

亚洲消费电子产业参展价值白皮书

FROM CONNECTION TO EVOLUTION

从连接到进化

Asia Consumer Electronics Industry Value White Paper

亚洲消费电子产业参展价值白皮书

——Based on the 2026 Asia Consumer Electronics Show Review and the 2027 SAI Expo Official Planning

——基于 2026 亚洲消费电子展回顾与 2027 赛逸展官方规划

I. Executive Summary | 执行摘要

The 8th Asia Consumer Electronics Show concluded on June 12, 2026, at the Beijing Etrong International Exhibition & Convention Center. Over 23,000 square meters of exhibition space, more than 200 technology enterprises from around the world showcased their innovations. Delegations from more than ten countries attended for targeted sourcing, with over 20% of exhibited products making their Asian debut.

2026 年 6 月 10 日至 12 日，第八届亚洲消费电子展在北京亦创国际会展中心圆满落幕。2.3 万平方米的展区内，230 余家海内外科技企业同台亮相。十余个国家的专业采购团亲临现场定向寻源，超两成展品完成亚洲首秀。

The show achieved a 78% exhibitor renewal rate and 94% exhibitor satisfaction—proof that participating enterprises are securing real orders, channel partnerships, and investor connections. Full-cycle intended transaction value exceeded RMB 3 billion.

展会实现了 78% 的展商复订率和 94% 的展商综合满意度——企业在这里拿到了订单、对接了渠道、遇见了投资人。全周期意向成交额突破 30 亿元。

On the final day, the organizing committee made a strategic decision: the Asia Consumer Electronics Show would undergo a brand upgrade, adopting “SAI Expo” as its official Chinese brand name starting from the 9th edition in 2027.

展会收官当日，组委会作出了一项具有深远意义的战略决定——亚洲消费电子展完成品牌升级，自 2027 第九届展会起正式启用“赛逸展”作为其中文品牌名称。

What Makes SAI Expo Different | 赛逸展的与众不同

What We Are NOT | 我们不是什么：

- ✗ Not a mass- appeal consumer exhibition with free admission and casual attendees
不是免费入场、闲散客流充斥的综合类消费展
- ✗ Not a place that inflates visitor numbers with non- professional audiences
不是用无效观众充门面的“流量展会”
- ✗ Not a venue where exhibitors display products to indifferent passersby
不是让展商对着无关人群展示产品的“打卡地”

What We ARE | 我们是什么：

- ✓ A premium, curated B2B platform where every attendee pays to be there
精品化、高门槛的 B2B 平台——每位入场者均为付费专业观众
- ✓ An arena where decision- makers converge — 62% of attendees hold director- level or above authority
决策者汇聚的竞技场——62%为总监级及以上决策者
- ✓ A deal- making engine where conversations convert into contracts
成交驱动的商业引擎——每一次对话都指向订单
- ✓ A global gateway connecting Chinese innovation to 50+ countries
链接全球的出海通道——覆盖 50+国家与地区的国际化买家圈层

This White Paper serves one purpose: to show technology enterprises why SAI Expo is fundamentally different—and why that difference translates directly into measurable business results.

这本白皮书的目的只有一个：让科技企业看清赛逸展与其他展会的本质区别——以及这种区别如何直接转化为可衡量的商业回报。

II. 2026 Performance: Proof of Concept | 2026 年回顾： 实效验证

2.1 Core Metrics | 核心数据

Metric 指标	2026 Data 2026 数据
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Exhibition Space 展览面积	23,000 m² 2.3 万m²
Exhibiting Companies 参展企业	230+ 230 余家
International Exhibitor Ratio 国际展商占比	>20% >20%
Paid Professional Visitors 付费专业观众	16,000 1.6 万名
Decision- Maker Ratio 决策者占比	62% (Director- level and above) 62% (总监级及以上)
Countries Represented 覆盖国家/地区	50+ 50+
Intended Transaction Value 意向成交额	RMB 3 billion+ 突破 30 亿元
Exhibitor Renewal Rate 展商复订率	78% 78%
Exhibitor Satisfaction 展商满意度	94% 94%

2.2 The Quality Difference | 质量的本质差异

100% Paid Admission — Zero “Tourists” | 100%付费准入——零“游客”

Unlike mass- appeal consumer exhibitions that inflate attendance with free tickets and casual visitors, SAI Expo implements a 100% paid admission policy. Every single attendee has made a financial commitment to be there—meaning they have a genuine business purpose.

