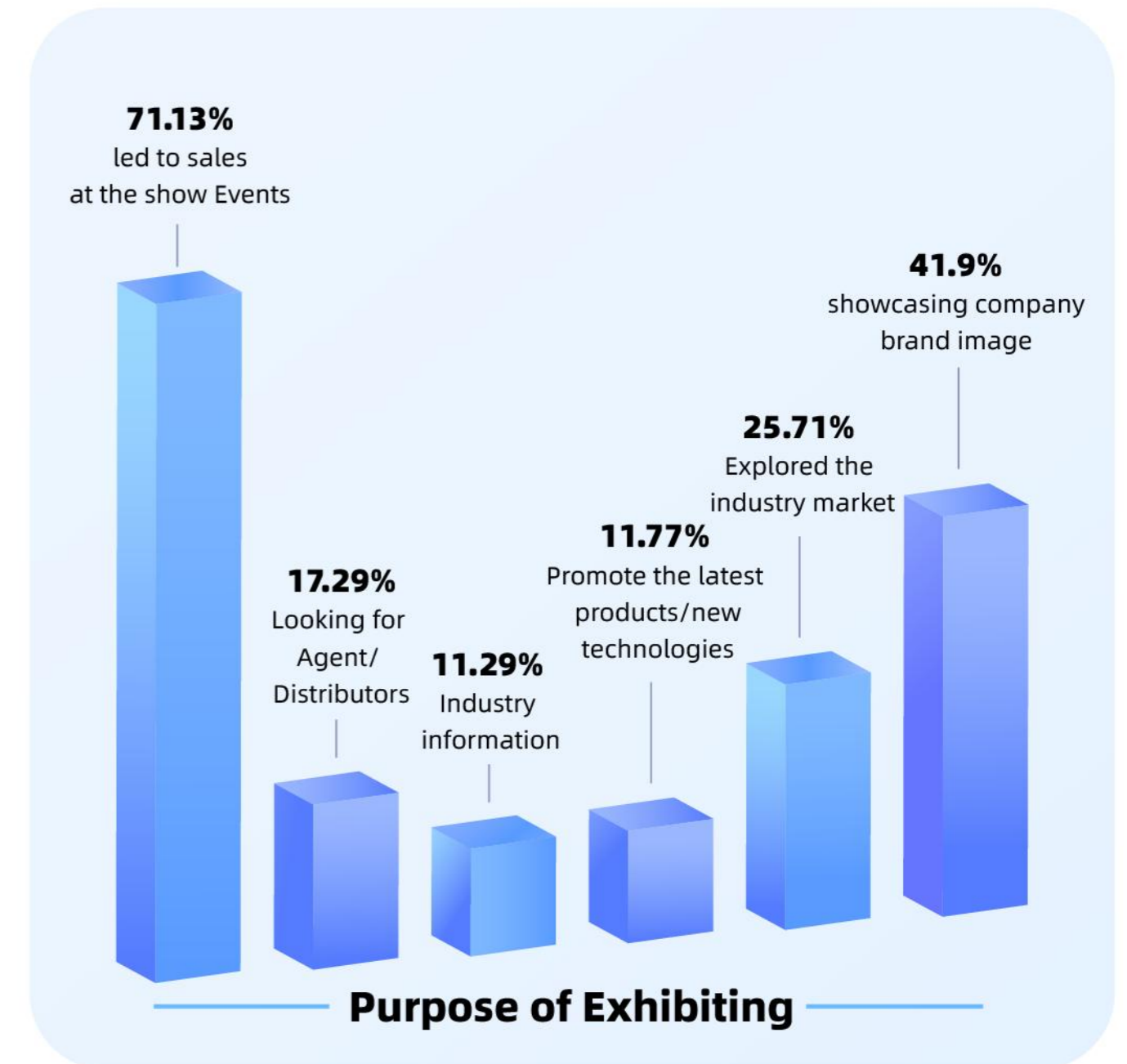
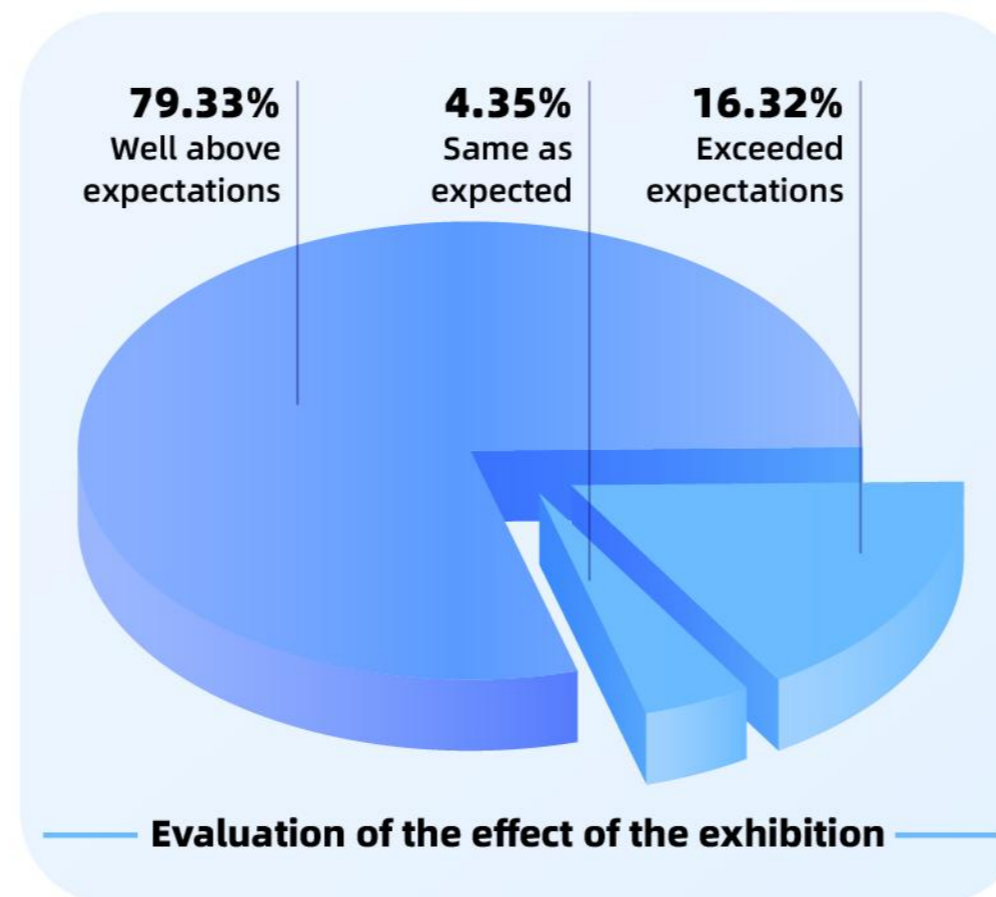
In the context of technology-assisted digital China, IOT connectivity and applications have covered almost all fields, from home, campus, transportation, medical to industrial manufacturing, agriculture, energy and so on, are achieving digital transformation and intelligent upgrade through IOT technology. At the same time the market development is unpredictable, the industry's internal volume, price wars, technical bottlenecks, application scenarios breakthroughs these are IOT industry players can not escape the challenge.

