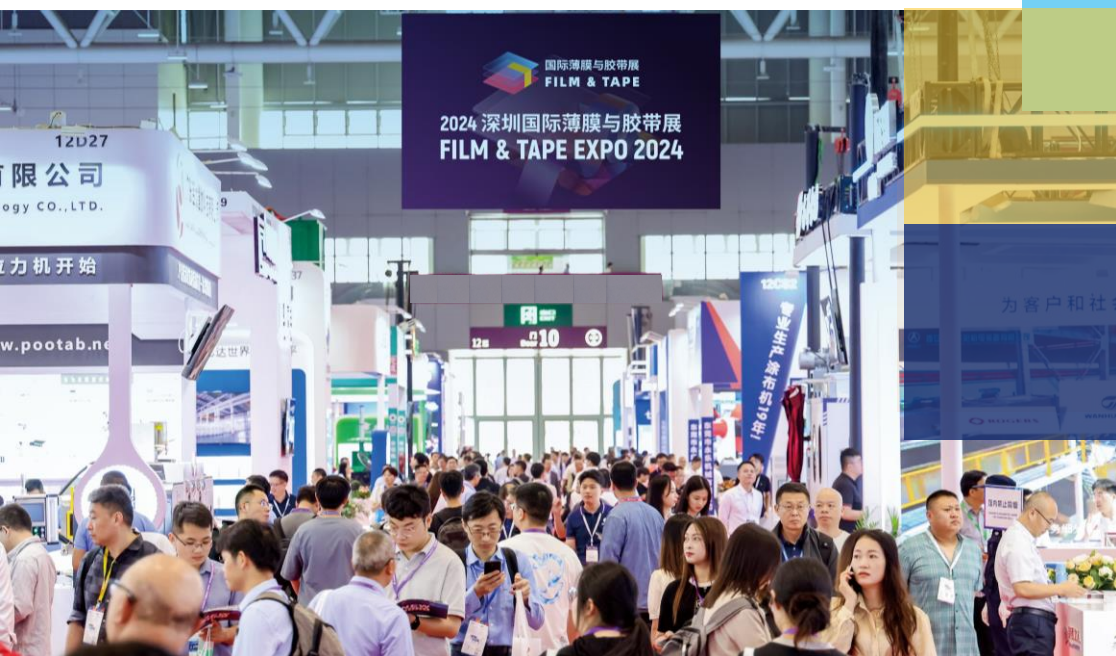


# FILM & TAPE EXPO 2024

# Post-Show Report



 November 6-8, 2024  
 Shenzhen World Exhibition & Convention Center

Concurrent Events



Organiser

**RX Kuozhan**  
上海励扩展览有限公司

[WWW.FILM-EXPO.COM](http://WWW.FILM-EXPO.COM)



# Overview



61,132

Visitors



986

Exhibitors



2,708

TAPs



1,522

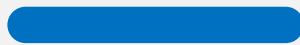
Overseas  
Visitors

## Summary

FILM & TAPE EXPO 2024 brought together **986** high-quality domestic and foreign enterprises. More than **100** of them debuted new products onsite at the combined exhibition venue of over **140,000** Sq. m. The three-day exhibition attracted a record high of **61,132** domestic and foreign professional visitors (The data presented herein pertains solely to attendees of this exhibition, and the same applies to all subsequent data). Simultaneously, **5,195** group delegates and **2,708** TAP (Target Attendee Program) invited buyers attended the show, facilitating **3,151** successful business matchmaking sessions. During the exhibition, to facilitate cooperation between international buyers and domestic exhibitors, FILM & TAPE EXPO 2024 welcomed **1,522** overseas buyers from **87** countries and regions through the grand "International Hosted Buyer Program," including South Korea, India, Japan, Vietnam, Malaysia, Thailand, Germany, Singapore, the United States, the United Kingdom, France, Italy, Spain, Canada, the Netherlands, Sweden, Mexico, etc. Professional visitors unanimously recognized the event as a worthwhile trip! This encouraging breakthrough couldn't have been achieved without the support of everyone involved, and once again, it has shown us the strong cohesion of the industry, adding new momentum to collaborative and mutually beneficial growth!