与那些用免费票和闲散客流充门面的大众消费展不同，赛逸展严格执行 100%付费准入机制。每一位到场观众都付出了真金白银——这意味着他们带着真实的商业诉求而来。

“与综合类展会不同，本届展会严格执行付费观展标准，全面杜绝非专业闲杂人员入场，确保现场客流均为具备明确需求的行业从业者、采购商与企业决策者。每一张门票均对应真实有效的商贸诉求。”

62% Decision- Makers — Not Browsers, But Buyers | 62%决策者——不是浏览者，而是买家

Of the 16,000 paid professional attendees, 62% hold director- level or above positions with direct purchasing, investment, or partnership decision- making authority. This is not a crowd of curious onlookers—it is a concentrated assembly of the people who sign checks.

在 1.6 万名付费专业观众中，62%为企业总监级别以上决策层人员，手握项目合作、产品采购、商务合作的决定权。这不是一群好奇的围观者——这是一群有权签支票的人。

“62%的观展人员为企业总监级别以上决策层人员，手握项目合作、产品采购、商务合作的决定权，大幅压缩供需对接沟通周期，提升谈单落地效率。”

Global Reach — 50+ Countries, One Venue | 全球覆盖——50+ 国家，一站触达

Attendees come from more than 50 countries and regions. International buying delegations from Japan, South Korea, Southeast Asia, and the Middle East attend with detailed procurement lists and direct purchasing authority. For Chinese enterprises looking to expand overseas, this is the most efficient 出海 channel available.

观众来自全球 50 多个国家和地区。来自日韩、东南亚、中东等市场的国际采购团携详细采购清单和直接下单权限到场。对于希望拓展海外市场的中国企业而言，这是最高效的出海通道。

2.3 Real Results, Not Empty Promises | 真实成果，而非空头承诺

Result 成果
RMB 3 billion+ in intended transaction value 30 亿元+意向成交额
78% of exhibitors returned for the next edition 78%展商选择续订下届
94% exhibitor satisfaction rate 94%展商综合满意度
85% of exhibitors secured deals during or within 6 months of the show 85%参展企业在展期内或 6 个月内达成合作

“85%的参展商在展期内或 6 个月内达成合作，平均每家获得 200 个以上高质量线索。初创企业展区中，约三分之一的企业直接获得投资或合作意向。‘这里汇聚的都是带着真实需求的买家。’”

The message is clear: SAI Expo is not about being seen—it is about being bought.

信息很明确：赛逸展不止让你“被看见”——而是让你“被成交”。

III. Our Positioning: Who We Are | 我们的定位：我们是谁

3.1 Our Identity | 我们的身份

SAI Expo is Asia's premier curated technology B2B platform—not a mass-market consumer show, but a precision-engineered deal-making environment where every attendee is vetted, every conversation has purpose, and every exhibitor is selected for their innovation capability.

赛逸展是“亚洲领先的精品科技 B2B 平台”——不是大而全的大众消费展，而是精密设计的成交引擎。每位观众都经过筛选，每次对话都有目的，每家展商都因创新实力而被甄选。

We are not just an exhibition. We are:
我们不只是展会，我们更是：

- The launchpad where global technology enterprises make their Asia-Pacific debut 全球科技企业亚太首发的起跳板
- The arena where 62% of attendees are decision-makers with signing authority 62%参会者为有权签单的决策者的竞技场
- The gateway connecting Chinese innovation to 50+ global markets 中国创新链接 50+全球市场的门户
- The ecosystem where conversations convert into contracts 对话转化为合同的成交生态

3.2 Our Three Core Positioning Pillars | 三大核心定位

Pillar One: Quality Over Quantity | 定位一：质量重于数量

We do not chase visitor numbers. We chase decision-maker density. Every attendee pays to be here. Every attendee has a business purpose. Every attendee is vetted. This is not a place for casual browsing—it is a place for serious business.

我们不追求观众数量。我们追求决策者密度。每位观众都付费入场，每位观众都带着商业目的，每位观众都经过筛选。这不是闲逛的地方——这是做正经生意的地方。

Pillar Two: Deals Over Displays | 定位二：成交重于展示

We do not measure success by foot traffic. We measure it by transaction value,

renewal rates, and satisfaction. RMB 3 billion in intended transactions. 78% renewal. 94% satisfaction. These are the numbers that matter.

我们不用人流量衡量成功。我们用成交额、复订率、满意度衡量成功。30 亿元意向成交额、78%复订率、94%满意度——这些才是真正重要的数字。

Pillar Three: Global Over Local | 定位三：全球重于本地

With attendees from 50+ countries and dedicated international buying delegations from Japan, South Korea, Southeast Asia, and the Middle East, SAI Expo is the premier 出海 platform for Chinese technology enterprises. We don't just help you exhibit—we help you export.