1. Brand rally for the RFID whole industry development trend
2. The development of two technologies for sensing and positioning to strongly promote industrial digitalisation
3. Building a one-stop IoT communication transmission
4. Seeing the platform layer enterprises strong computing power
5. Discovering how to have successful commercial solutions for real-life scenarios of digital intelligence applications
6. E-paper, batteries and electronic components help push digitalization forward
7. Building Digital China, Professional Forum to Explore the Key Pulse of Digital Economy





# EXHIBITOR ANALYSIS



The exhibition attracted 195 professional IoT exhibitors from all over China, and IOTE 2023 Shanghai was highly recommended and supported by exhibitors on site for its small but precise display mode.



# EXHIBITOR REVIEW

## CoreAIOT Technology Co.,Ltd:

The 19th IOTE Shanghai International Internet of Things Exhibition in 2023, CoreAIOT, as the original manufacturer of Bluetooth AOA positioning base station, has the honor to participate in this exhibition together with 18 partners of Multi-fusion positioning ecological exhibition area, we brought the multi-fusion positioning technology products with 5G, Bluetooth AoA, UWB, RFID and GPS, BeiDou, etc. and multi-fusion positioning solutions for various vertical industries. At the same time, we also carried out 36 high-precision multi-fusion positioning roadshows for two days in this exhibition, which left a very deep impression on the audience, and also won the recognition of the professional. Thank you very much for IOTE exhibition carefully held by Ulink-media, Ulinkmedia is our always preferred professional platform, IOTE exhibition is the most professional exhibition in the IOT industry, With all our best wishes for IOTE and we for a better future together..

## 3M China Limited:

IOTE Exhibition has always exceeded our expectations in terms of continuous improvement and meticulous show management every year, and is a show that is well worth continuing to invest in. The show's counterparts are also very patient and attentive to listen to exhibitors' needs and coordinate the most matching resources for them as much as possible, including location, hardware facilities and publicity resources, etc. In addition, affected by the epidemic in the past two years, Ulinkmedia( the organizers of IOTE )show a high degree of mobile adjustment and rapid response. In the IOTE we also met many potential customers and partners, the quality and grade of exhibitors and visitors is also relatively high, so that we can be more efficient to the IoT emerging markets to expand.

## Milesight:

We are very pleased to participate in IOTE 2023 SHANGHAI and showcase with so many excellent IoT companies on the same stage. Our booth location is very wonderful and coupled with simple and clean layout, prominent equipment and product solution, which attract customers' attention and contribute to the establishment of business relation between customers and partners. Thanks for providing a valuable platform for communication between us and our customers. In this exhibition, we have learned a lot of advanced industry knowledge and dynamics, which is quite instructive for our future development direction. We wish the IOTE Exhibition grows bigger and better, and look forward to seeing you again next year.

## MeiG Smart Technology Co.,Ltd:

As a senior exhibitor of IOTE Exhibition, MeiG takes this platform every year to showcase our new products, technologies and applications, and communicate with customers and partners face to face, which allows us to deepen our understanding of the market and customer needs, and also provides an opportunity for MeiG to expand our customer base and promote business development. We are confident in the development of IoT industry and look forward to continuing to communicate and cooperate with everyone during the exhibitions in the future, and wish IOTE will be better and better.

## Shenzhen Evoc Data Equipment Technology Co.,Ltd.:

The 19th IOTE 2023 Shanghai was successfully held, and as a high-end server brand of China's top 500 enterprises, EVOC Group - Evoc Data made its first public appearance with Submerged liquid cooling products, which aroused the industry's attention. At the same time, a number of EVOC's ace server and storage products shone on the stage, providing digital solutions around the IoT industry in various sectors such as government, finance, healthcare, education, telecommunications, power, transportation and manufacturing. Although it was the first time we attended this exhibition, but it have gained in popularity so that we feel the vigorous development of the Internet of Things industry. we also obtained some intention customers during the exhibition that approved the industry and the IOTE organizer, expect IOTE exhibition better and better, IOTE exhibition is also the most professional exhibition of the Internet of Things industry, see you next year!