2024  
Group Delegates



5,195 👍

2023  
Group Delegates



2,886



2024  
TAP Invited Buyers

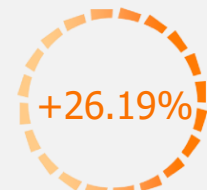


2,708 👍

2023  
TAP Invited Buyers



2,146



2024  
Overseas Visitors

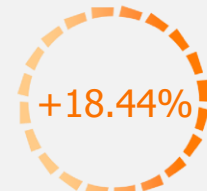


1,522 👍

2023  
Overseas Visitors



1,285



**21** forums and summits were concurrently held at the exhibition, with **213** industry leaders sharing top-tier speeches, addressing the industry's current situation and predicting future trends. Speech topics included discussions on functional films and tapes; electronic adhesives; thermal materials; new energy materials; coating, die-cutting and labelling; new displays and intelligent touch technologies; automotive and new energy technologies; the metaverse and commercial displays. These forums and summits provided the audience with the opportunity to integrate these concepts into their production and established a platform for both learning and research. At the same time, overseas exhibitors made a significant return, with high expectations of entering the Chinese market. Exhibitors from **11** countries and regions gathered at the event and debuted brand-new products.

# Industry Scope

## Exhibitor Profile

Base Film, Optical Film, Protective Film, Release Film, Polyimide Film, Polarizer, Optically Clear Adhesive, High-performance Adhesive Tape, Foam Cotton, PTFE, Silicone Adhesive, PSA, Resin, Release Agents, Hot Glue, Color Master Batch, Coating Liquid, Ink, Additives & Speciality Auxiliaries, Coating Equipment, Die-cutting Machine, Slitting, Re-reeling Machine, Corona Treater, Silicone Adhesive, UV curing system/Thermal Treatment Solutions, Infrared Thickness Gauge & Defect Detection, Testing and Experimental Instruments, Filter, PE, PP, ABS, PVC, PU Pipe, Roller, Rubber-covered Roll, Anilox Roll, Coating Dies, Blade Tools, Clean Room, VOCs, etc.

## Visitor Profile

Film and Tape Factory    Lithium Battery  
 Touch Display            Semiconductor  
 Digital Electronics        Photovoltaic(PV)  
 Die-Cutting                Printed Labels  
 Processing Factory        Plastic Packaging  
 3C Home Appliances      PCB/FPC  
 Automotive