观众来自 50+国家，国际采购团覆盖日韩、东南亚、中东等核心市场——赛逸展是中国科技企业出海的首选平台。我们不只是帮你展示——我们帮你走出去。

3.3 Our Commitment | 我们的承诺

To every participating enterprise:
对每一家参展企业的承诺：

- You will meet decision- makers, not browsers
你见到的是决策者，不是浏览者
- You will have qualified conversations, not small talk
你进行的是有价值的对话，不是闲聊
- You will be seen by the global market, not just a local crowd
你被全球市场看见，不只是本地观众
- You will leave with measurable business outcomes, not just business cards
你带走的是可衡量的商业成果，不只是名片

IV. Our Functions: What We Do | 我们的功能：我们做什么

4.1 A Year- Round Business Engine | 贯穿全年的商业引擎

Phase 阶段	Function 功能
8- 12 Months Pre- Show 展前 8- 12 个月	Curated buyer invitation, White Paper release, targeted exhibitor- buyer pre- matching 精准买家邀约、白皮书发布、展商- 买家定向预匹配

3- 6 Months Pre- Show 展前 3- 6 个月	Decision- maker confirmation, procurement list collection, media outreach 决策者确认、采购清单收集、媒体触达
During Show 展中	Curated B2B matchmaking, product launches, Best Technology Innovation Award, 10+ industry forums 精准 B2B 对接、新品发布、最佳科技创新奖、10+ 场产业论坛
12 Months Post- Show 展后 12 个月	White Paper distribution, ongoing buyer matching,出海 follow- up 白皮书分发、持续买家对接、出海跟进

4.2 Curated Buyer Matching | 精准买家匹配

Unlike exhibitions that leave exhibitors to fend for themselves, SAI Expo provides systematic, pre- matched buyer engagement:

与那些让展商自生自灭的展会不同，赛逸展提供系统化的精准买家对接：

- Pre- show matching — Exhibitors receive curated buyer lists before the show
展前匹配——展商在开展前即获得精准买家名单
- Dedicated matchmaking zones — Structured one- on- one meetings with pre- qualified buyers
专属对接区——与预审合格买家的结构化一对一会议
- International buying delegations — 10+ delegations from key global markets with specific procurement needs
国际采购团——10+支来自全球核心市场的采购团，携明确采购需求
- Post- show follow- up — Continued matchmaking support after the show closes
展后跟进——展后持续对接支持

4.3 The Full- Service Launch Platform | 完整的首发服务体系

- Dedicated Launch Zone with professional presentation stage and live broadcast
专属首发专区，专业发布舞台与直播设施
- 800+ global media outlets providing comprehensive coverage
800+全球媒体全程报道

- Official White Paper inclusion — year- round exposure beyond the three- day show
年度白皮书收录——超越三天展期的全年曝光
- Best Technology Innovation Award — zero- cost application, official industry recognition
最佳科技创新奖——零成本申报，官方权威认证

4.4 出海: The Global Gateway | 出海：全球通道

For Chinese technology enterprises, SAI Expo is the most efficient gateway to international markets:

对于中国科技企业而言，赛逸展是最高效的国际市场通道：

- 10+ international buying delegations from Japan, South Korea, Southeast Asia, and the Middle East
10+支国际采购团，来自日韩、东南亚、中东等核心市场
- 50+ countries represented among exhibitors and attendees
50+国家的展商与观众汇聚
- Dedicated cross- border matchmaking sessions with interpretation support
跨境专场对接会，配备翻译支持
- International enterprise negotiation zones for private, focused discussions
国际企业洽谈专区，私密、专注的商务洽谈

“展会凭借国际化的采购商邀约体系，搭建跨境商贸洽谈通道，为国内科创企业拓宽出海渠道，打造稳定长效的海外合作纽带。”

V. Best Technology Innovation Award | 最佳科技创新奖

5.1 Award Overview | 奖项概述

The Best Technology Innovation Award is the official annual core honor of SAI Expo. It is designed to recognize outstanding innovative design and engineering in frontier consumer technology sectors, establish industry technology benchmarks, and provide official authoritative recognition for participating enterprises.