## KaiwuBD:

As one of the strategic businesses of Inspur Company, KaiwuDB's AIoT data-base and data service platform made its debut at IOTE 2023 shanghai and received great attention at the show. We received a lot of professional visitors and continued to receive real business demands including product service, technical inquiries and solution construction after the show. Thanks to IOTE for building an open and win-win communication platform for the upstream and downstream enterprises in the IOT industry, we wish IOTE will be better and better! We also welcome more friends in the industry to communicate with us and create together!

## Shenzhen Hadesheng Precision Technology Inc.,Ltd. :

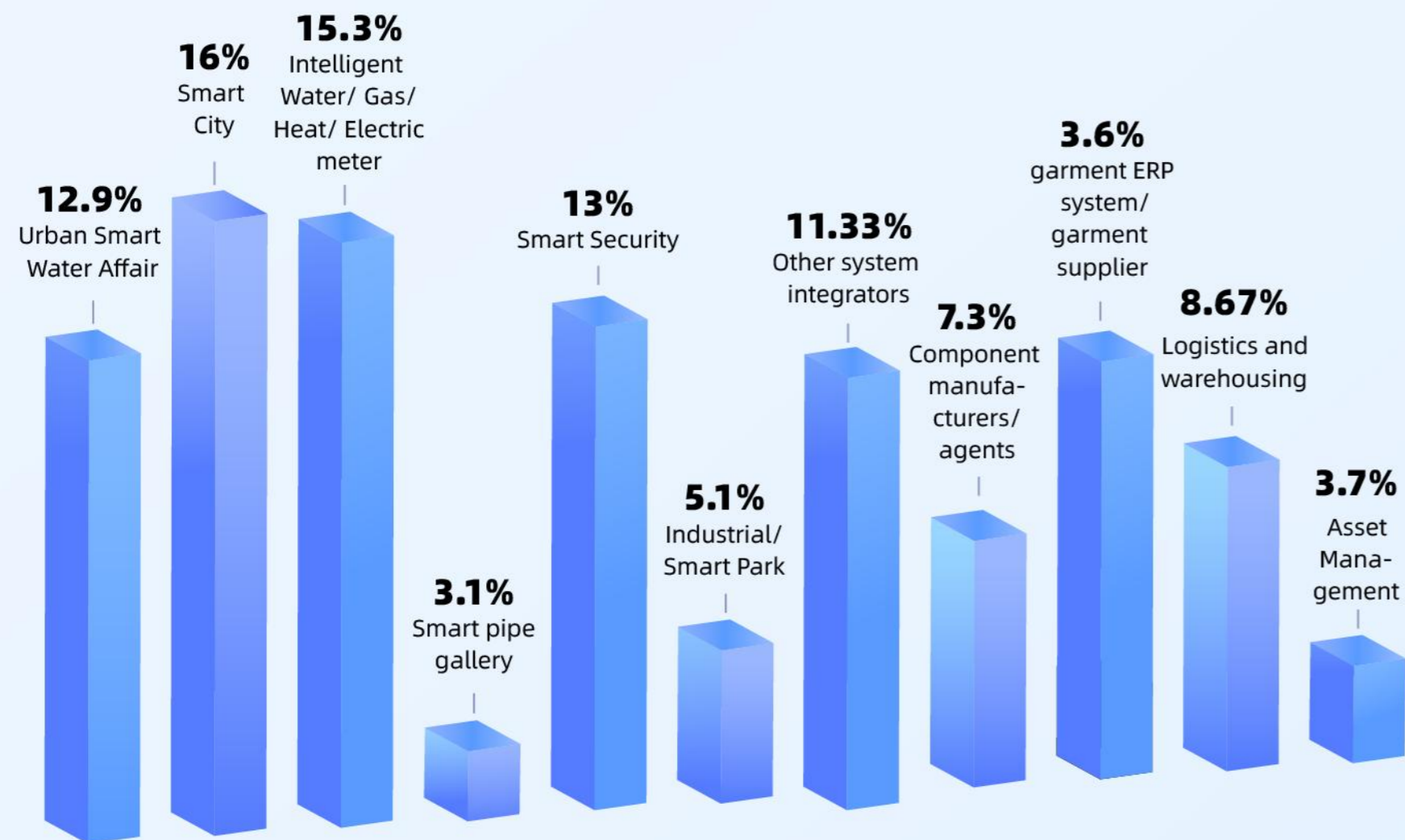
IOTE exhibition is the one we attend every year, IOTE 2023 Shanghai was the first show we attended after the end of COVID-19! Obviously everyone is eager to communicate in this show! On the one hand from the industry, we are concerned about the printing and packaging garment accessories, electronic label manufacturers came a lot, reflecting the location of the Yangtze River Delta and industrial advantages, on the other hand from the composition of the enterprise audience, no matter the product managers or the general managers, they all came to look at our facilities: label laminating equipment which is our main product! From the overall popularity exceeded expectations, foreigners came back, the customer's customers (shoe and apparel brand manufacturers) also came! This exhibition our team reviewed and unanimously got a satisfactory answer! IOTE is our preferred platform for the promotion of passive IOT RFID tagging devices!



