

HOME FOR NEXT

AWE2017 REPORT



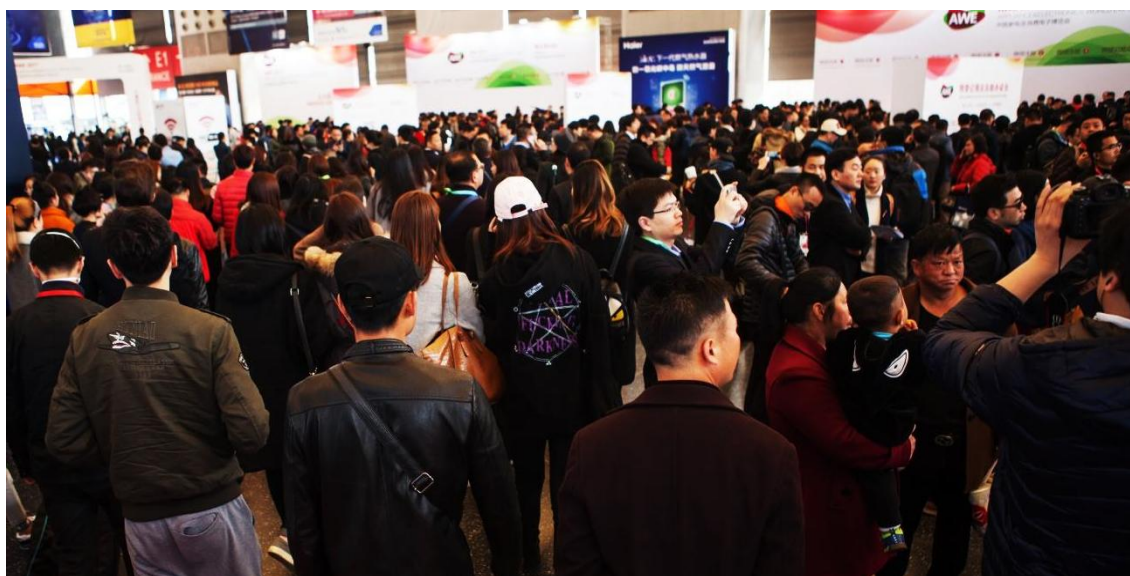
Along with the constant emergence of the achievements in the transformation and upgrading of China's home appliance and consumer electronics industries, the intelligent innovation technology and ecological construction arrangement have been in the leading position internationally. China has become the forward position of global appliance, consumer electronics and intelligence sectors. In the second year of the 13th Five-Year Plan, the supply side structural reform was deepened, various industries grew interdependently in the era of mobile internet, the yearly held Appliance & Electronics World Expo (AWE) reveals the innovation strength of Chinese home appliance and consumer electronics enterprises in transforming imaginations into realities.

AWE (Appliance & Electronics World Expo), which is the world expo of Chinese home appliance and consumer electronics, is becoming the globally focused stage and the name card of Chinese home appliance and consumer electronics with its principle of growing with the times, developing with the industries and getting closer to the demands. It should be noticed that AWE has promoted the extension and integrative development of the sectors of home appliance, consumer electronics, internet of things, smart home, mobile communication, real estate, automobile electronics, virtual reality, artificial

intelligence and so on, and a new industrial ecosphere with complementary advantages and resource integration.

Overview

On March 11th, 2017, the 3-day AWE 2017 ended successfully in the Shanghai New International Expo Center. The eight pavilions and 110 thousand-square meter exhibition area received 220 thousand visitors, and over 700 enterprises jointly brought up this global event with the theme that leading the future life with intelligence. The society spoke highly of the AWE for its abilities in leading industry innovation, focusing industries and implementing exhibitions, the exhibitors and visitors were also very satisfied with the exhibition results.