## Digital Performance



Web Traffic  
**29,334,903**



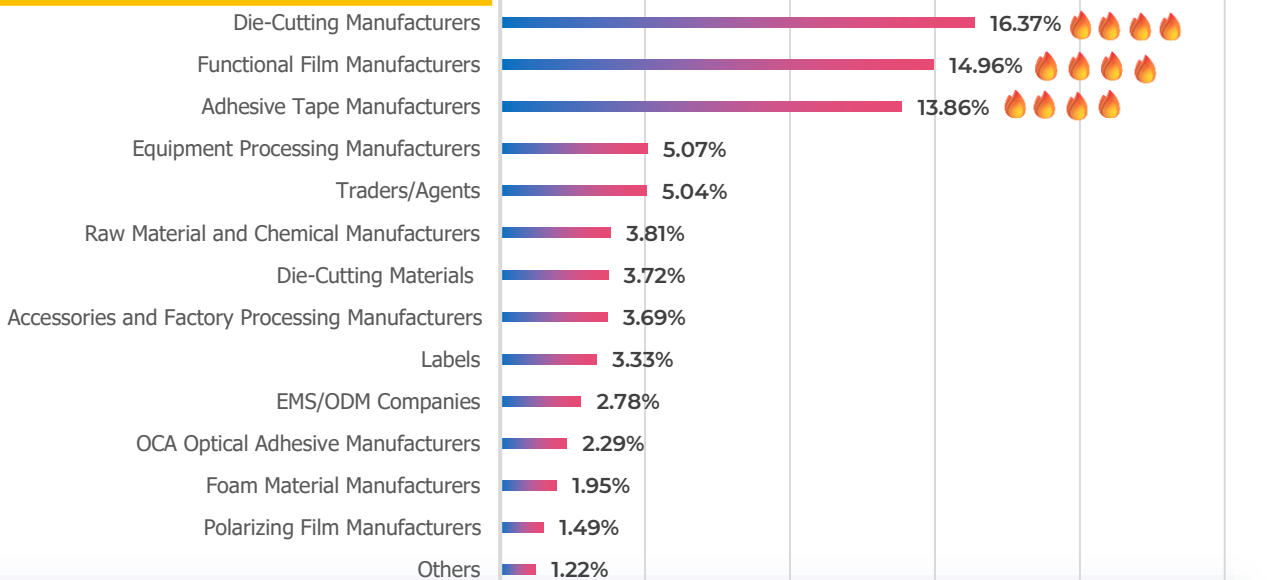
Social Media Followers  
**184,603**



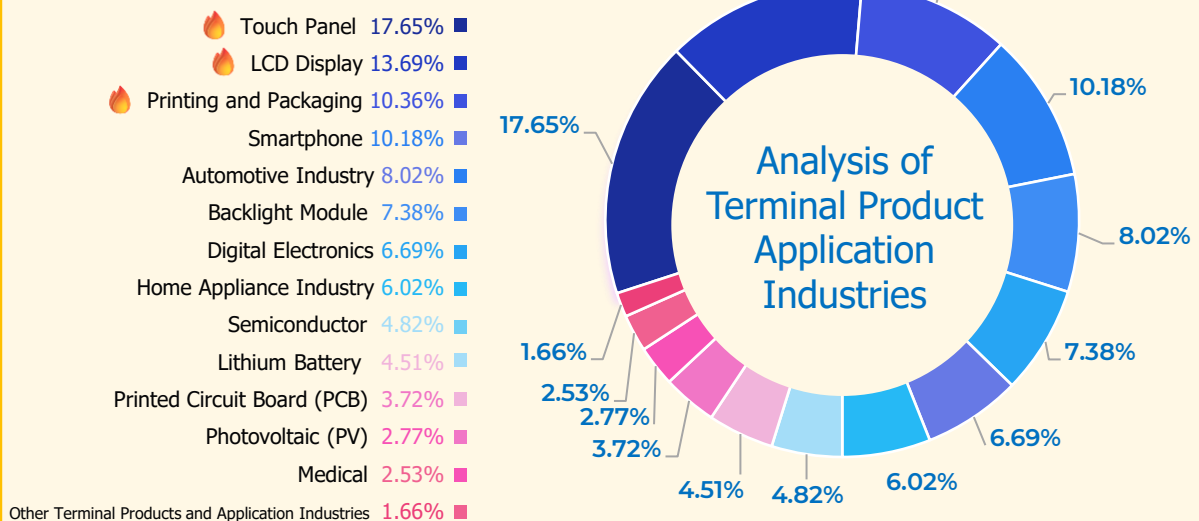
Video Viewers  
**3,581,562**

## Visitor Analysis

### Terminal Products and Application Industries



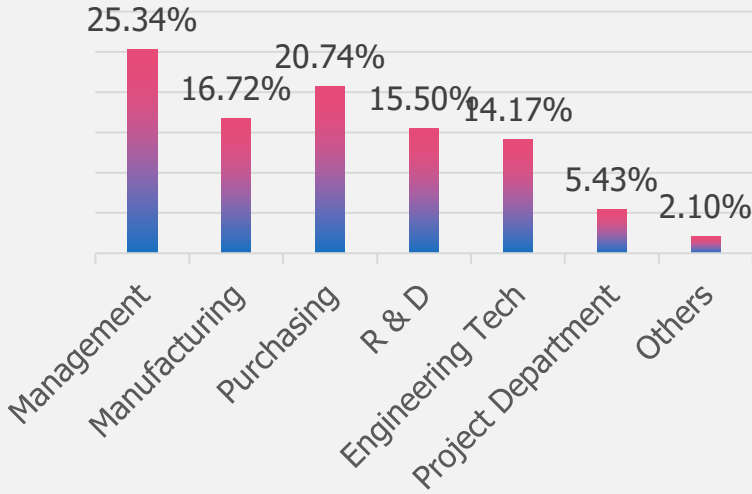
### Terminal Products and Application Industries



