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Produced by **Consumer  
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INTEX SHANGHAI CO LTD

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# **ATTENDANCE AUDIT SUMMARY**

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2015 CES Asia™  
May 25-27, 2015  
Shanghai, China  
[CESAsia.com](http://CESAsia.com)

The 2015 CES® Asia proved to be a successful launch pad for consumer technology into the Asian marketplace. In its inaugural year, CES Asia welcomed 212 exhibiting companies, 1,389 media and more than 20,000 attendees from 62 countries, far surpassing even our own expectations.

The new event also hosted more than 100 industry executives as part of 52 conference sessions – delivering dynamic, disruptive and insightful content on a platform unique to the Asian marketplace. In true CES-style, CES Asia also served as a promising kick-off for several product debuts specific to the Asian consumer goods market featuring launches ranging from electric, driverless cars, robotics and 3D printers to drones and wearables. Like CES, CES Asia proved to be a true convergence of various industries within the consumer technology ecosystem.

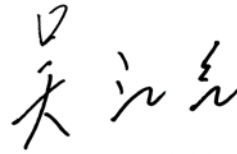
Thank you for helping us to make this a successful, inaugural event. You trusted us with this new venture and your optimism, excitement and ground-breaking innovations allowed CES Asia to set a new standard for tradeshows in Asia. We appreciate your investment in us and your commitment to the industry as a whole.

As with CES, we continue our efforts of arduous record-keeping for CES Asia to provide you with the most detailed and accurate attendance information. We're pleased to be one of only a few international shows to audit our data in accordance with the strict requirements for auditing set by the Exhibition and Event Industry Audit Commission (EEIAC), an independent organization charged with monitoring a consistent set of event or trade show audit standards which independent auditors must follow in order to have their audits certified. This comprehensive report contains independently-verified information about the 2015 CES Asia attendance.

Again, thank you for your participation and support of the 2015 CES Asia. We look forward to seeing you at CES Asia 2016, May 11-13, 2016, in Shanghai, China.



**GARY SHAPIRO**  
President and CEO  
Consumer Technology Association (CTA)<sup>TM</sup>



**JAMES WU**  
General Manager  
Intex Shanghai Co. Ltd. (Intex)

CES Asia is co-produced by the Consumer Technology Association (CTA)<sup>TM</sup> and Intex Shanghai Co. Ltd. (Intex)

**Consumer  
Technology  
Association**<sup>TM</sup>



## INTRODUCTION

### SUMMARY

CES Asia serves as the premier event for the consumer technology industry, showcasing the full breadth and depth of innovation in the Asian marketplace. Located in Shanghai, China, key global businesses are participating in this inaugural event to grow and reinforce their brands by showcasing the latest products and technologies to consumer technology industry executives, international buyers, media and a limited number of consumers from China.

CES Asia is independently audited by Veris Consulting. The numbers outlined in this report represent highlights of the audited, verified attendance numbers for CES Asia.

### AUDIT SOURCES

The 2015 CES Asia Attendance Audit Summary provides exhibitors and prospects with insight into who attends CES Asia. This information will help you appraise opportunities and maximize your return on investment with CES Asia. Information included in this document was derived from:

- Veris Consulting's 2015 CES Asia Exhibition and Conference Audit Report
- 2015 CES Asia Registration Data, provided by Shanghai Exhibition Information Technology Inc. (ExpoTec)

### VERIS CONSULTING INC.

Veris Consulting Inc. provides an independent, third-party verification of CES Asia attendance, attendee demographic information, records and record-keeping systems. It is important that CES Asia exhibitors have valuable, accurate attendance data to enhance market analysis and verify the show's credibility.



### CONTACT CES ASIA

Visit [CESAsia.com](http://CESAsia.com) for the most recent news and information regarding CES Asia.