After setting consecutive records in the past years, the AWE 2017 significantly increased its exhibition scale again – the 8 pavilions and 110 thousand exhibition area exhibited the new products of traditional household appliance, consumer electronics, kitchen and sanitary appliance and small home appliances; it presented the tendency of smart home, intelligent home appliance, environment & health-friendly home appliance. It is worth mentioning that the science & technology park opened up in this session of AWE enabled the audience to watch the on-site robot fight, experience AR/VR games and feel the future intelligent life in the new forms of intelligent traffic, artificial intelligence, intelligent entertainment, intelligent life, sports & health and so on. In the AWE 2017, the exhibitors displayed their own abilities, the new and interesting intelligent products, brilliant activities, live shows and online & offline game



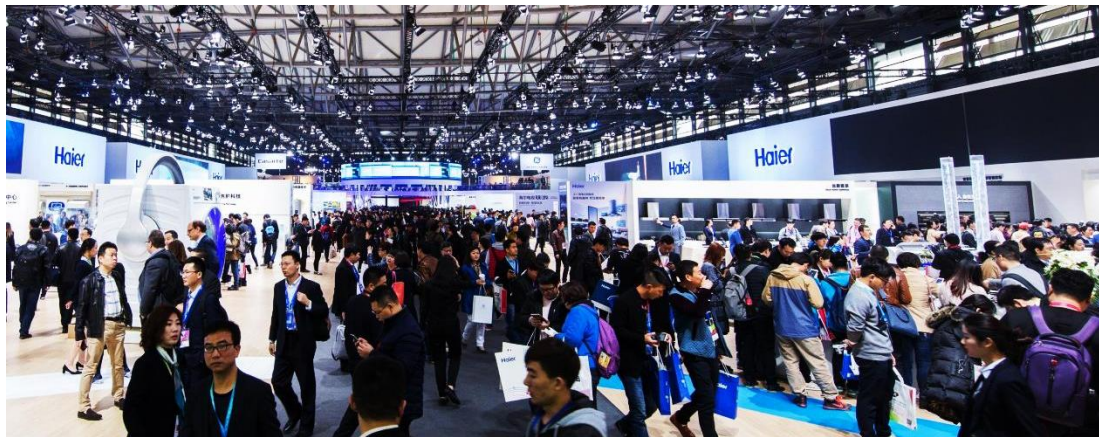
interactions attracted the audience to inquire, experience and negotiate. The popular stars such as Lin Chi-ling, Gao Yuanyuan, Huang Xiaoming, Ouyang Nana and so on came to the site and put the atmosphere on site to a new high.

Exhibition Scale

The 8 pavilions used by AWE 2017 were the pavilions W1 ~ W5, E1 ~ E2 and N1 of the Shanghai New International Expo Center.



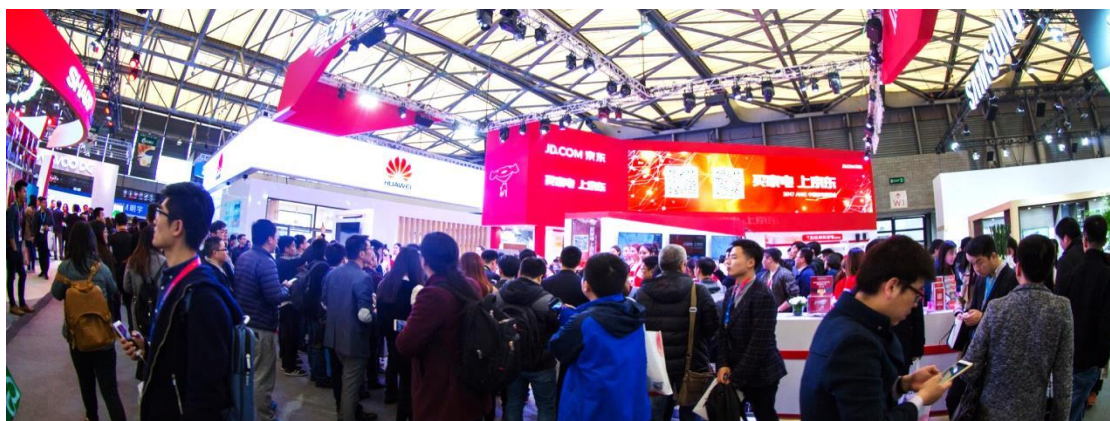
【N1】 Haier experience pavilion – it exhibited the 6 brands and 8 series of products of Haier Group