\* Data comes from FILM & TAPE EXPO 2024 Visitor Survey Questionnaire

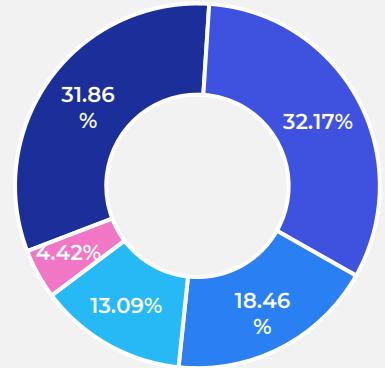
# Visitor Analysis

## 2 Visitor's Job Function



## 4 Visitor's Purchasing Decision-making Power

- 31.86% Decision-making / approval
- 32.17% Recommend / influence
- 18.46% Provide demand for procurement
- 13.09% Not Involved
- 4.42% Others



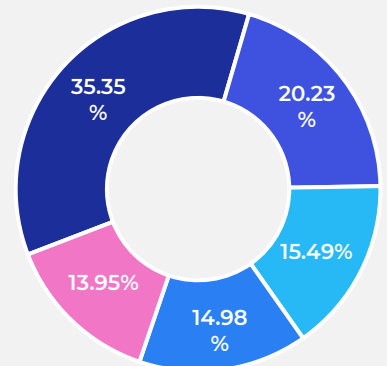
## 3 Reasons for Visiting

- 28.47% To see what is new and interesting in my industry
- 13.79% To look for new agents / partners in order to create new business opportunities
- 12.80% To meet up with existing suppliers to review business
- 11.05% To talk to as many suppliers as possible to achieve a specific business objective
- 9.87% To understand market trends for new products in preparation for future procurement

\*The above only lists the top five reasons for visiting

## 5 Annual Purchasing Amount of Visitor's Company

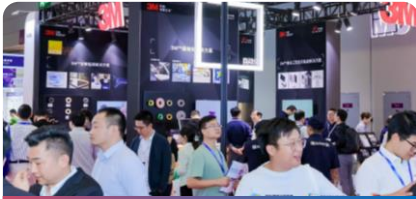
- 35.35% USD 140,000 – USD 420,000
- 20.23% USD 70,000 – USD 140,000
- 15.49% USD 420,000 – USD 700,000
- 14.98% Less than USD 70,000
- 13.95% More than USD 700,000



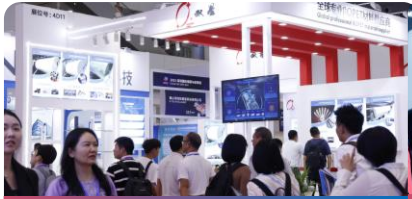
**74.64%** of the audience indicated that their companies have plans to purchase products from the exhibition within the next year.

\* Data comes from FILM & TAPE EXPO 2024 Visitor Survey Questionnaire

# Exhibitor Highlights



3M



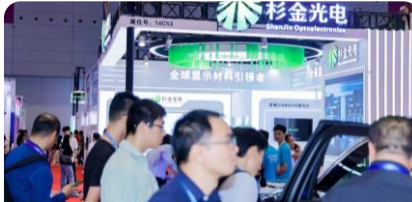
SHUANGXING



XIANGYU FILM



KANGHUI NEW MATERIAL



ShanJin Optoelectronics



DM



TELUN



CROWN



SANFAME GROUP



tesa



Lohmann



Ginnva

\*Recommended Exhibitor



## Show Videos

# Testimonials

## Exhibitors' Testimonials

### **Huang Zhengyi, Business Development Manager, Industrial Adhesives and Tapes Product Department**

At the FILM & TAPE EXPO, visitors from the fields such as electronic components, new displays, smart touch control, automotive electronics, and consumer electronics celebrated under the same roof. 3M is one of the few innovative material companies that provides both domestic and international adhesive and tape technologies, and we also gained high-quality business leads and met many industry professionals. We believe that this expo will continue to be a benchmark of the film & tape industries and further enhance industry influence.