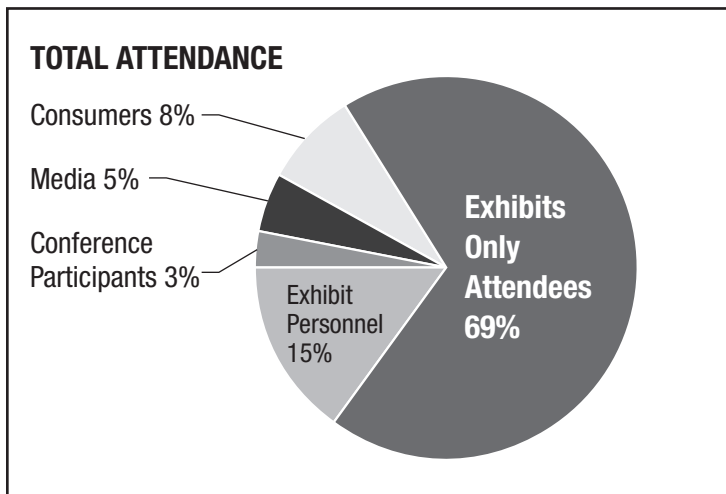
To speak directly with a CES Asia sales representative regarding exhibit space or promotional opportunities, please contact us at [CESAsiaExhibit@CE.org](mailto:CESAsiaExhibit@CE.org) or +1 703-907-4351.

## ATTENDANCE OVERVIEW

The inaugural CES Asia exceeded all expectations. 28,682 attendees from across the globe gathered to experience innovation throughout 21,875 gross square meters (9,525 net square meters) of exhibit space. CES Asia is the platform to showcase the global innovation that defines the consumer technology industry in the Asian marketplace.

### OVERALL ATTENDANCE

Registration Type	Total Attendance	International Attendance (Outside Mainland China)
Exhibits Only Attendees	19,674	2,382
Exhibitor Personnel	4,325	658
Conference Participants	964	337
Media	1,389	115
Consumers	2,330	152
<b>Total Attendance</b>	<b>28,682</b>	<b>3,644</b>

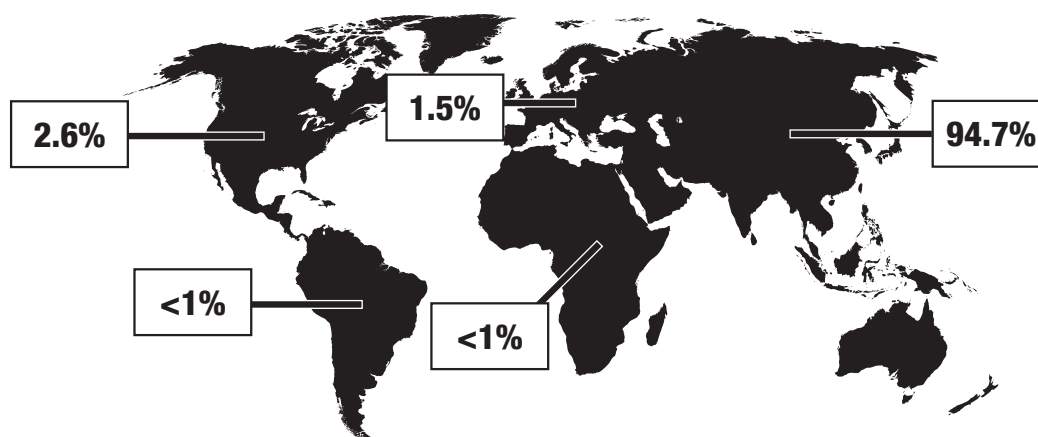


## GEOGRAPHIC BREAKDOWN

Technology professionals and enthusiasts gathered from 62 countries for the inaugural CES Asia.

### ATTENDANCE BY GEOGRAPHICAL REGION

Region	Attendance	Percent of Total Attendance
Mainland China	25,038	87.2%
Asia, Outside of China	2,174	7.5%
North America	757	2.6%
Europe	418	1.5%
Other	108	0.4%
Middle East	71	0.2%
Oceania	70	0.2%
South America	38	0.1%
Africa	8	0.0%



### TOP 10 COUNTRIES WITH THE HIGHEST ATTENDANCE

Country	Attendance	Percent of Total Attendance
China	25,038	87.2%
United States	689	2.4%
South Korea	568	1.9%
Taiwan	458	1.5%
Hong Kong	380	1.3%
Japan	368	1.2%
Singapore	136	0.4%
Germany	121	0.4%
United Kingdom	95	0.3%
France	66	0.2%

## INDUSTRY ATTENDEE HIGHLIGHTS

CES Asia attendees represent the entire consumer technology ecosystem, from CEOs to buyers and engineers. The following numbers provide highlights of the individual job functions and company business types of 2015 CES Asia industry attendees.

