

Indonesia International Electronics & Smart Appliances Expo

POSTSHOW REPORT



OFFICIAL ACCOUNT

24-26 August, 2023

-Jakarta International Expo-

INDONESIA-2023

6,000m²
EXHIBITION AREA

239
EXHIBITORS

34,135
VISITORS

Total Number of Three Exhibitions Held by Chaoyu Expo (IEAE, IBTE, IGHE)

PRODUCT CATEGORY



Audio & Video



Kitchen Appliances



Smart Wear



Environmental Appliances



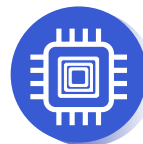
Computer Accessories and Gaming Products



Personal Health and Care Products



Mobile Phone and Tablet Accessories



Accessories & Components



Mobile, Outdoor and In-Car Electronics



Test and Measurement Equipment



Smart Appliances



Commercial Appliances

COOPERATED ASSOCIATIONS



Remark: The above rankings are in no particular order

ONSITE ACTIVITIES AND FORUM

Onsite Activities-Opening Ceremony

General Chairman of APTIKNAS -Mr Soegiharto Santoso, Chairman of APERLINDO-Mr John Manopo, Chairman of HIPINDO-Mr Budiharjo Iduansjah, General manager of Peraga expo-paul kingsen and many other vip guests attended the opening ceremony



3 Days Entrepreneurs.id Summit

The forum invited Indonesian industry elites in the electronic and electrical field to discuss the future development direction of the electronic and appliances industry and how to achieve innovation in the technical and business fields. The top include Digital marketing for business\branding marketing strategy for electronic products to sell thousands of pieces per month\branding and copywriting strategies to get millions of views and so on, the speaker and audience expressed their opinions positively and the interactive discussion session was wonderful.



The Annual Meeting Of APTIKNAS Held In IEAE

APTIKNAS is one of the largest industrial association in Indonesia, with more than 2,000 member companies. The types of companies include brands, manufacturers, importers, channels, distributors and retailers, the product types include consumer electronics, mobile products and accessories, computer networks and accessories, in-car electronics, security products, home appliances, electronic accessories, etc

EXHIBITORS EVALUATION



Huizhou Pinxu Electronics Co.,Ltd



Main products: Mouse and keyboard

Indonesia is relatively prosperous, and the market of mid- to high-end products are growing. At the same time, the demand for mid- to low-end products is also huge. There are a lot of visitors at this exhibition, and some old customers also meet with us at the exhibition, it's better to promote and communicate our products, the transaction volume will definitely be more confident. We are a factory, so we still have great advantages in Indonesia, it's a right choice to develop Indonesian market



Dongguan Digi-In Digital Technology Co.,Ltd

Main products: Tablet PC, Driving Recorder

The Indonesian market is huge and our products are relatively match this market. In addition to attend the exhibition, we also visited five of our major customers here and gained quite a lot. In fact, this is not our first time come here, it's second time. Back in 2019, we came here and also displayed the driving recorder, our booth was also popular at that time, so we will still choose to come here after the epidemic



Zhongshan Olayks Electric Appliance Co., Ltd

Main products: Rice Cooker, Electric Cooking Pot

90% of our market is domestic and 10% is abroad, and we have been learning about the Indonesian market. At the same time, I feel that Chaoyu is well recognized in this industry, so we are willing to come and try it as our products are very suitable for the Southeast Asian market. All our products have been booked on the first day, and the quality of the sellers on the second day is much better than on the first day. We have received business cards from Informa and ACE, it's quite a successful exhibition for us



Shenzhen Do Intelligent Technology Co., Ltd

Main products: Smart Bracelet, Smart Watch

This is our first visit to the Indonesian market after the epidemic. We have great expectations for this market with a huge young population. This should also be an emerging growth point for us in the future and a market to expand. We collected a lot of business cards, and customers showed great interest to our products. This market has given us great attraction to attend this exhibition. At the same time, IEAE's services and supporting facilities are also very good



Huarui Innovation (Shenzhen) Technology Co., Ltd.

Main products: Small Kitchen Appliances, Small Maternal And Infant Appliances

Our company currently has branches in Indonesia and Singapore. Indonesia is a very large market and can also create a large growth point for our future market. I came here to meet many Indonesian friends and customers, and also received a lot of business cards. We hope that through this initial acquaintance with customers, we can achieve further cooperation. The IEAE exhibition is relatively authoritative and was a highly recognized exhibition in China, we trust it very much



LINKBEY

LINKBEY ROBOT VACUUM

Main products: Sweeping Robot

This time we mainly come here to investigate the market and negotiated cooperation with well-known local brands. This is a huge potential market. We have received several targeted customers, and some have already confirmed get samples for testing. In addition, there are some customers want to be our agents, this exhibition has already achieved quite good results. As a relatively influential electronics and appliances exhibition in Indonesia, IEAE also has a good reputation, which is a good foundation for cooperation between two parties

Shenzhen Qiuyu Electronic Co.,Ltd



Main products: Digital Photo Frame, Tablet Computer

The market here is developing faster than I thought, and the economy is relatively better than before. Our products are relatively high-end, and the acceptance of high-priced products also better than before. We also have some sellers and brand agents who are quite interested in our products, and are confident that the products will enter the Indonesian market. Chaoyu Expo has always been professional, and we also attended Vietnam exhibitions with Chaoyu



Shenzhen Lidian Tech. Co.,Ltd

Main products: Phone Holder, Tablet Holder

There is a lot of visitors on site, and local traders will basically come this exhibition. I think it is worth to come if the products are suitable for the local Indonesian market. I am very satisfied with the visitor flow of this exhibition so far. We have found several wholesale customers, it's our purpose for this visit. We have cooperated with Chaoyu Expo many times and are quite satisfied with their visitors flow and strength.