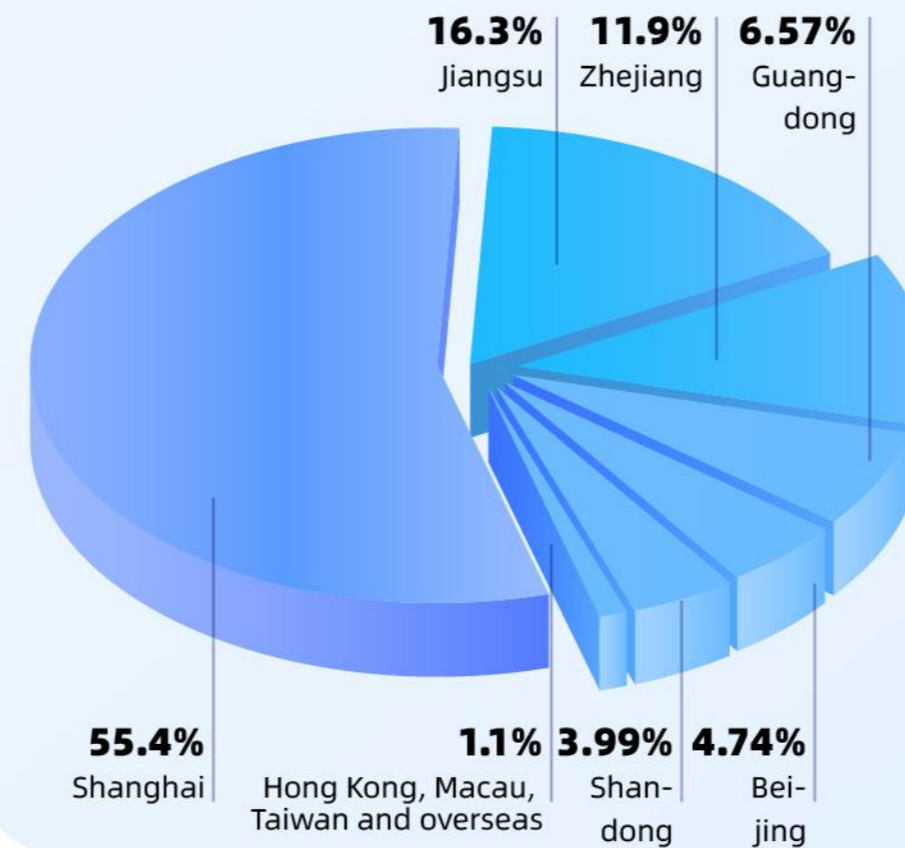


# VISITOR ANALYSIS

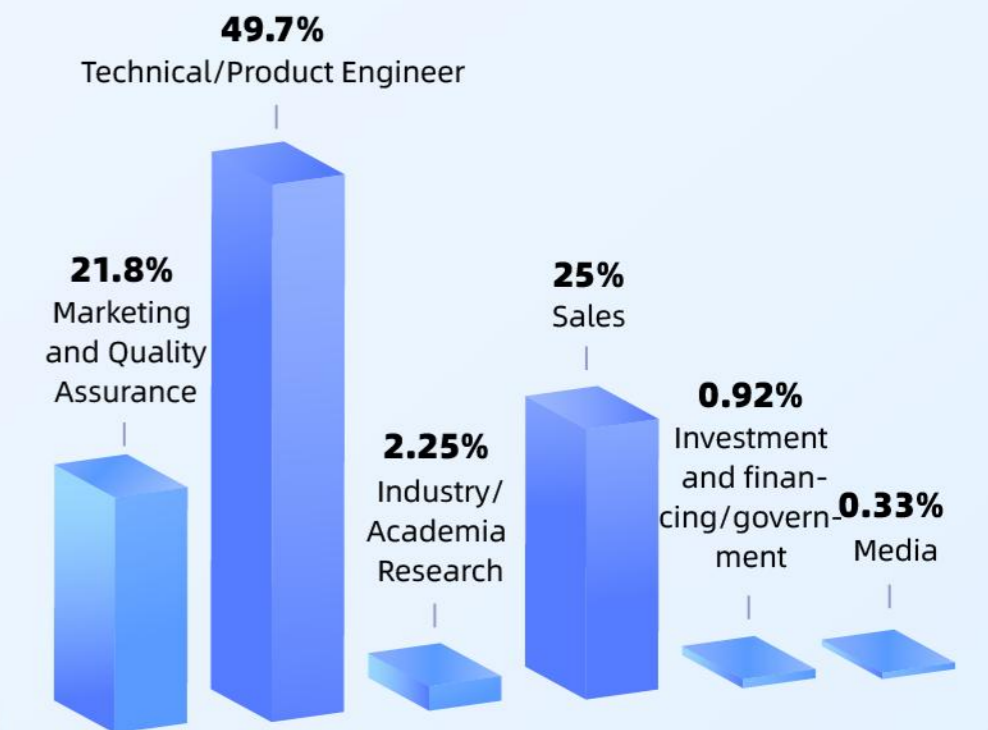
## Distribution of Visitor by Industry



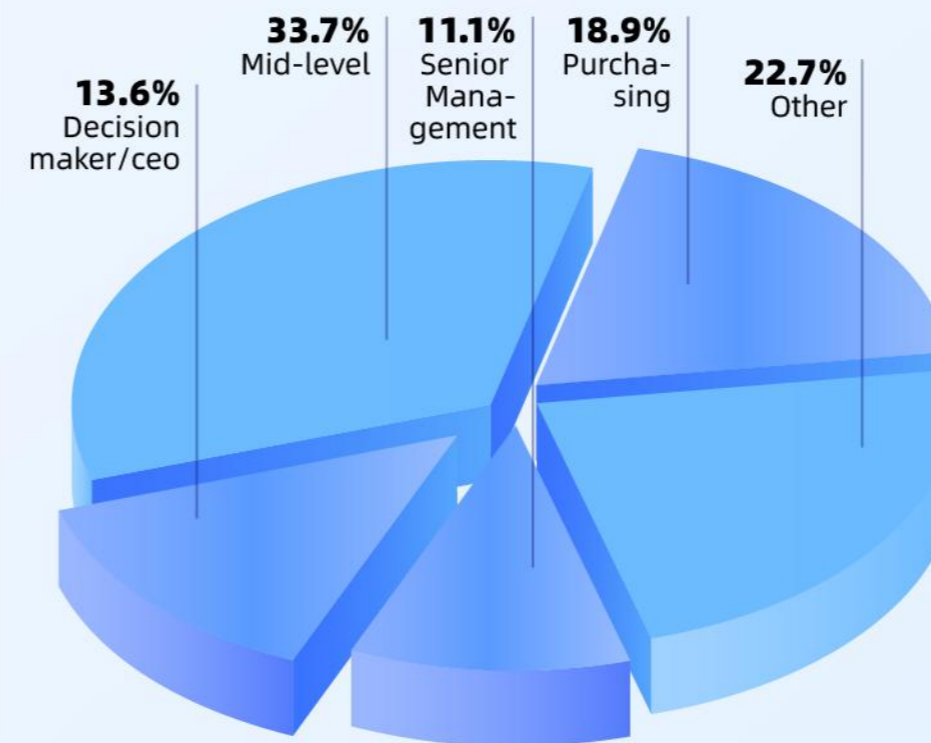
## Distribution of Visitor by Regional



## Distribution of Visitor by position



## Distribution of Visitor by department



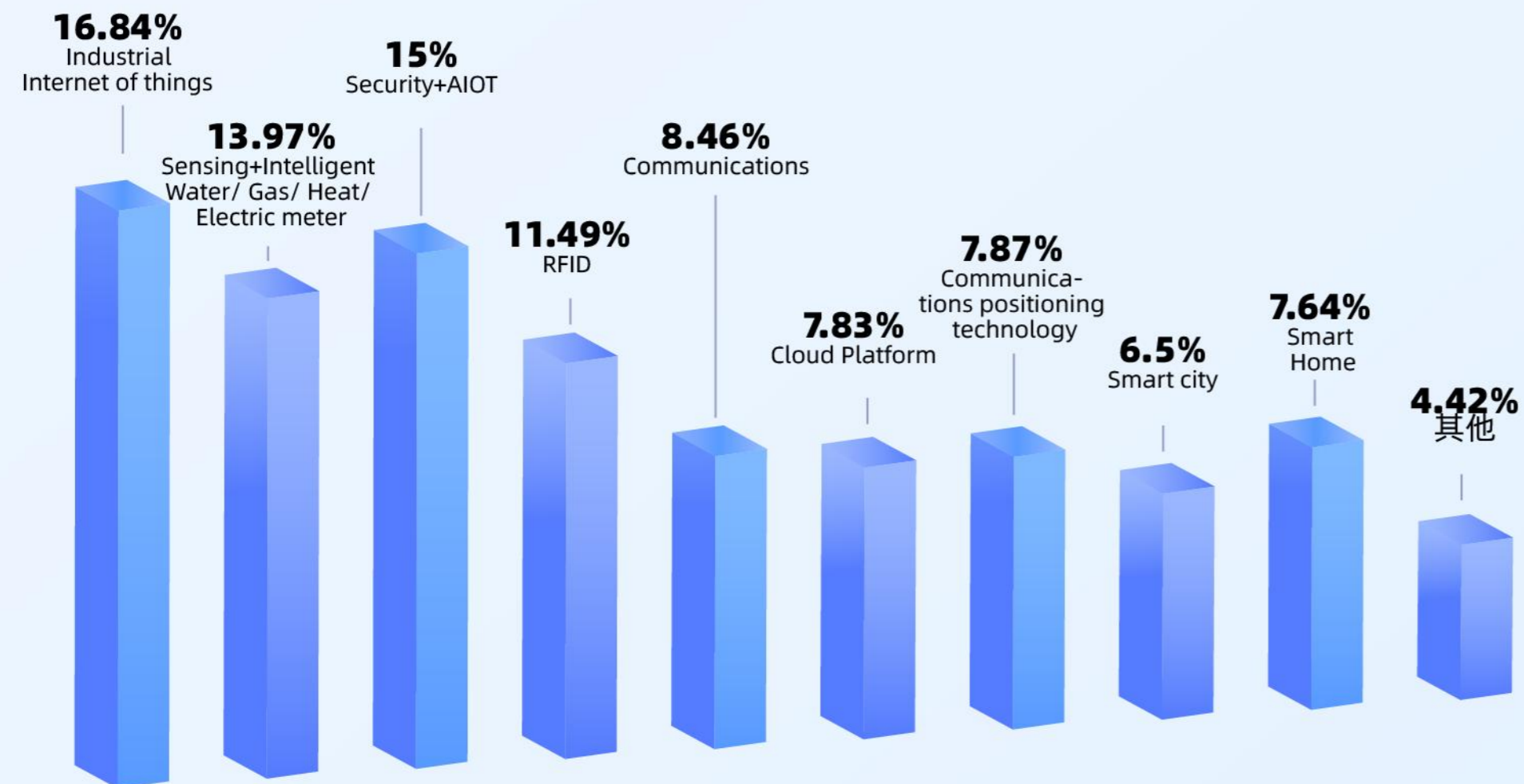
IOTE 2023 Shanghai attracted influential visitors from various segments of the IOT industry, including garment ERP system, logistics and warehousing, asset management, Urban Smart Water Affair, smart city, Intelligent Water/ Gas/ Heat/ Electric meter, Smart pipe gallery, Intelligent firefighting, Industrial/Smart /logistics parks and other industry chain manufacturers, professional integrators, end users etc.



