



亚洲 **VR&AR**
博览会

VR&AR

2024

INVITATION



THE 8TH ASIA VR&AR FAIR 2024

- **Date:** May 10th-11th (9:00-17:00)
May 12th (9:00-13:00)
- **Venue:** China Import & Export Fair Complex
- **Website:** <http://www.vrarfair.com>



About the Asia **VR & AR FAIR**

The Asia VR & AR Fair is held concurrently with dozens of other exhibitions, covering various sub-industries including theme parks, cultural and tourism technology, smart tourism, animation and gaming, digital displays, and more. This aims to further promote the application and innovative integration of VR/AR in various industries. Professional visitors and buyers from all over the world will seize the opportunity to learn about the market situation in the post-epidemic era and grasp the latest industry information.



Organizers

HOST:

GUANGDONG GRANDEUR INTERNATIONAL EXHIBITION GROUP

SUPPORT ASSOCIATIONS:

GUANGZHOU VIRTUAL REALITY INDUSTRY ASSOCIATION
SHENZHEN VIRTUAL REALITY INDUSTRY ASSOCIATION
SHENZHEN VR INDUSTRY FEDERATION

COOPERATE MEDIAS:

ARINCHINA, EXPO-BOOK, EXPO-GROUP, ASIAN
MANUFACTURERS JOURNAL, EXPO BEDS, KENYDETAILS

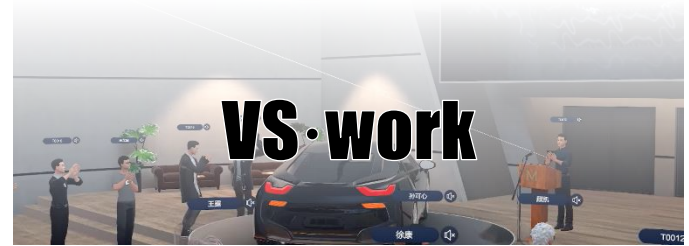
ORGANIZER:

GUANGDONG GRANDEUR DIGITAL VISION EXHIBITION CO.,
LTD.



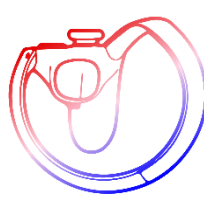
China's VR & AR industry is thriving

After several years of development, **VR/AR products have gradually been accepted by the Chinese market**, and lower prices and increased content have begun to attract users' attention again. At the same time, commercial applications are increasing, including the development of a series of segments such as **business training**, **online design** and **online display**, so that the VR/AR industry demand is growing steadily.



The outlook of China's VR & AR industry

The global **VR/AR market will reach \$12.75 billion in 2023**, with a year-on-year increase of 46.2%. Of these, the VR market will be \$8.69 billion, up 44.5% from a year earlier. The AR market will reach \$4.06 billion, up 49.6% year on year. From equipment shipments, the global VR/AR equipment shipments will reach 12.75 million units in 2023, up 35% year on year. Of these, VR equipment shipments will reach 9.7 million units, with a year-on-year increase of 12.8%. AR equipment shipments will reach 3.05 million, up 115.90% from a year earlier.