“最佳科技创新奖”是赛逸展官方年度核心荣誉。旨在挖掘前沿消费科技领域的优质创新成果，树立行业技术标杆，为参展企业提供官方权威认证。

5.2 Award Categories | 奖项设置

Award Category 奖项类别

Compute Technology Innovation 算力技术创新
Humanoid Robot Innovation 人形机器人创新
Low- Altitude Equipment Innovation 低空装备创新
XR Spatial Computing Innovation XR 空间计算创新
Digital Health Terminal Innovation 数字健康终端创新

5.3 Award Benefits | 获奖权益

Benefit 权益
Official certificate of award 官方权威证书
Inclusion in the “SAI Expo Annual Innovation Product Directory” 入选《赛逸展年度创新产品名录》
Targeted recommendation to global buyers, investors, and distributors 面向全球采购商、投资机构、渠道商定向推荐
On- site trophy and certificate presentation at industry summit 同期产业峰会现场授予奖杯证书
集中媒体报道 across domestic and international media 海内外行业媒体集中报道
Authoritative industry identity endorsement 权威行业身份背书

5.4 Zero- Cost Application | 零成本申报

The award application is completely free of charge—no service fees or 评审 fees. Enterprises can submit materials online through the official SAI Expo WeChat public account menu.

奖项申报全程免费——无任何服务费、评审费。企业可通过赛逸展官方公众号菜单栏线上递交材料。

VI. Industry Summit & Forum Series | 产业峰会与论坛矩

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6.1 Overview | 概述

SAI Expo 2027 will feature 10+ high- specification industry summits and specialized forums. The forum system is structured as “1 Opening Main Summit + N Specialized Track Forums + Multiple Closed- Door Seminars” .

2027 赛逸展将在展会期间同步落地 10+场高规格主题峰会与专题论坛。论坛体系构建为 “1 场开幕主峰会+N 场细分赛道专业论坛+多场合规、融资、出海闭门研讨会” 。

Distinguished guests include academicians of the Chinese Academy of Sciences and Chinese Academy of Engineering, core executives of international technology enterprises, and representatives from leading investment institutions.

重磅嘉宾包括两院院士、国际科技企业核心高管、一线头部投资机构代表。

6.2 Specialized Track Forums | 细分赛道专业论坛

Forum 论坛	Focus 聚焦
Embodied Intelligence Commercialization Forum 具身智能商业化落地论坛	Mass production pathways, industry standards 量产路径、行业标准建设
AI Compute Infrastructure Development Forum AI 算力新基建发展高峰论坛	Compute infrastructure, national network deployment 算力新基建、全国一体化算力网络
General AI Compute Ecosystem Symposium 通用人工智能算力生态研讨会	Domestic compute ecosystem development 国产算力生态建设
Low- Altitude Economy Industry Forum 低空经济产业论坛	Policy compliance, commercial operations, airspace management 政策规范、商业化运营、空域管理
On- Device AI Lightweight Deployment Forum 端侧 AI 轻量化部署论坛	Edge computing, low- power intelligent interaction 边缘计算、低功耗智能交互
Spatial Computing Technology Forum 空间计算技术迭代论坛	AR/VR/MR technology evolution AR/VR/MR 技术演进

Digital Health Consumer Upgrade Forum 数字健康消费升级论坛	AI diagnostics, smart wearables, telemedicine AI 辅助诊断、智能穿戴、远程医疗
Outdoor Intelligence & Pet Tech Forum 户外智能与宠物科技论坛	Smart outdoor devices, pet technology innovation 户外智能设备、宠物科技创新

6.3 Forum Value for Exhibitors | 论坛对展商的价值

Value 价值
Access to cutting- edge technology trends and industry intelligence 获取前沿技术趋势与行业一手资讯
Face- to- face interaction with academicians and industry leaders 与院士、行业领袖面对面交流
Connect with upstream and downstream industry players 链接产业链上下游同行
Priority access for exhibitors to forum participation 论坛席位优先向参展企业开放

VII. 2027 SAI Expo: Six Core Exhibition Zones | 2027 赛逸展：六大核心展区

Annual Theme: “Intelligence- Driven · Full- Spectrum Evolution”
年度主题：智驭未来·全维进化

Brand Line: “Where Decision- Makers Gather, Where Deals Are Made—SAI Expo, the Decisive Arena of Tech Commerce”
品牌口号：决策者在此集结，成交在此发生——赛逸展，科技商业的决胜场

Dates | 时间: June 26–28, 2027 | 2027 年 6 月 26 日- 28 日

Venue | 地点: Beijing Etrong International Exhibition & Convention Center | 北京亦创国际会展中心

7.1 Scale Upgrade | 规模升级

Dimension 维度	2026	2027
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Exhibition Space 展览面积	23,000 m²	35,000 m²
Exhibiting Companies 参展企业	230+	395 (Curated Invitation)
Paid Professional Visitors 付费专业观众	16,000	26,000 (Target)
Decision- Maker Ratio 决策者占比	62%	65%+ (Target)
Countries Represented 覆盖国家/地区	50+	60+
International Buying Delegations 海外采购团	10+ Countries	10+ + 5 Financial Groups
Asian Debut Products 亚洲首展	>20%	>30% (Target)

7.2 Six Core Exhibition Zones | 六大核心展区详解

Zone 1: AI Compute & On- Device Intelligence

展区一：AI 算力与端侧智能

Positioning: Capture the Trillion- Yuan On- Device AI Market—One- Stop Connection from Silicon to Terminal.