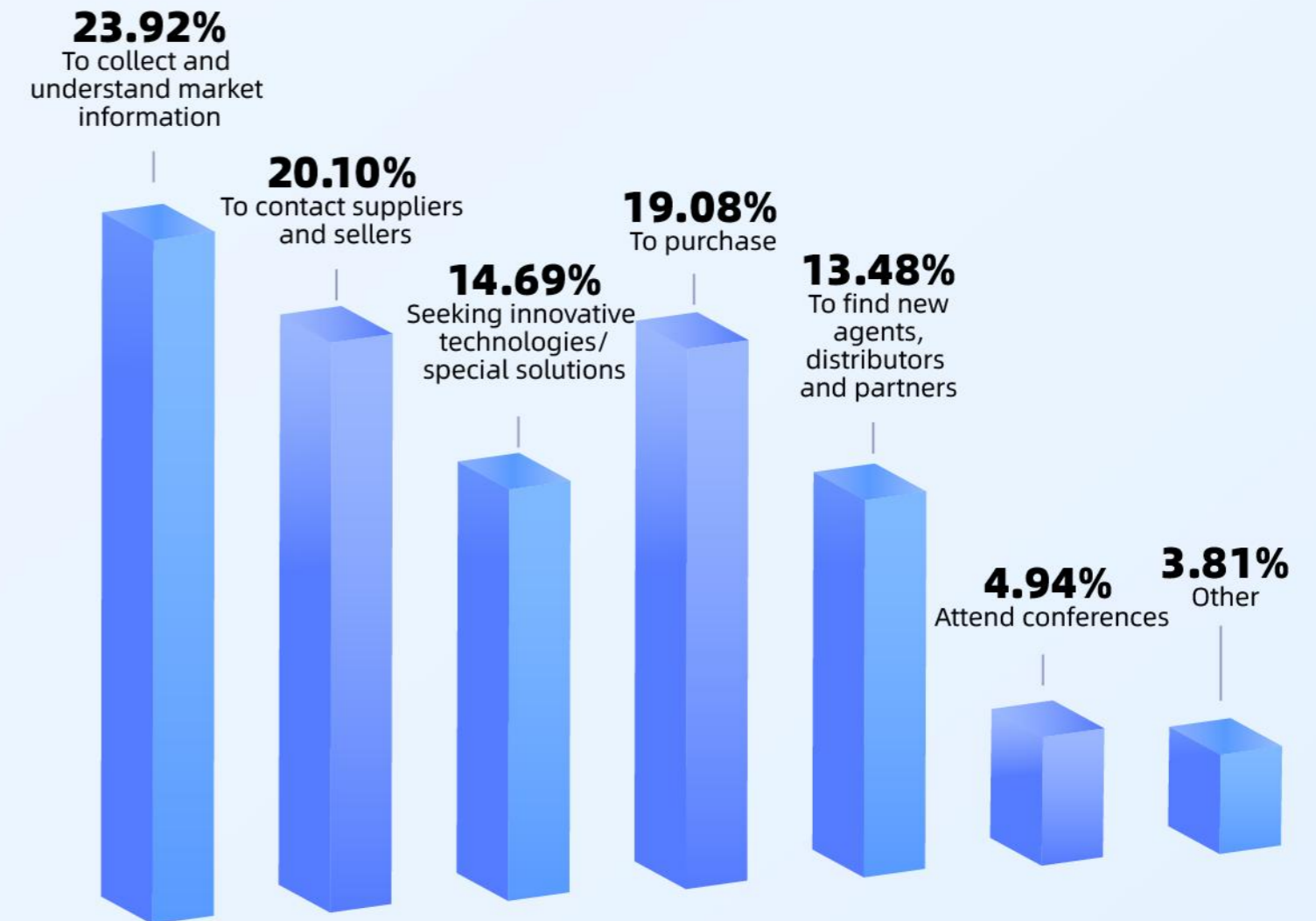
# VISITOR ANALYSIS



## Distribution of visitors by interests



## Distribution of visitor by visiting purpose



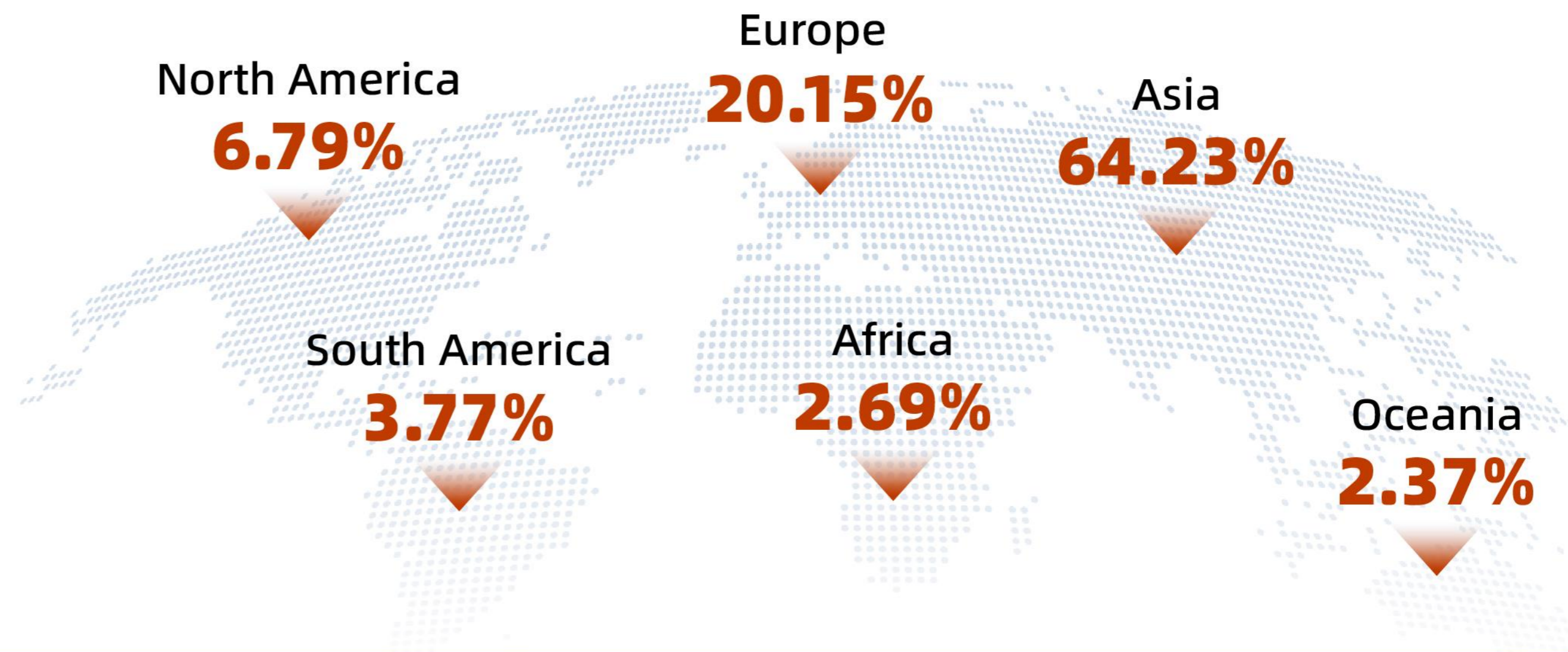
The audience was focused on the application level. iote 2023 Shanghai exhibition demonstrated that the IoT will gradually penetrate every aspect of our lives and continue to drive innovation and implementation of digital intelligence in all industries.





# VISITOR ANALYSIS

After the restoration of the ease of entry and exit, IOTE 2023 Shanghai Exhibition attracted many foreigners to exchange domestic and international IoT technologies, we believe that the foreign trade economy will also accelerate growth in future.





# VISITOR REVIEW





# CONFERENCES AND ACTIVITIES

**1**  
main  
conference

**6**  
sub-conferences/  
Launch event

**52**  
Speaker

**3342**  
visits

**40000**  
Views

Partial list of speakers ▶



数智锐角 创始人 (刘敏)



工业和信息化部原副部长 (杨学山)



中国信息通信研究院 工业互联网与物联网研究所副所长 (罗松)



万物云管理合伙人& 首席科学家 (丁险峰)



中国移动通信有限公司研究院 物联网技术与应用研究所 所长 (肖善鹏)



TE Connectivity数据与终端设备事业部IoT亚太区销售负责人 (许世玮)



微软 大中华区Azure产品经理 (孔宁)



上海智慧城市发展研究院 院长 (盛雪峰)



杭州速利科技有限公司 创始人& CEO (陈秋煌)



菜鸟物流科技 IOT&数智化业务线总监 (王涤非)



深圳欧米智能科技有限公司 CEO (彭炯)



英特灵达信息技术(深圳)有限公司副总经理 (孙耀晖)



多点(深圳)数字科技有限公司智能物联VP (刘汉彻)



AIOT星图研究院负责人 (张中良)



# CONFERENCES AND ACTIVITIES

One of the keys to building a digital China is to build a self-sustaining and self-improving digital technology innovation system. Technological innovation is the core of the digital economy, and promoting technological innovation requires the integration of resources from industry, education, research and application. The IOTE Exhibition is the same period of the forum