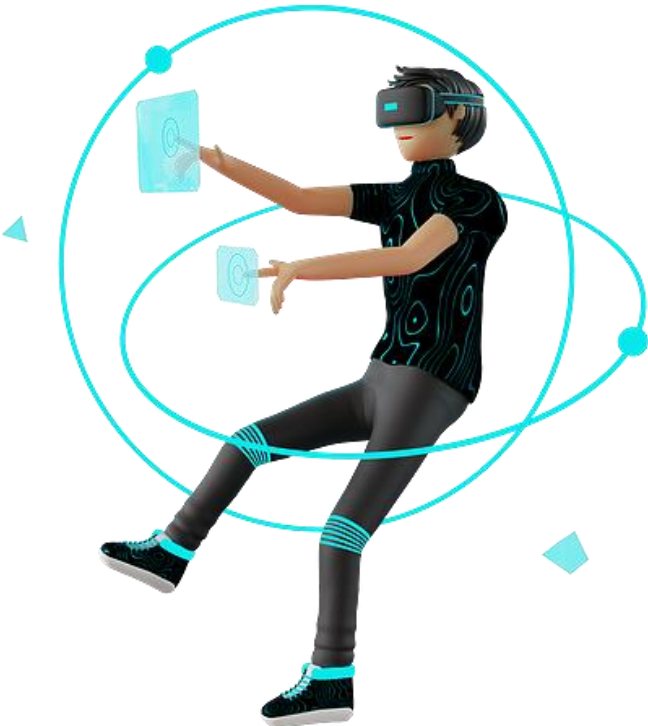


According to Shangpu Consulting group, the China’s VR/AR market will reach 350 million yuan in 2023, up 35cent from a year earlier. The VR market will reach 250 billion yuan, showing a year-on-year increase of 35 cents. The AR market will reach 100 billion yuan, a 50%year-on-year increase.

Market Category	Forecasted Market Size (in billion dollar)	YOY(Year-on-Year) Growth Rate	Shipment Volume (in 10,000 units)	YOY(Year-on-Year)
VR	86.9	44.5%	970	12.8%
AR	40.6	49.6%	305	115.9%
Total	127.5	46.2%	1275	35%

Market Category	Forecasted Market Size (in billion RMB)	YOY(Year-on-Year) Growth Rate
VR	250	35%
AR	100	50%
Total	350	35%

From the above data, the world and China have shown rapid growth, especially in the age of outbreaks and post-epidemic outbreaks, as people have seen a new round of development opportunities for new technologies such as remote work, online education, digital entertainment, and new technologies such as 5G networks, cloud computing, artificial intelligence and other new technologies.



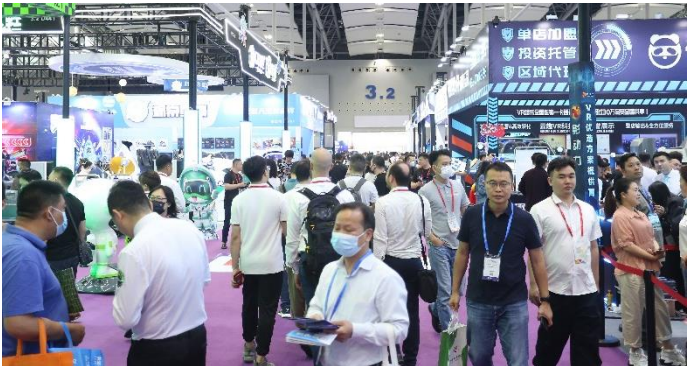
Review of 2023 The 7th Asia VR & AR Fair

2023 Asia VR & AR Fair was successfully concluded on May 10-12, 2023 in Guangzhou - China Import and Export Fair Complex A.

So far, the Asia VR & AR Fair has been successfully held for 7 seasons in Guangzhou, and is globally well-known over the VR & AR industry.