核心重点：抢占全球端侧 AI 万亿市场，一站链接算力到终端全产业链。

Exhibition Scope | 展示范围:

- AI compute chips / AI 算力芯片, AI accelerators / AI 加速卡, GPU/DPU/NPU
- Intelligent compute servers / 智算服务器, liquid- cooled servers / 液冷服务器
- Edge computing terminals / 边缘计算终端, lightweight compute modules / 轻量化算力模组
- General- purpose and industry- specific large models / 通用大模型与行业垂类大模型
- AI Agent development platforms / AI Agent 开发平台
- AI PCs, AI smartphones, AI glasses / AI PC、AI 手机、AI 眼镜

Zone 2: Consumer Technology & Smart Living

展区二：消费科技与智能生活

Positioning: The USD 1.03 Trillion Global Market—Exhibit at the Center of the New Consumer Tech Ecosystem.

核心重点：全球 1.03 万亿美元市场——参展即站上消费科技新生态的核心舞台。

Exhibition Scope | 展示范围：

- Smart hardware / 智能硬件, whole-home intelligence / 全屋智能, smart home / 智慧家居
- Smart watches / 智能手表, smart glasses / 智能眼镜, smart earphones / 智能耳机
- AR/VR/MR devices / AR/VR/MR 设备, spatial computing platforms / 空间计算平台
- Outdoor intelligence / 户外智能, pet tech / 宠物科技

Zone 3: AI Digital Health & Smart Healthcare

展区三：AI 数字健康与智慧医疗

Positioning: The RMB 150 Billion+ AI Health Market—AI Moves from Assistant to Core.

核心重点：1500 亿+AI 健康市场——AI 从辅助走向诊疗核心，参展即站上风口。

Exhibition Scope | 展示范围：

- AI diagnostic systems / AI 辅助诊断系统, medical imaging intelligence analysis / 医学影像智能分析
- Brain-computer interface devices / 脑机接口设备
- Rehabilitation robots / 康复机器人
- Smart wearables (health monitoring) / 智能穿戴设备（健康监测）
- Digital therapeutics platforms / 数字疗法平台, telemedicine solutions / 远程医疗解决方案

Zone 4: Embodied Intelligence & Smart Equipment

展区四：具身智能与智能装备

Positioning: RMB 1.25 Trillion by 2027—Exhibit at the Inflection Point, Connect Directly to Mass Production.

核心重点：2027 年 1.25 万亿具身智能市场——参展即站上风口，直通量产。

Exhibition Scope | 展示范围：

- Humanoid robots / 人形机器人整机, industrial robots / 工业机器人, service robots / 服务机器人

- Servo systems / 伺服系统, reducers / 减速器, high- torque bionic joints / 高扭矩仿生关节
- L4 autonomous driving solutions / L4 自动驾驶解决方案, Robotaxi, intelligent cockpits / 智能座舱
- eVTOL aircraft / eVTOL 飞行器, industrial drones / 工业级无人机

Zone 5: 6G, Quantum Information & Smart Infrastructure

展区五：6G、量子信息与智慧基础设施

Positioning: 2027 Is the Critical Window—Exhibit to Secure the Next- Generation Information Technology High Ground.

核心重点：2027 年是 6G 与量子产业的关键窗口期——参展即抢占下一代信息技术制高点。

Exhibition Scope | 展示范围：

- 6G communication equipment / 6G 通信设备, integrated space- air- ground networks / 空天地一体化网络
- Quantum computing prototypes / 量子计算原型机, quantum communication equipment / 量子通信设备
- Satellite internet terminals / 卫星互联网终端, satellite IoT / 卫星物联网
- Edge computing platforms / 边缘计算平台, smart city infrastructure / 智慧城市基础设施

Zone 6: Innovation Incubation & Capital Connection

展区六：创新孵化与资本对接

Positioning: A Trillion- Yuan Capital Ecosystem—Exhibit and Connect Directly to the Full Incubation Chain.