is to have the platform knowledge resources, information resources, computing resources and industrial resources and the depth of the industry in the excellent enterprises gathered together, express their views, the passion of industrial arguments after the collision will be a cohesion of IoT practitioners thinking results, the same period of the summit forum do not miss, covering RFID, sensors, cloud platforms, high-precision positioning, IoT communications and other fields.



**IOTE 2023中国物联网产业领航者峰会·上海站**  
——暨2022'物联之星'中国物联网产业年度榜单颁奖典礼  
2023/05/17 上海世博展览馆  
1097 attendees 1245 visits



**IOTE2023 平台与数据安全高峰论坛·上海站**  
2023.05.17 上海世博展览馆  
309 attendees 317 visits



**IOTE 2023 高精度定位技术与应用高峰论坛·上海站**  
2023.05.18 上海世博展览馆  
479 attendees 531 visits



**IOTE2023 智能传感与嵌入式技术应用高峰论坛·上海站**  
2023/05/17 上海世博展览馆  
318 attendees 381 visits



**IOTE 2023 RFID无源物联网技术与应用高峰论坛·上海站**  
2023.5.18 上海世博展览馆  
337 attendees 460 visits



**IOTE2023 上海物联网通信技术与应用高峰论坛**  
2023/05/18 上海世博展览馆  
320 attendees 408 visits



# 物联之星

## — IoT Star Awards —

### 2022物联之星年度榜单

### 获奖名单

# 让优秀被记住

- 1. 捷通电子 (上海) 股份有限公司  
全球领先的无线通信设备制造商
- 2. 芯联科技 (上海) 有限公司  
专注于物联网设备研发与制造
- 3. 上海联华网络科技股份有限公司  
提供全面的网络解决方案
- 4. 上海浦东软件园有限公司  
提供全面的网络解决方案
- 5. 上海浦东软件园有限公司  
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提供全面的网络解决方案



扫码获取2022完整版名单

2022 物联之星年度榜单  
共获奖 106,745,959 元 (税前)



# 时序更替 岁月如歌



As one of the brand activities of IOTE, "IoT Star Award" has become one of the default annual summary indicators for IOT enterprises, which opens in October every year and attracts over 500+ IOT enterprises to participate. 2022 "IoT Star Award" China IOT Industry Annual List Award Ceremony was held at this year's China IOT Industry Leader Summit.