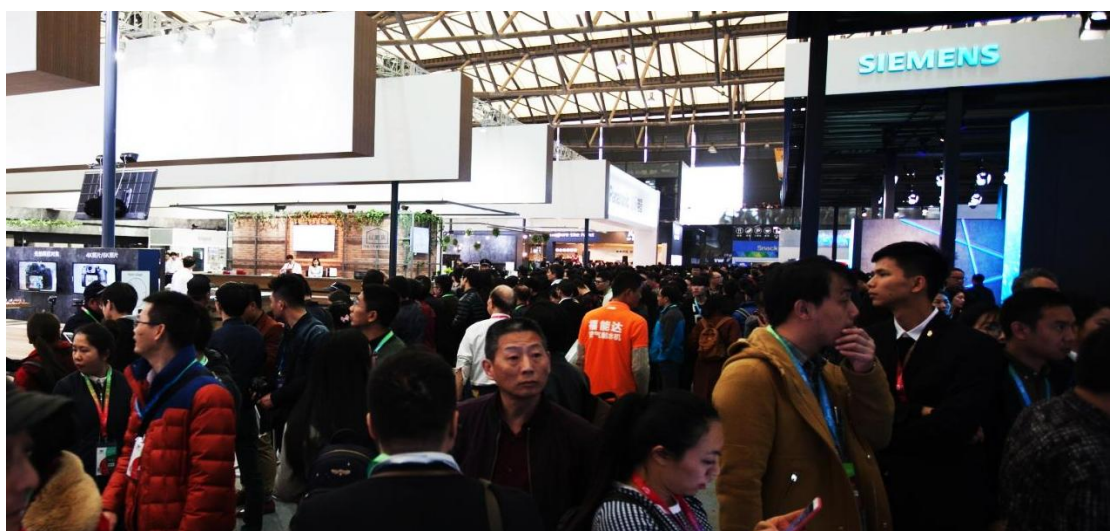
【W1】 Comprehensive category consumer electronics -it exhibited not only the various of white household appliances, and also the consumer electronics such as smart television, 3C digital products and so on



【W2】 Comprehensive category consumer electronics – the world renowned television brands from South Korea, Japan and other countries and the domestic new cutting-edge internet TV brands were exhibited together, and there was a special experience area of interconnecting and interworking intelligent home appliance.



【W3】 Comprehensive category consumer electronics – it exhibited globally renowned brands of white home appliance and spares & parts

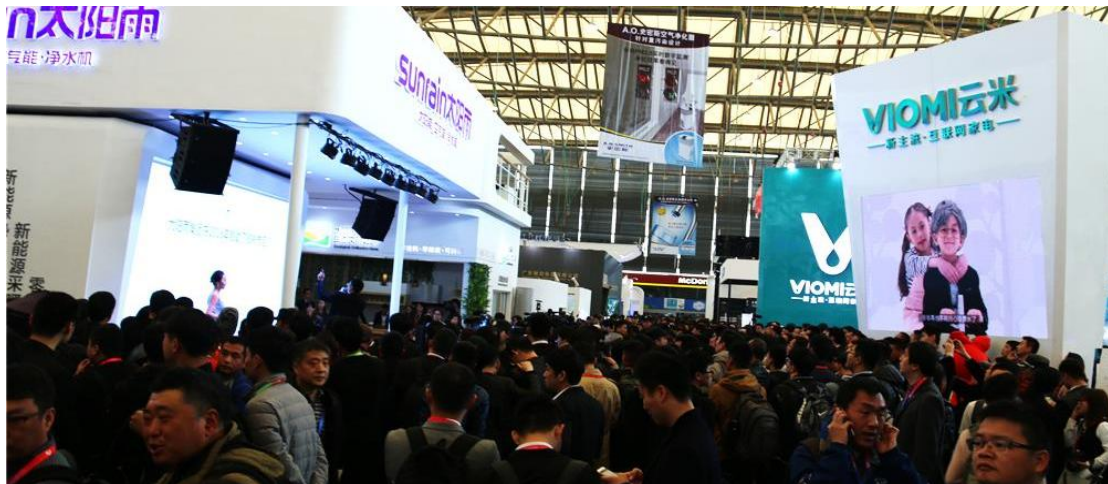


【W4】 Household appliance – the exhibition included small home appliance, cleaning appliance, personal care appliance, health care appliance, heating appliance and so on.