### **Zhou Hao, Director of Business Strategy, SHANJIN OPTOELECTRONICS CO., LTD**

As a polarizing film company, SHANJIN OPTOELECTRONICS made its debut at this expo. We have gained valuable insights via engaging extensively with upstream, downstream, and related industries. The expo is highly efficient and professional, with impressive scale, reasonable layout, and many highlights in the special exhibition areas. The organisers provided meticulous services, from pre-show promotion to post-show follow-up, fully assisting exhibitors in expanding their markets. Additionally, various forums gathered industry elites to discuss future trends, promoting a close connection between technology and market, and injecting strong vitality to the innovative development of the display and film tape industry.



### **Zhao Yufeng, General Manager of the New Business Department, SHANGHAI YONGGUAN ADHESIVE PRODUCTS CORP., LTD**

We would like to extend our gratitude for the successful organization of the Film & Tape Expo. Our company participated in this prestigious event, showcasing a wide range of adhesive solutions across multiple industries, and we gained immense value from it. The exhibition brought together leading companies and high-quality buyers, providing us with valuable market insights and collaboration opportunities. We greatly appreciate the event's efficient organization and professional standards. We wish your exhibition continued success and growth, and we look forward to participating again in the future, working with industry peers to drive innovation and growth in the adhesive field.



### **Man Zhongbiao, Technical Marketing Manager of the Special Materials Business Department, ETERNAL MATERIALS CO., LTD**

Overall, the organiser of the FILM & TAPE EXPO demonstrated a very high level of professionalism and dedication in all aspects, including the preparation, on-site organization, and follow-up of the expo, providing exhibitors with a high-quality, efficient, and orderly platform for display and cooperation. We highly recognize the work of the organisers and look forward to continuing to participate in relevant exhibition activities organized by them in the future.



### **Zhang Yue, Deputy Director of Sales and Business Development, LOHMANN ADHESIVE TAPES TECHNOLOGIES TIANJIN CO., LTD**

As a well-established adhesive tape company with a history of over 170 years, LOHMANN ADHESIVE TAPES is increasingly integrated into all aspects of China's manufacturing industry, contributing to technological development and innovation. Participating in the FILM & TAPE EXPO for the first time, we showcased our latest R&D achievements and technological innovations to our peers, customers, and suppliers. With great enthusiasm, we responded to the expectations of our old and new friends. With the conclusion of the three-day expo, we have received praise and suggestions from various industries. Among the numerous inquiries and opportunities, we did our best to bring new solutions to our customers, meeting their design aspirations while also meeting cost expectations. See you next year at the FILM & TAPE EXPO!



### **Li Yinfeng, General Manager of the Coating Equipment Business Department, SHANXI BEIREN PRINTING MACHINERY CO., LTD**

SHANXI BEIREN has been participating in the FILM & TAPE EXPO for many successive years. As a veteran exhibitor, we meet old customers and make new ones every year, and we are full of gains. We want to thank organisers for providing a platform for us to gather, communicate, and discuss. Wishing the expo even greater success!



### **Wu Jianfeng, Marketing Director, Crown New Materials Technology Co., Ltd**

FILM & TAPE EXPO is a grand gathering for the entire industry, where participants can share insights into the market, research in basic sciences, exploration of new fields, and development of new application scenarios. We are honored to have the opportunity to communicate with all friends here, and we hope to promote the development of the industry with all peers and tell the good story of Chinese tapes.



\*The section above shows some chosen exhibitors

# Testimonials

## TAP buyers' Testimonials



### Highbroad Advanced Material (Hefei) Co., Ltd.

I believe this is a great platform for business communication and display. Exhibitors and visitors from all industries gathered to share the latest products and discuss industry development. The atmosphere of FILM & TAPE EXPO was very vibrant, full of innovation and vitality. In addition, the exhibition also provided opportunities for in-depth exchanges with industry experts and peers.