Scan the code to check the list of 2022 "IoT Star Award"



The IoT industry is still continuing to develop in depth and breadth, in the direction of digitalization and intelligence, and in higher quality. "Throw in the peach, return the plum." IOTE ceo Mr Yang said, in the future, IOTE exhibition will continue to create a better platform, With the goal of sincere mutual assistance and the interconnection of all things, we will move forward together with everyone and continue to work hard for the development of the IoT industry.

# 携手并进，再赴新程

IoT - 构建数字经济底座



The exhibitor list



# BROADCAST 360°

## 助力数字化转型和智能化升级这个国际物联网展在浦东举行

10天前 数字信息化正在全面赋能社会的各行各业,物联网作为数字经济的重要推手,以其强大的智能化和连接性不断推动数字经济的发展和革新。记者从正在浦东举行的2023第十九届国际物联网展上...

## 星纵物联即将亮相IOTE 2023上海国际物联网展

5月9日 2023年5月17-19日,IOTE2023国际物联网展上海站将在上海世博展览馆盛大开幕,星纵物联受邀参展,届时将亮相3号馆3C30展位。本文引用地址:星纵物联展位图 作为专业的数字感知产品...

## 【IOTE】IOTE@ 2023 第十九届国际物联网展·上海站 万全邀您...

5月11日 IOTE 2023第十九届国际物联网展·上海站 展会时间 2023年5月17-19日 展会地点 上海世博展览馆3号馆 万全展位号 3A121 本次展会汇聚全球超350+参展企业、5万+来自工业、物流、基础设施建设...

## IOTE 2023物联网展上海站收官 物联网技术再掀风潮

6天前 5月19日,IOTE 2023第十九届国际物联网展上海站圆满落幕!五月的上海,迎来了一场盛大的科技盛宴。5月17-19日三天,IOTE 国际物联网展吸引了世界各地的企业和友人在沪相识,展示了最前沿的物联网技术及应用,成为了物联网人必来的行业盛典。

## 上海安博会&IOTE物联网展双展同辉 精华隆智慧感知精品荟

6天前 5月19日 为期3天的第二十二届上海国际公共安全产品博览会与IOTE 2023第十九届国际物联网展上海站双展在上海世博展览馆同辉开幕,此次双展联合开启“智慧1+3”双展联动攻势,在安博会1号馆集中展示精华隆全品类解决方案和产品,在物联网...

## 凝心聚力 携手同行 | IOTE 2023上海国际物联网展答谢晚宴(RFID...)

10天前 2023年5月18日,IOTE 2023上海国际物联网展答谢晚宴(RFID专场)在上海世博展览馆东厅宴会厅成功举办。深圳市物联网行业协会、深圳市物联网传媒有限公司携手物联网产业上下游伙伴欢聚一堂...

## IOTE 2023 第十九届国际物联网展·上海站在5月17日正式启幕

10天前 IOTE 2023第十九届国际物联网展·上海站是一个覆盖感知、传输、平台、应用、物联网技术等全产业链领域的专业交流平台,涉及RFID、传感器、仪器仪表、移动支付、物联网、智能穿戴、低功耗广域网、大数据、云计算、边缘计算、...

IOTE SHANGHAI Official Website Yearly  
**UV 233,707**  
**PV 364,709**

IOTE Wechat Mini Program  
**PV 115,000**

IOTE Wechat Official accounts followers  
**48696**

IOTE Online Showroom  
**PV 9,389,482**

IOTE Wechat Shanghai Artice Sharing  
**77,192+ times**

IOTE Wechat Channels  
**VV218,24**

- IOTE Register Accounts on Local Self-media Platforms such as, Toutiao,Bajijiaobao, Om.qq.com, Sohu, etc...
- Published Articles Get More Than240,000 Reads
- EDM Promotion Covers 6 Industries, indudes Professional Buyers and Visitors 350,000+
- EDM Delivered 1,000,000+;SMS Delivered 1,500,000+

**Online market promotions**

# Media exposure

## 有品质的新闻

### IOTE 2023物联网展收官!

5月19日, IOTE 2023 第十九届国际物联网展上海站圆满落幕!

五月的上海,迎来了一场盛大的科技盛宴,5月17-19日三天, IOTE 国际物联网展吸引了世界各地的企业和友人在沪相识,展示了最前沿的物联网技术及应用,成为了物联网人必来的行业盛典。

本届物联网展由深圳市物联网行业协会主办,深圳市物联传媒有限公司、深圳市易信物联网有限公司承办,以及各地物联网产业协会和电子纸联盟给予的鼎力支持。展会以“IoT构建数字经济底座”为主题,紧跟建设数字经济中国核心价值观,在GDP前三强市上海呈现出一场高智能、强连接、深体验的硬核科技展。

参展商: 195家

观众人次: 48328人次

观众: 23619人

合作媒体: 138家

展区面积: 17000m²



## 有品质的新闻

### IOTE 2023物联网展上海站收官!

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# Digital Exhibition

## WeChat mini program

- Online Registration
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### 物联网展

IOTE国际物联网展由物联传媒创于2009年，一年两届，5月上海-9月深圳，千余...

深圳市物联传媒有限公司

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