Many nationally renowned brands gathered here and displayed the perfect choices of quality life.



【W5】 Environment & health appliance – it exhibited the highly concerned environment & health home appliance in recent years, and it brought to the audience the diversified solutions of air conditioning and drinking water purification.



【E1】 Kitchen & sanitary appliance – it is the main battlefield for the enterprises of kitchen and sanitary products to compete for their strengths and it reflected concentratedly the highest level of the development of kitchen & sanitary appliance industry.



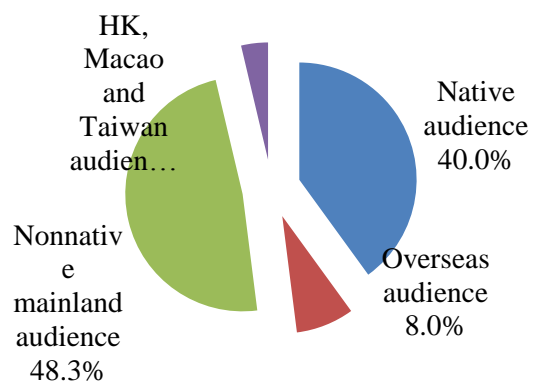
【E2】 Smart home science & technology park – there were the first 6000-square meter science & technology park in the world set up jointly by AWE and Jiguo, the robot competition held by DJI – RoboMasters, and the most popular scientific products and the most special experience activities brought up by technology giants and intelligent product startups.



Audience Analysis

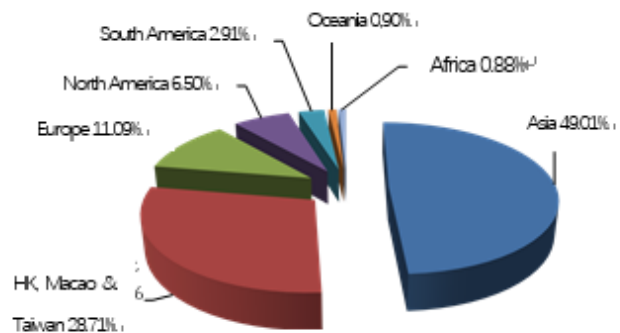
Regions of audience source:

In AWE 2017, the exhibition area exceeds 110 thousand square meters, and totally over 700 domestic and overseas enterprises participated in the expo, during the 3-day period, the audience reached 220 thousand person-times, which increased by 22% as compared with AWE 2016. And overseas professional visitors took up 8%.

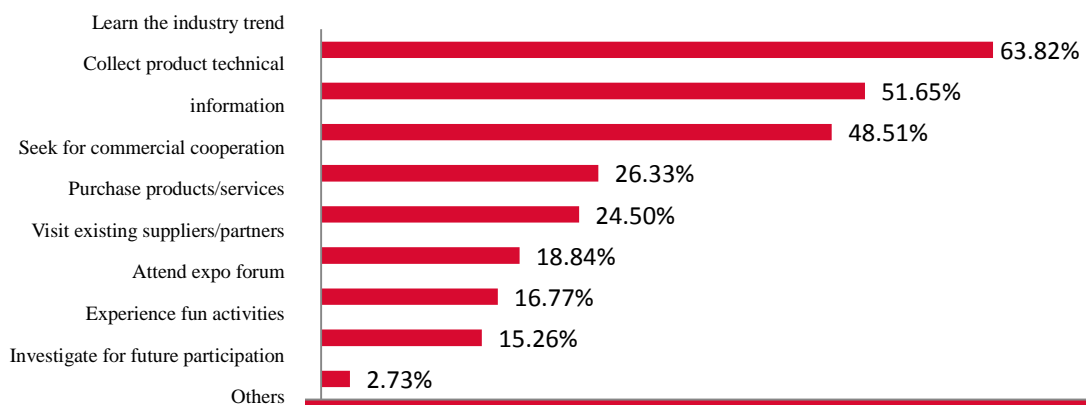


Regions of overseas audience source:

In the AWE 2017, the overseas visitors came from 62 countries and regions of 6 continents. Besides the 28.71% of the visitors from Hongkong, Macao and Taiwan, the Asian visitors took the highest percentage, which is 49.01%; and the European visitors followed with the percentage of 11.09%.