### CLASSIFIED BY INDIVIDUAL'S JOB FUNCTION

Job Function	Number of Attendees	Percent of Industry Attendees*
President/CEO/Owner	618	2.9%
C-Level Executive	601	2.9%
Vice President	321	1.5%
Director/Senior Manager/General Manager	3,482	16.8%
<b>Total Senior-Level Executives</b>	<b>5,022</b>	<b>24.3%</b>

Other Job Functions	Number of Attendees	Percent of Industry Attendees*
Analyst	507	2.4%
Board Member	459	2.2%
Buyer	926	4.4%
Content Developer	368	1.7%
Creative Designer	886	4.9%
Digital Media	118	0.5%
Distributor	195	0.9%
Engineer	2,400	11.6%
IT/MIS Professional	507	2.4%
Manager/Store Manager/Product Manager	2,087	10.1%
Manufacturer's Representative	276	1.3%
Production Technician	143	0.6%
Service Technician	221	1.0%

\* Industry Attendees = Exhibits Only Attendees + Conference Participants; Does not include media, exhibitors or consumers (20,638).

## INDUSTRY ATTENDEE HIGHLIGHTS

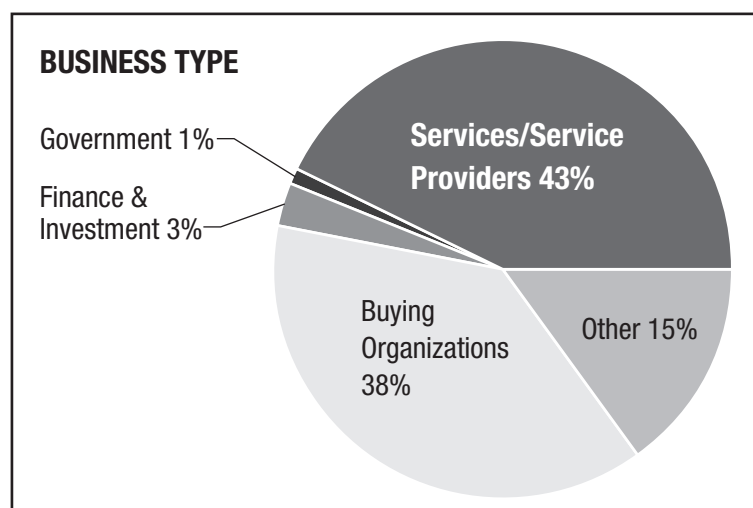
### CLASSIFICATION BY COMPANY'S BUSINESS TYPE

Business Type	Number of Attendees	Percent of Industry Attendees*
Corporate (Non-Retail)	4,305	20.8%
Distribution	1,158	5.6%
Institutional	219	1.0%
Retail	999	4.8%
Specialty Retail	266	1.2%
Systems Integrator/Installation	690	3.3%
VAR/Dealer	299	1.4%
Government Procurement	51	0.2%
<b>Total Buying Organizations</b>	<b>7,987</b>	<b>38.7</b>

Other Business Types	Number of Attendees	Percent of Industry Attendees*
3D Printing Services	111	0.5%
Advertising and Marketing	881	4.2%
Business Development/Sales	279	1.3%
Business Services, Financial Services	466	2.2%
Content Development, Entertainment	317	1.5%
Digital Health and Fitness, Health Care Related Services	197	0.9%
Digital Media	479	2.3%
Engineering/Research & Development	1,282	6.2%
Manufacturer's Rep.	428	2.0%
Manufacturer (Non-exhibiting)	1,629	7.8%
Public Policy, Government Agency	244	1.1%
Service Provider (Non-Retail)	280	1.3%
Software Development/Publishing	659	3.1%
Venture Capitalist/Private Equity/Investing	336	1.6%

\*Industry Attendees = Exhibits Only Attendees + Conference Participants; Does not include media, exhibitors or consumers (20,638).

**96 PERCENT OF BUYING ORGANIZATIONS CAME FROM ASIA.**



## WORLDWIDE MEDIA COVERAGE

More than 1,300 media from 21 countries attended the inaugural CES Asia, resulting in more than 9,500 media hits across major print, broadcast and online outlets with 38 million potential media impressions.