### Zhongshan Xince Electronics Co., Ltd.

At FILM & TAPE EXPO, we have seen some new types of materials, which have been very helpful for the improvement of product quality in the future. We are currently contacting the manufacturers for sampling and verification! Special praise to the organisers for the exhibition services, which is very good! I hope the organiser will hold an even better exhibition next year!



### Yilong Adhesive Product Co., Ltd.

By visiting FILM & TAPE EXPO, we not only have seen the new developments and technological changes but also broadened our horizons through exchanges with peers. We have gained a deeper understanding of the industry's dynamics and future trends. Looking forward to more opportunities to participate in such exciting events in the future.



The TAP estimated transaction value is expected to reach about **822 million USD** within 3 to 6 months after the exhibition.

## Testimonials from Key Delegation Visitors



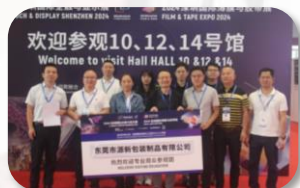
The overall scale of the exhibition is quite large, with a very reasonable layout of the halls and clear categorization of exhibition areas, making it especially convenient for visitors to find their target exhibitors. The exhibitors are of high caliber, with a significant proportion of well-known brands in the industry, showcasing a rich variety of high technological products.

—Purchasing Manager, Dongguan Tianlianxing. Industrial Materials Co., Ltd.



FILM & TAPE EXPO covered a wide range of raw materials, allowing us to understand every aspect of the industry's products from input to output. We focused on TPU application booths, which showed us the current market's leading products and how customer applications are continuously updating. This gave us a clear understanding of customer needs and provided guidance for developing our own products.

—Purchasing Manager, Naiheng(Guangzhou) Paper Co., Ltd.



There were many exhibitors showcasing their core products, representing current market demands. The variety of film products at the exhibition was diverse, with many thicknesses and colors available. We primarily work with paper products, and after the exhibition, we may need to contact suppliers for samples to conduct some tests.

—Die-Cutting Business Director, Dongguan Yuanxin Packaging Products Co., Ltd.

## Delegated Companies (Partial List)

Shenzhen Kesheng Optoelectronics Technology Co., Ltd.  
Ningbo Zhongbo Photovoltaic Technology Co., Ltd.  
Dongguan light chi photoelectric co., Ltd.  
Shenzhen Xiaomifeng New Material Co., Ltd  
Shenzhen Youlongxing New Material Technology Co.,Ltd.  
Yi Qing Elecrial Materil of Dongguan citr CO.,Ltd  
Tengxin Precision Electronic Core Material Technology Co., Ltd.  
SHIN-ETSU POLYMER HONG KONG COMPANY LIMITED

Shenzhen Rui Tong Packing Co., Ltd.  
Favor Union Co., LTD  
Shenzhen Guanglajiji Screen Printing Equipment Co., Ltd  
RAYITEK Hi-Tech Film Company, Ltd  
Guangzhou Tongda Auto Electric Co., Ltd  
Guangzhou Baisheng Packaging Co., Ltd  
SKYWORTH  
Ningbo Zongyan Chemistry Co.,Ltd  
Shenzhen Chuanghongke Packaging Technology Co., Ltd  
Ganzhou Moneng New Materials Co., Ltd  
Dongguan Longmo New Material Technology Co.,Ltd  
SKMWS

Shenzhen FRD Science and Technology Co., Ltd.  
NYSTEIN  
POWERFLY  
Hefei Deruige Optoelectronics Technology Co., Ltd  
Heyuan Xuanlang Optoelectronics Technology Co., Ltd  
Jiangsu CROWN New Materials Technology Co., Ltd.  
Huizhou Foryou Medical Devices Co., Ltd  
Tarry electronics co., LTD  
CATL  
Huifeng Packing Material Co.,Ltd  
Nitto  
Shenzhen Zhuolian Electronics Co., Ltd.

CAS Guangzhou Chemical Co., Ltd.  
Dongguan Yuanxin Packaging Products Co., Ltd.  
Guangzhou Menpad Technology Co.,Ltd.  
Shenzhen Jinghua Displays Electronics Co., Ltd  
AUO (Suzhou) Co., Ltd.  
Jiangmen Yidu Semiconductor Co., Ltd  
Dongguan Aopulinte Precision Electronics Co., Ltd  
Shenzhen Tengxin Precision Electronic Technology Co., Ltd  
Dongguan Zhengchao Electronic Technology Co., Ltd  
SYSCOTECH  
.....