Purposes of the audience



Brands and Products

This expo covered over 700 domestic and overseas brands such as Haier, Midea, Samsung, LG, BSH, Whirlpool, Panasonic, Sharp and so on, it included the whole home appliance and consumer electronics industries. The exhibited products involved the consumer electronics and intelligent application fields such as home appliance, digital, visual & audio, smart home, artificial intelligence and so on. The enlarged exhibition scale could bring the audience an enjoyable annual event of intelligent life in AWE 2017. Especially along with the breakthrough and application of the new generation of information technology marked as mobile internet, big data, cloud computing, artificial intelligent, the home appliance and consumer electronics have entered the intelligence era. Hundreds of brands launched their new products, new technologies and new strategies at the AWE 2017.





Activities

During the AWE 2017, there are concentrated and brilliant industry forums, popstar interactions, audience activities. Experts and celebrities gathered together and discussed with their wisdoms.

Professional activities

No.	Activity	Sponsor
1	China Household Electrical Appliance	China Household Electrical Appliances Association (CHEAA), AWE, CCTV and

	Development Summit (7th)	Jingdong
2	AWE China Appliance Award Ceremony	CHEAA, AWE
3	2017 Global (Intelligence) Technology Innovation Conference	AWE, Zhidx, Jiguo, GfK and Tencent
4	2017 China Real Estate Fine Decoration Forum	CHEAA, AWE and China Real Estate Association
5	2017 China TV Industry Leader Summit	CHEAA, AWE and All View Cloud
6	2017 China Environment & Health Household Electrical Appliance Summit	CHEAA, AWE and Direct Drinking Water Times
7	2017 China Household Electrical Appliances Industry Chain Conference	CHEAA and <i>China Appliance</i>



The highly concerned 7th China Household Electrical Appliance Development Summit with the theme: Smart Life: A Path to the World of Tomorrow, was attended by the household electrical appliance industry leaders such as Liang Haishan, the Vice Chairman of the Board of Directors and CEO of Haier Group, Dr. Out Tengbo, the Chairman of the Board and CEO of BSH Home Appliance Group, Yan Xiaobing, the Vice President and Home Appliance Business Unit President of Jingdong Group, Mao Zhongqun, the Chairman of the Board and President of Ningbo Fotile Group and Shao Yang, the CSO of Huawei Device.



The 2017 AWE China Appliance Award Ceremony was held at the end of the expo. After strict selection, 8 brands finally acquired the annual highest honor – AWE Appliance Gold Award, they were Haier refrigerator, Midea robot intelligent cooker, Siemens automatic coffee machine, air purifier designed for heavy pollution by A.O. Smith, QLED quantum dot TV of Samsung, GE France-style hinged door oven, LG SIIGNATURE washing machine, Panasonic handheld dust collector. And other awards were awarded successively.



Everything is becoming interconnected and highly intelligent. The further evolution of artificial intelligence and the explosive growth of big data are driving the intelligence industry – after the computer, internet and mobile internet, to become the new technology innovation wave. Because of the high-speed evolution of wisdom, the future has been being refreshed. The 2017 Global (Intelligence) Technology Innovation Conference (GTIC) gathered the strength of domestic and overseas artificial intelligence industries and discussed the challenges and opportunities in this

wave of technology innovation from the angle of view of the industry practitioner. And it develops along with the innovators here.