核心重点：万亿资本圈——参展即入，直通孵化全链条。

Exhibition Scope | 展示范围：

- Startup and innovation project displays / 初创企业及创新项目展示
- Investment and financing matchmaking / 投融资对接, industrial capital / 产业资本
- Supply chain services / 供应链服务, industrial design / 工业设计

VIII. Your Return on Participation: What You Gain | 参与回报：您将获得什么

8.1 What You Get at SAI Expo | 您在赛逸展获得什么

What You Get 您将获得	Why It Matters 为什么重要
Decision- Makers, Not Browsers 决策者，而非浏览者	62% of attendees are director- level or above with signing authority— every conversation can convert 62%为总监级以上决策者——每一次对话都可能成交
Paid, Pre- Qualified Buyers 付费、预审买家	100% paid admission ensures every attendee has a genuine business purpose 100%付费准入确保每位观众带着真实商业诉求
Global Market Access 全球市场通道	50+ countries represented, 10+ international buying delegations 覆盖50+国家，10+支国际采购团
Measurable ROI 可量化的投资回报	RMB 3 billion+ in intended transactions, 78% renewal rate 30 亿元+意向成交额，78%复订率
Industry Recognition 行业认可	Best Technology Innovation Award — zero- cost official certification 最佳科技创新奖——零成本官方认证
Year- Round Exposure 全年曝光	White Paper + Innovation Directory distributed to 10,000+ professionals 白皮书+创新名录分发至 10,000+行业人士

8.2 What You DON'T Get at SAI Expo | 您在赛逸展不会获得什么

What You Don't Get 您不会获得	Why That's a Good Thing 为什么这是好事
Free Admission “Tourists” 免费入场的“游客”	No casual browsers wasting your time — every attendee is a qualified professional 没有闲散客流浪费你的时间——每位观众都是合格的行业人士

Inflated Visitor Numbers 注水的观众数量	We don't chase foot traffic — we chase decision- maker density 我们不追求人流量——我们追求决策者密度
Empty Conversations 无效的对话	Every interaction is with someone who has budget and authority 每一次互动都面对有预算、有权限的人
Being “Just Another Booth” “又一个展位”	You are part of a curated selection of 395 innovative enterprises — you stand out 你是 395 家精选创新企业之一——你与众不同

8.3 The SAI Expo Difference | 赛逸展的差异化优势

SAI Expo 赛逸展	Other Exhibitions 其他展会
Admission 入场	Mixed free/paid,大量闲散客流
Audience Quality 观众质量	Quantity- focused, unknown decision- maker ratio
Global Reach 全球覆盖	Limited international presence
Success Metric 成功指标	Foot traffic, social media impressions
Exhibitor Selection 展商筛选	Open to all, quality varies
Value Proposition 价值主张	“Come and be seen”

8.4 What Exhibitors Are Saying | 往届展商的声音

“这里汇聚的都是带着真实需求的买家。”

“Here, every buyer comes with real needs.”

“85%的参展商在展期内或 6 个月内达成合作，平均每家获得 200 个以上高质量线索。”

“85% of exhibitors secured deals during or within 6 months of the show, averaging 200+ high- quality leads per company.”

IX. Key Invited Exhibitors | 重点邀请参展阵容

The 2027 SAI Expo, with its upgraded positioning and focus on quality over quantity, has attracted strong interest from global industry leaders. The organizing committee is in active discussions with the following enterprises:

2027 赛逸展凭借其升级的定位和“质量重于数量”的核心理念，已引起全球行业头部企业的广泛关注。组委会正与以下企业进行积极邀约与深度沟通：

Samsung | 三星

As a global leader in consumer electronics and semiconductor technology, Samsung has consistently chosen SAI Expo as a strategic launch platform for new products in the Asia-Pacific market. As a key invited exhibitor, Samsung's presence would set the benchmark for the show's international caliber and innovation leadership.

作为全球消费电子与半导体技术领导者，三星持续将赛逸展作为亚太市场新品首发战略平台。作为重点邀请展商，三星的参与将为展会的国际水准与创新引领树立标杆。

BOE | 京东方

As the world's leading display technology and IoT innovation enterprise, BOE has been an integral participant in SAI Expo for multiple consecutive years. As a key invited exhibitor, BOE's continued participation validates SAI Expo's position as the premier launch platform for the display industry.

作为全球领先的显示技术与物联网创新企业，京东方已连续多届参与赛逸展。作为重点邀请展商，京东方的持续参与印证了赛逸展作为显示行业首发平台的核心地位。

Huawei | 华为

As a Chinese technology champion and global leader in ICT infrastructure and smart devices, Huawei is a key invited exhibitor for the 2027 show. As a key invited exhibitor, Huawei's participation would demonstrate SAI Expo's unique ability to attract China's most innovative technology leaders.

作为中国科技领军企业及全球 ICT 基础设施与智能终端领导者，华为是 2027 年展会的重点邀请展商。作为重点邀请展商，华为的参与将彰显赛逸展汇聚中国最具创新力科技领袖的独特能力。

Alibaba | 阿里巴巴

As a global leader in cloud computing and AI technology, Alibaba is a key invited exhibitor for the 2027 SAI Expo. As a key invited exhibitor, Alibaba's participation would bring cloud intelligence and AI infrastructure leadership to the show.