### MEDIA ATTENDANCE

Registration Type	Total Attendance	International Attendance
Press	1,300	98
Industry Analysts	89	17
<b>Total Attendance</b>	<b>1,389</b>	<b>115</b>

### MEDIA COVERAGE HIGHLIGHTS

“Tech shows always deliver a host of the weird and wonderful. This year [CES] has ventured over to China for the first time, with the inaugural CES Asia showing off a variety of products and concepts from international and Asian brands.” *–Pocket-Lint*

“China is a critical market for consumer electronics — for global brands aiming to win in the Chinese market and for Chinese brands aiming to build global reach — making CES Asia a key opportunity for a new showcase event.” *–CNET*

“This weeks’ inaugural CES Asia in Shanghai, China, was the familiar mix of drones, TVs, cars and gadgets we’ve come to expect from [CES], but this one had a distinctly futuristic feel befitting the Asian supercity.” *–Sydney Morning Herald*

“With about 200 exhibitors and 20,000 pre-registrants, the event in Shanghai was small compared to the longstanding CES in Las Vegas, where there were 3,600 exhibitors and 176,676 attendees in January. But the potential is big, and advertising, marketing and tech execs turned out to curate tours for clients, speak on panels and schedule meetings, just like in Vegas.” *–Adage*

“The scaled-down version of CES featured speakers representing the breadth of the global consumer technology sphere, many of whom catered their addresses to emphasize the importance and influence of the Asian Pacific market.” *–Twice*

“The “internet of things” dominated the first day of the inaugural CES Asia in Shanghai yesterday, as major Chinese and international technology companies put forward their plans for a more connected future.” *–South China Morning Post*



## CONFERENCE PARTICIPATION

Over 100 industry executives spoke as part of 52 informative conference sessions at CES Asia. High-profile global and regional speakers discussed some of the industry's most pressing topics such as the outlook for the consumer tech market, the impact of the Internet of Things, robotics, the future of media in Asia, smart homes, 3D printing and wearable tech.

### CONFERENCE ATTENDANCE

Registration Type	Total Attendance	International Attendance
Conference Participants	964	337
Speakers	122	23

Top executives presented their insights and visions for the industry's future at the 2015 CES Asia, with presentations from:

- Rupert Stadler  
Chairman of the Board of Management, Audi AG
- Kirk B. Skaugen  
Sr. VP and General Manager, Client Computing Group, Intel Corp.
- D.C. Chien  
CEO, IBM Greater China Group
- Shailesh Rao  
VP, Asia Pacific, Latin America & Emerging Markets, Twitter Inc.
- Mr. Sun Weimin  
Vice Chairman, Suning Commerce Group Co. Ltd.
- Mr. Liang Jun  
COO, Smart Terminals Business Group, Letv

## SHOW MANAGEMENT

### CONSUMER TECHNOLOGY ASSOCIATION

# Consumer Technology Association™

CES Asia is owned and produced by the Consumer Technology Association (CTA)™.

The Consumer Technology Association, formerly the Consumer Electronics Association (CEA)®, is the trade association representing the \$285 billion U.S. consumer technology industry. More than 2,200 companies – 80 percent are small businesses and startups; others are among the world's best known brands – enjoy the benefits of CTA membership including policy advocacy, market research, technical education, industry promotion, standards development and the fostering of business and strategic relationships. CTA also owns and produces CES® – the world's gathering place for all who thrive on the business of consumer technology. Profits from CES are reinvested into CTA's industry services.

### INTEX SHANGHAI CO. LTD.



#### INTEX SHANGHAI CO LTD

Intex Shanghai Co. Ltd. is the sub joint venture company of CCPIT (China Council for the Promotion of International Trade) Shanghai, which started 1992 and jointly invested by Shanghai Hongqiao E&T Development Zone United Development Co. Ltd., CCPIT Shanghai and Istithmar P&O Estates FZE. Intex owns venue in Shanghai, and manages various exhibition venues outside of Shanghai, and also organizes and co-organizes about 10 international trade shows in China as a prominent producer of international tradeshows. Intex Shanghai is the vice chairman of SCEIA, the Deputy Director of CAEC and the member of UFI and has a stand-out reputation in the domestic exhibition industry. Find Intex Shanghai online at [www.intex-sh.com](http://www.intex-sh.com). vice chairman of SCEIA, the Deputy Director of CAEC and the member of UFI.

# Consumer Technology Association™

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