PART OF EXHIBITORS



Remark: The above rankings are in no particular order

PART OF BUYERS



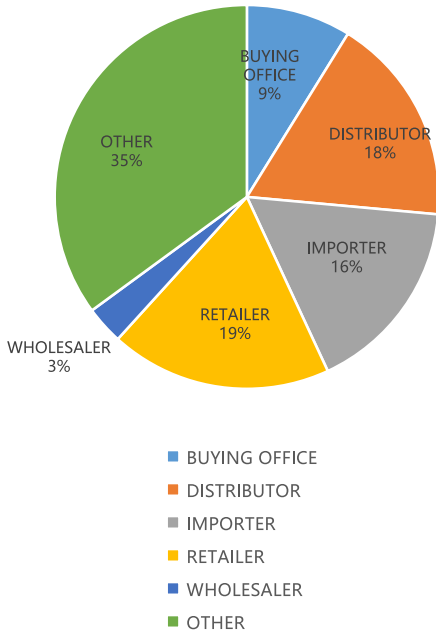
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ONSITE BUYER MATCHING

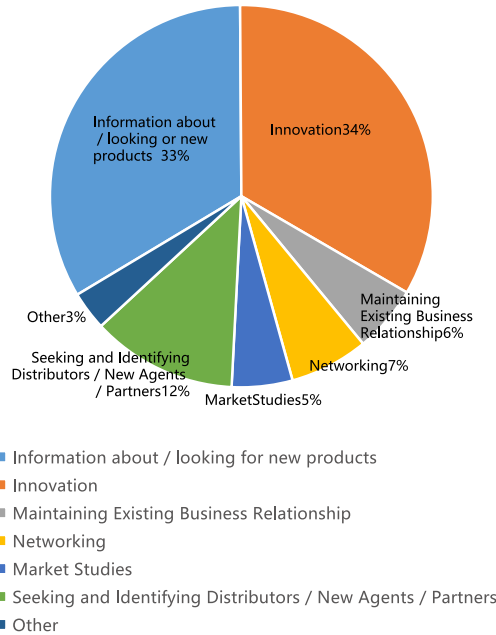


VISITORS SAMPLING SURVEY

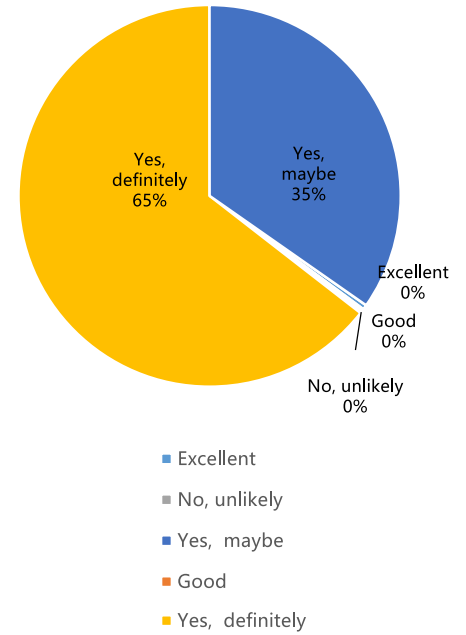
What is the main activity of your Company?



What were your company's objectives in visiting the show 2023 and to what extent did you achieve your goals?



Will you come again to the next year exhibition?



BUYERS FROM MORE THAN 24 COUNTRIES AND REGIONS VISIT THE EXHIBITION



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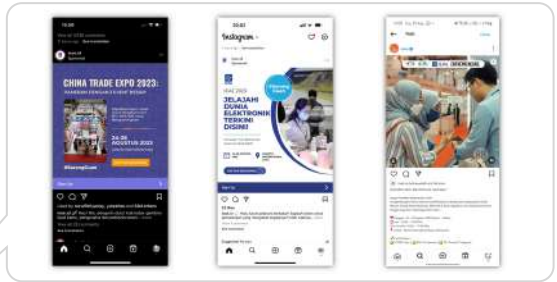
INDONESIA INTERNATIONAL ELECTRONICS & SMART APPLIANCES EXPO



Call Center



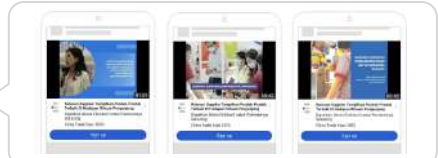
Paper Media



Internet Media Promotion
(Before The Exhibition)



Internet Media Promotion
(During The Exhibition)



Google Ads

Social Media



Facebook

Instagram

TikTok

Outdoor Advertisement



e-Mail

Whatsapp



ALL-ROUND MARKETING PROMOTION

Wholesale Market Promotion



Tiktok Celebrity



IEAE OVERSEAS EXHIBITION PLAN



VIETNAM

Vietnam (Hanoi) International Electronics & Smart Appliances Expo

2-4 November, 2023
30 October-1 November, 2024
Hanoi International Center for Exhibition

Vietnam (Ho Chi Minh City) International Electronics & Smart Appliances Expo

23-25 May, 2024
Saigon Exhibition and Convention Center

INDONESIA

Indonesia International Electronics & Smart Appliances Expo

5-7 August, 2024
Jakarta International Expo

INDIA

India International Electronics & Smart Appliances Expo

December, 2024
Pragati Maidan Exhibition Center



OFFICIAL ACCOUNT



TIKTOK