作为全球云计算与人工智能技术领导者，阿里巴巴是 2027 年赛逸展的重点邀请展商。作为重点邀请展商，阿里巴巴的参与将为展会带来云智算与 AI 基础设施领域的领先能力。

Fenghang Technology | 峰航科技

Fenghang Technology is a leading enterprise in the consumer- grade low- altitude intelligent equipment sector and a key invited exhibitor for the 2027 show. As a key invited exhibitor, Fenghang's participation would help define the low- altitude economy zone and showcase SAI Expo's ability to attract emerging sector leaders.

峰航科技是消费级低空智能装备领域的优质企业，是 2027 年展会的重点邀请展商。作为重点邀请展商，峰航科技的参与将助力定义低空经济展区，彰显赛逸展对新兴赛道领军企业的吸引力。

Tesla | 特斯拉

As a global leader in electric vehicles and AI- driven autonomous driving, Tesla is a key invited exhibitor for the 2027 SAI Expo. As a key invited exhibitor, Tesla's presence would set a new benchmark for the show's smart mobility and autonomous driving sectors.

作为全球电动汽车与 AI 自动驾驶技术领导者，特斯拉是 2027 年赛逸展的重点邀请展商。作为重点邀请展商，特斯拉的参与将为展会智能出行与自动驾驶板块树立新的标杆。

These invitation efforts are actively ongoing. To secure your place among these industry leaders, we encourage early booth reservation.

以上邀约工作正在积极推进中。如需锁定与以上行业领袖同台的珍贵席位，建议尽早确认展位预订。

X. Exhibitor Action Guide | 参展行动指南

Phase 1: 8–12 Months Pre- Show (Act Now) | 第一阶段：展前 8- 12 个月（现在）

Step	Action 行动
1	Secure your booth early—Phase 1 core zone is now open for pre- booking 尽早锁定展位——第一阶段核心展区已开放预售
2	Plan your product launch—Q2 2027 launches are strongly recommended for SAI Expo 规划新品首发——强烈建议将 2027 年 Q2 新品放在赛逸展首发
3	Apply for the Best Technology Innovation Award — free of charge 申报最佳科技创新奖——全程免费
4	Define your 出海 requirements—communicate with the committee

	early for buyer matching 明确出海需求——提前与组委会沟通匹配海外买家
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Phase 2: 3–6 Months Pre- Show | 第二阶段：展前 3- 6 个月

Step	Action 行动
5	Submit your launch proposal—slots are limited 准备首发提案——席位有限
6	Access the curated buyer list through the committee 通过组委会获取精准买家名单
7	Secure your forum participation — priority access for exhibitors 锁定论坛参会席位——参展企业优先

Phase 3: During the Show | 第三阶段：展中执行

Step	Action 行动
8	Maximize every matchmaking opportunity 用好每一个对接机会
9	Participate in industry forums 参与产业论坛
10	Attend the Best Technology Innovation Award ceremony 出席最佳科技创新奖颁奖典礼

Phase 4: Post- Show | 第四阶段：展后延续

Step	Action 行动
11	Follow up on White Paper and Innovation Directory inclusion 跟进白皮书与创新名录收录
12	Leverage post- show buyer matching services 利用展后买家对接服务

XI. Exhibition Overview at a Glance | 展会信息一览

Category 类别	Details 详情
Basic Info 基本信息	
Name 名称	2027 SAI Expo · Asia Consumer Electronics Show 2027 赛逸展·亚洲消费电子展
Dates 时间	June 26–28, 2027 2027 年 6 月 26 日 - 28 日
Venue 地点	Beijing Etrong International Exhibition & Convention Center 北京亦创国际会展中心
Annual Theme 年度主题	Intelligence- Driven · Full- Spectrum Evolution 智驭未来·全维进化
Scale 规模	
Exhibition Space 展览面积	35,000 m² (Dual Hall) 3.5 万 m²（双馆联动）
Exhibiting Companies 参展企业	395 (Curated Invitation) 395 家（定向邀约）
Paid Professional Visitors 付费专业观众	26,000 (Target) 2.6 万名（目标）
Decision- Maker Ratio 决策者占比	62%+ (Target) 62%+（目标）
Countries Represented 覆盖国家/地区	50+ 50+
Exhibition Zones 展区设置	
Zone 1 展区一	AI Compute & On- Device Intelligence AI 算力与端侧智能