By looking back the 2016, the Chinese real estate market has gone through large changes, the admission standard has been improved for top 100 real estate enterprise, and the advantage of concentration has become more and more significant, the real estate enterprises transformed their competitive edge from “product” to “product + service”, and the service standard and quality have become the key elements in value adding of real estate projects, and the fine decoration market has become the competition highland. Along with the publishing of full decoration policies and implementation codes of each province and city, the roughcast house ear will reach its end, the new phase has raised new requirements for both real estate and household ap



Under the background of decelerated industrial growth and traditional profit model subverted by internet, each large color TV enterprises in China have been accelerating transformation and seeking for breakthrough. They have showed highlights in technology innovation, product upgrading and brand competition. Intelligence has become the start point for color TV manufactures, as the family internet access, smart TV has become very important in the construction of intelligent family ecosystem, and it became the field for which the enterprises must compete in the strategic layout. The traditional color TV giants showed their efforts repeatedly and opened the path for intelligence transformation and upgrading; the enterprises with “internet genes” crossed to this industry; the living room user scramble is unavoidable. The

Chinese Television Industry Leader Summit was aiming to build a platform for the communication of color TV industry development, and deeply analyzed the current status of TV industry development, and predicted the future trend; the Summit gathered the government departments and industry experts together, collected the industrial strengths, put together the elite wisdoms and explored the development path of China's color TV industry.



Along the fast development of China's economy, environmental pollution has caused various damages to people's life, the contradiction between the fast-developing economy and bad environment has been becoming more and more significant, meanwhile, the citizens' voice for protecting the environment and refusing pollution has been becoming higher and higher. This activity, with the theme of "advocating new green, enjoy new life", invited the leaders from the national government departments, industry experts and representatives of air industry and water cleaning industry upstream and downstream enterprises to attend this activity and discuss deeply on how to confront the challenges and opportunities brought by the market environment, and it wished the attendees to give advices on the healthy development air and water cleaning industries, at the same time, it transmitted right and positive voices through the medias at site to the society and masses!



In order to bridge the household appliance industry upstream and downstream and build a platform for complete machine factory and spare parts manufactures to enhance understanding,

broaden mind and seek common development, on March 10th, 2017, the second day of AWE 2017, the 2017 China Household Electrical Appliances Industry Chain Conference (Conference) sponsored by CHEAA and undertaken by *China Appliance* were held at the hall 1 of level 3 of Jumeirah Himalayas Hotel Shanghai. This Conference attracted the attention of many excellent complete machine manufactures and upstream spare parts suppliers. Among the complete machine manufactures, the relevant managers of purchasing, sales, technology and R & D departments of BSH Home Appliance, Haier, Midea, Hisense, TCL & etc. attended this Conference, among the upstream supporting enterprises, Well-link, Jiaxipera, GMCC&Welling, Higasket, Embraco, Huangshi Donper, Sensata, Tiger coating and such excellent suppliers also sent out representatives to attend the Conference. It also invited several solution suppliers providing “brain” to inputting intelligence for smart appliance to provide new innovation thoughts for complete machine manufactures in product innovation. With the help of the good platform of the Conference, the senior management of upstream and downstream enterprises and industry experts gathered together and discussed about the opportunities in the industry, analyzed the development trend, talked about the industry upgrading path. By concerted efforts of upstream and downstream enterprises with accurate acting point of supply side reform, the transformation and upgrading of the whole household appliance industry would be promoted jointly.

Star activity

On the first day of AWE, the “father of hybrid rice”- Yuan Nongping, and the cross-boundary stars Allen Lin, Li Ai and Tong Lei and the well-known Taiwan chef Steven Liu visited N1 Haier experience pavilion and experienced the intelligent life. The players of Chinese Swimming Association such as Qin Kai, He Zi and Lin Yue & etc. visited the W1 pavilion, which Midea occupied half of the area, Olympic Champion guides the “intelligence inspired future”. The W5 pavilion received two stars, they were Lin Chi-ling representing Sunrain to share healthy life style, and Ouyang Nana, as the chief product art officer of AUX bringing a different clear wind. In the second day of the expo, The E1 pavilion welcomed the popular start Huang Xiaoming, displayed the new trend of intelligent kitchen and sanitary appliance together with Vatti. Another good looking star Gao Yuanyuan went back to AWE and discussed about “light kitchen” in W3 pavilion Panasonic booth, which was very impressive.