# Overseas Visitors

**87** countries and regions

**1,522** overseas visitors

South Korea	15.78%
India	11.18%
Japan	9.76%
Vietnam	8.01%
Thailand	7.75%
Malaysia	6.84%
Germany	5.14%
Singapore	5.05%
Others	30.49%

\*The data above only shows the top eight countries by audience proportion.

## Business Matchmaking

To enhance the visit experience and business outcomes for international buyers, this edition of the show organized a total of **230** overseas business matchmaking sessions. By deeply understanding the buyers' needs, we accurately paired them with relevant exhibitors, ensuring efficient and smooth communication. A notable highlight of the event was a transaction worth about **10.4** million USD made by an Indian buyer. This service also received high praise from the buyers, with feedback as follows:

This event provided me with inestimable value in terms of knowledge acquisition. Insights into the latest touch and film technologies were plentiful, with the product displays and seminars acting as conduits for this information. It has indubitably broadened my professional acumen and will have far implications for my future decision - making within the field.

**Jang Kyungrae | Manager, Innox Advanced Materials co. ltd**

Following my visit, I am planning to purchase machines from the exhibitors I met at the event. It was truly a wonderful experience! I had the opportunity to connect with numerous suppliers and explore potential partnerships. The event provided an excellent platform to meet high-quality Chinese suppliers, and I am eager to collaborate with them.

**Naveen. B. N | Proprietor, VGS ENTERPRISES**



I think FILM & TAPE EXPO has a large scale, there were so many exhibitors and visitors, I'd like to recommend it to my friends. The trip to the event has been very beneficial for my business. It was definitely worth attending.

**Cho Sungjun | Director, Extolchem**

I am truly grateful for this wonderful opportunity to meet some great booths and numerous product suppliers in FILM & TAPE EXPO. The organisers were incredibly friendly and very thoughtful in arranging the entire event. I will visit again next year and look forward to seeing more incredible products and companies.

**Murshid Aleen | CEO, LUXORA**

### Cultural and Exchange Experience

To enhance the participation and satisfaction of buyers, we not only provided them with souvenirs such as panda decorations and fans but also allowed them to experience the charm of Chinese traditional culture, such as Paper-cuts and Lacquer Fan Making, showcasing the diversity and inclusiveness of this exhibition.

### International Promotion and Cooperation

In terms of international promotion, cooperative relationships have been established with **127** overseas media outlets from more than **10** countries and regions including the United States, South Korea, the United Kingdom, India, and Singapore. The overseas social media exposure has reached **1.8 million** views, effectively enhancing the international influence of the exhibition.



# Onsite Events Review

## Conference



21

ONSITE EVENTS



213

SPEAKERS



3,206

CONFERENCE ATTENDEES

### Key Conferences Review (Partial):

Shenzhen International Film and Tape Technology Innovative Development Forum 2024

Thermal Conductivity and Heat Dissipation Materials Technology Innovation Development Forum 2024

Shenzhen International Label Innovation Technology Summit Forum 2024

Coating Industry High Quality Development Forum 2024

Adhesive Materials for the Electronics Industry Technical Seminar 2024

Shenzhen Battery Membrane Material New Technology Sharing Forum 2024

The 2nd New Energy Die-cutting Process and Key Materials Seminar 2024

2024 Radiation Curing Industry Technology Forum

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## Opening Ceremony



## Awards Dinner



## Highlights



New Energy Core Materials and Die-Cutting Process Zone



Functional Film Innovation Zone



International Zone



国际薄膜与胶带展  
**FILM & TAPE**

# FILM & TAPE EXPO 2025

**Dates:** Oct. 28-30, 2025

**Venue:** Shenzhen World Exhibition & Convention (Bao'an)

**Organiser:** RX Kuozhan

## Contact us

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## SOCIAL MEDIA

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-  @Film & Tape Expo Shenzhen

## WECHAT