Zone 2 展区二	Consumer Technology & Smart Living 消费科技与智能生活
Zone 3 展区三	AI Digital Health & Smart Healthcare AI 数字健康与智慧医疗
Zone 4 展区四	Embodied Intelligence & Smart Equipment 具身智能与智能装备
Zone 5 展区五	6G, Quantum Information & Smart Infrastructure 6G、量子信息与智慧基础 设施
Zone 6 展区六	Innovation Incubation & Capital Connection 创新孵化与资本对接
Awards 奖项	
Name 名称	Best Technology Innovation Award 最 佳科技创新奖
Application 申报	Free of charge 全程免费
Forums 论坛	
Total 总数	10+ industry summits and specialized forums 10+场产业峰会与专题论坛
International 国际资源	
Buying Delegations 采购团	10+ from key global markets 10+支来自 全球核心市场
Financial Groups 国际财团	5 with dedicated matchmaking 5 家专项 对接
Track Record 往届成绩	
2026 Intended Transaction Value 2026 意向成交额	RMB 3 billion+ 突破 30 亿元

Exhibitor Renewal Rate 展商复订率	78%
Exhibitor Satisfaction 展商满意度	94%

XII. Conclusion: Your Decision | 结语：您的决策

SAI Expo is different.

赛逸展与众不同。

We do not chase crowds. We curate decision- makers.

我们不追求人潮。我们筛选决策者。

We do not inflate numbers. We deliver results—RMB 3 billion in intended transactions, 78% renewal, 94% satisfaction.

我们不虚报数字。我们交付成果——30 亿元意向成交额、78%复订率、94%满意度。

We do not offer casual browsing. We offer qualified, pre- matched business conversations with buyers from 50+ countries.

我们不提供闲逛。我们提供与来自 50+国家买家的精准、预匹配商务对话。

We do not help you “be seen.” We help you be bought.

我们不帮你“被看见”。我们帮你被成交。

“拒绝凑数，全场 100% 付费专业观众。摒弃单纯追求规模的传统模式，以精准化、专业化为核心定位。”

“No padding—100% paid professional attendees. Abandoning the traditional model of purely chasing scale, with precision and professionalism as the core positioning.”

What you gain by participating:

您将获得：

- Decision- Makers, Not Browsers — 62% director- level and above
决策者，而非浏览者——62%为总监级及以上
- Global Market Access — 50+ countries, 10+ international buying delegations
全球市场通道——50+国家，10+支国际采购团
- Measurable ROI — RMB 3 billion+ in intended transactions
可量化的投资回报——30 亿元+意向成交额
- Industry Recognition — Best Technology Innovation Award
行业认可——最佳科技创新奖
- Year- Round Exposure — White Paper + Innovation Directory
全年曝光——白皮书+创新名录

For technology enterprises, 2027 presents one question: Will you be seen, or will you be bought?

对于科技企业来说，2027 年只有一个问题需要回答：你只是被看见，还是被成交？

Book your booth today. Join the decision- makers. Make deals that matter.

立即预订展位。加入决策者的行列。成交有意义的生意。

This White Paper is based on publicly available data from the 2026 Asia Consumer Electronics Show and the 2027 SAI Expo official planning. It is intended to provide reference for technology enterprises' participation decisions. Specific participation policies are subject to official announcements by the organizing committee.

本白皮书基于 2026 亚洲消费电子展公开数据及 2027 赛逸展官方规划编制，旨在为科技企业参展决策提供参考。具体参展政策以组委会官方发布为准。

Data Sources | 数据来源:

Organizing Committee of CES Asia 2026 (2026 亚洲消费电子展组委会) / Beijing News (新京报) / People's Daily Online (人民网) / China Consumer Electronics Association (中国消费电子协会) / Beijing Economic Development Zone Industry Promotion Association (北京经开会产促会) / SAI Expo Co., Ltd. (赛逸会展有限公司) / China Consumer Network (中国消费网) / China Information News (中国信息报) / China.com.cn (中国网) / Beijing Youth Daily (北青网) / China Consumer News (中国消费者报) / China Daily (中国日报) / etc. (等)

SAI Expo 2027 · Consumer Electronics Show Asia

2027 赛逸展·亚洲消费电子展

Dates | 时间: June 26–28, 2027 | 2027 年 6 月 26 日- 28 日

Venue | 地点: Beijing Etrong International Exhibition & Convention Center | 北京亦创国际会展中心

Annual Theme | 年度主题: Intelligence- Driven · Full- Spectrum Evolution | 智驭未来·全维进化

Booth Inquiries & Bookings | 展位咨询与预订: Please contact the SAI Expo Organizing Committee via official channels | 敬请洽询赛逸展组委会官方渠道!

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