Audience activity

Online & offline lucky draw and interaction was very hot with audience clicking “like”. Besides the free delicious food and interesting interactive games at some booths, there were exciting lucky draw! In the 3-day “Happy Gift” lucky draw activity, the audience could click “玩赚 AWE”(play and earn in AWE) in the AWE official WeChat Account and enter “欢乐送”(happy gift) to join in the lucky draw, each WeChat ID could only play 3 times per day. In this game, the Haier washing machine valued 2,999 yuan, Whaley TV valued 2,698 yuan and Grace Power dust collector valued 3,699 yuan were sent out as gifts.



Medias

AWE 2017 has obtained record-breaking attention of domestic and overseas medias. 130 medias and 150 journalists were invited by the sponsor of AWE 2017. There were 8 TV stations, 41 print medias, 1 broadcasting station, 55 internet medias, 22 intelligent medias and we medias and 3 new video medias. Moreover, the actual number and reported number of the journalists and medias at site is much larger.



From the report nature, it is rich in the media types this year.

For TV media, CCTV, for the first time, sent its report team to interview during the whole expo, the *Economic News*, *First Time*, and *CCTV Business Review* reported the expo consecutively for three days; for SMG, the *Morning*, *Dragon News* and *Financial News* columns of Dragon TV, the *News Report*, *News Hotline*, *Noon News* and *Morning Shanghai* of STVN, the *APEX News* of the lifestyle and fashion channel and Kankannews have reported the AWE from many angles; in addition, the TV Stations of Zhejiang, Jiangsu & etc. reported the expo in time.

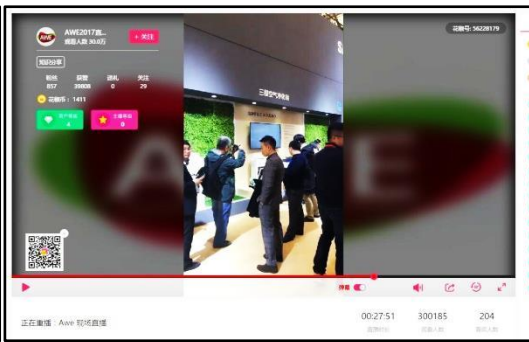
TV media (part)





Live video (part)

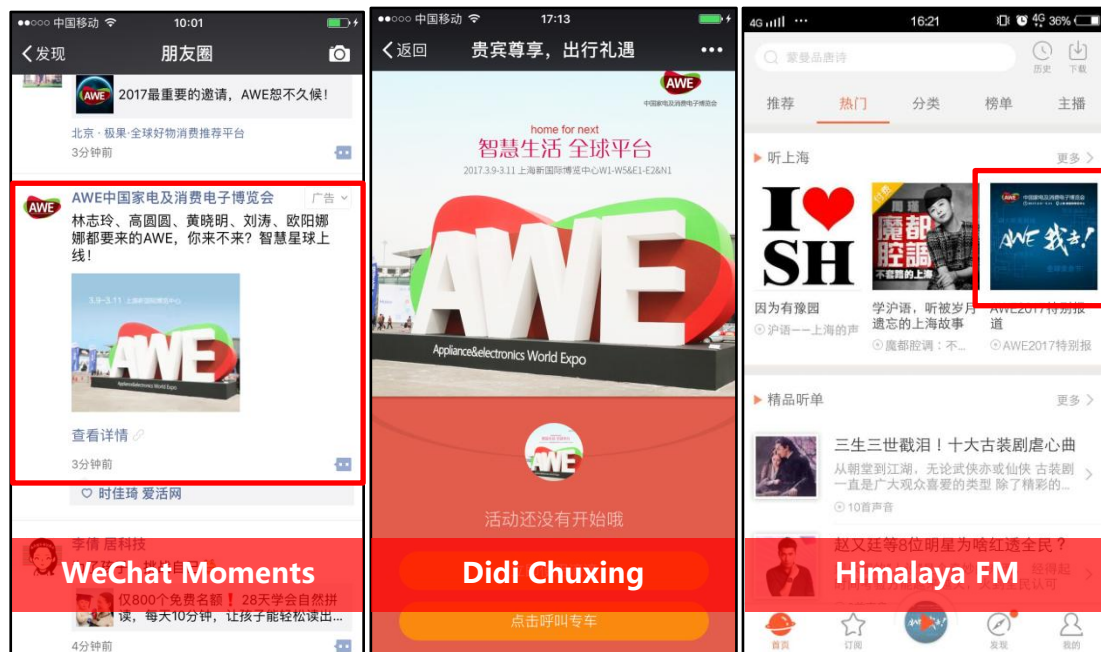




Internet news features (part)



Social media

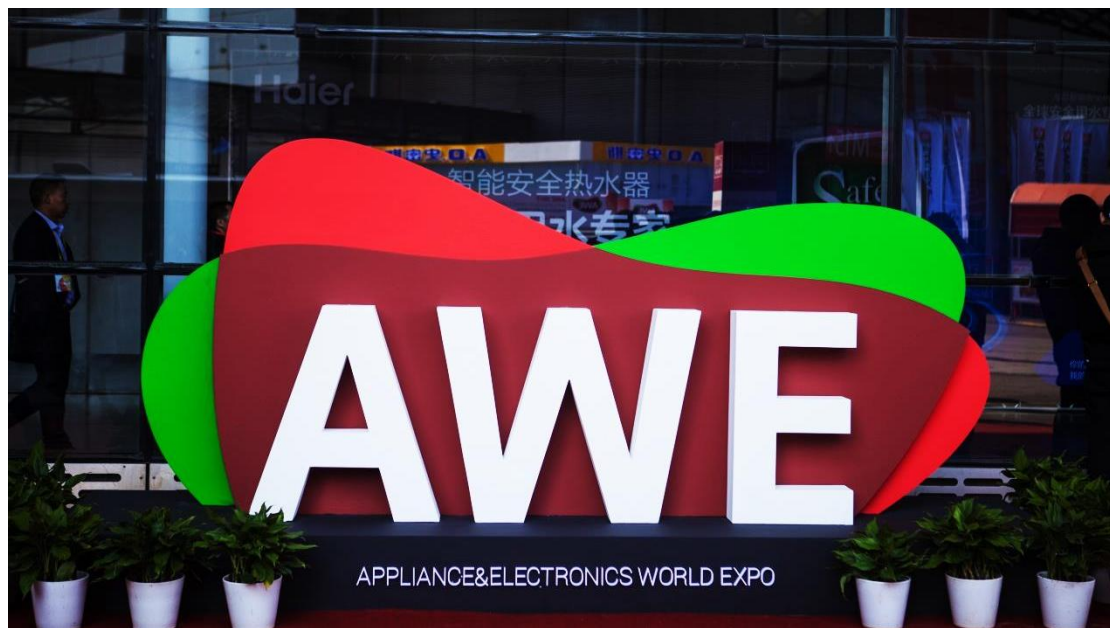


AWE 2017 has attracted over 30 overseas medias such as BBC, Forbes, ARD, Boerson-Zeitung, CRI, BCN, The Seoul Times, Le Figario, G-tai, Nihon KeizaiShimbun, CCTV English Chanel, PR News, Agencia EFE from near 20 countries and regions such as the UK, America, France, Germany, Spain, Russia, Singapore, South Korea, Japan and so on. These medias reported the AWE globally.



Summary

As the global industry event, AWE 2017 displayed to the world the constantly improved innovation capability and new brand images of China's household electrical appliance industry. In the past, Chinese household appliance enterprises went abroad to learn from western companies, while now, this wind is reversing, more and more senior managers of foreign household appliance enterprises came to AWE to explore the clue of technology innovation of Chinese household appliance. This year, Dr. Ou Tengbo, the Chairman of the Board and CEO of BSH Home Appliance Group and Kazuhiro Tsuga, the President of Panasonic came to AWE, this phenomenon reflects the improved global image of AWE, and it is more of the chemical reaction brought by the innovation capability of China's household electrical appliance industry. It can be concluded that AWE is a platform to display technology strength, promote technology innovation and integrate global industrial resources, and also a platform for communicating, learning, mutual promoting and seeking business opportunities. As for China's household electrical appliance industry, AWE's importance lies in the promotion of the transformation and upgrading of China's household appliance industry and consumption upgrading by putting forward the supply side and demand side reforms, and that it becomes the most globally influential exhibition platform of intelligent life.



Embracing all, advance with the times

AWE 2018, we will still be here!