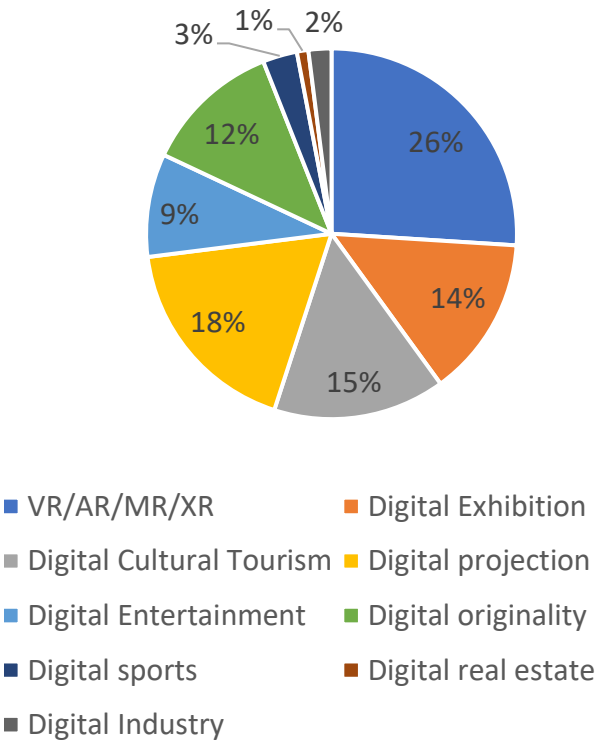


The 3-day fair has covered more than 20,000 square meters of exhibition area and over 250 exhibitors. We have also held the 2023 World Metaverse Ecological Conference with 1 press conference, 1 ceremony, and 6 special forums, which shows the latest trends in VR & AR application and industry.

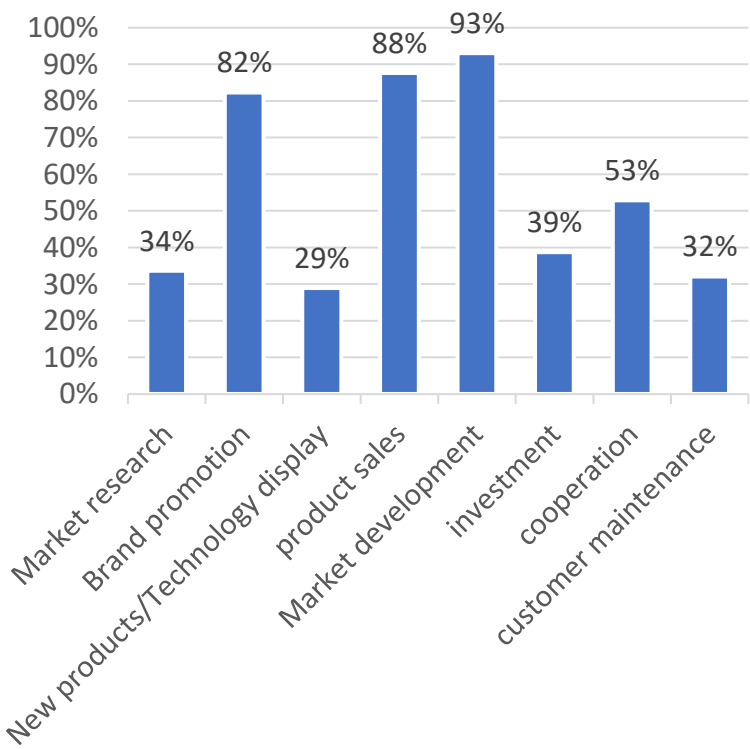


A total of 60,000 professional domestic and international visitors were warmly welcomed.

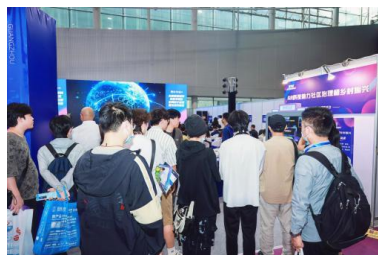
Exhibitor Type



Exhibitors Exhibition Purpose



The integration of exhibition and forum activities provides an important platform for showcasing industry achievements, expanding market channels, connecting project collaborations, and fostering communication. In addition to the exhibition section, the organizer concurrently held multiple events including academic exchanges, corporate roadshows, award ceremonies, and investment and financing matchmaking. With over 80 esteemed attendees and nearly a thousand registered participants, this event facilitated multi-channel networking opportunities for suppliers and buyers, fostering mutual cooperation and win-win partnerships.



Yuanjing Roadshow | Joint Product Launch Event for Enterprises

VR/AR/MR/XR Terminal Devices and Content Ecosystem Forum, along with targeted networking meetings

2023 "KUHEJIE" Metaverse Cross-Boundary Integration Ecological Forum, along with the launch event of the Guangzhou Virtual Reality Industry Association Investment and Financing Committee

Visitor's Purpose of the Exhibition

- Looking for new cooperators
- Collecting Market Information
- Purchasing Hardware Products
- Looking for new projects
- Possibility of Becoming Exhibitor
- Looking for Digital Exhibiting Solutions



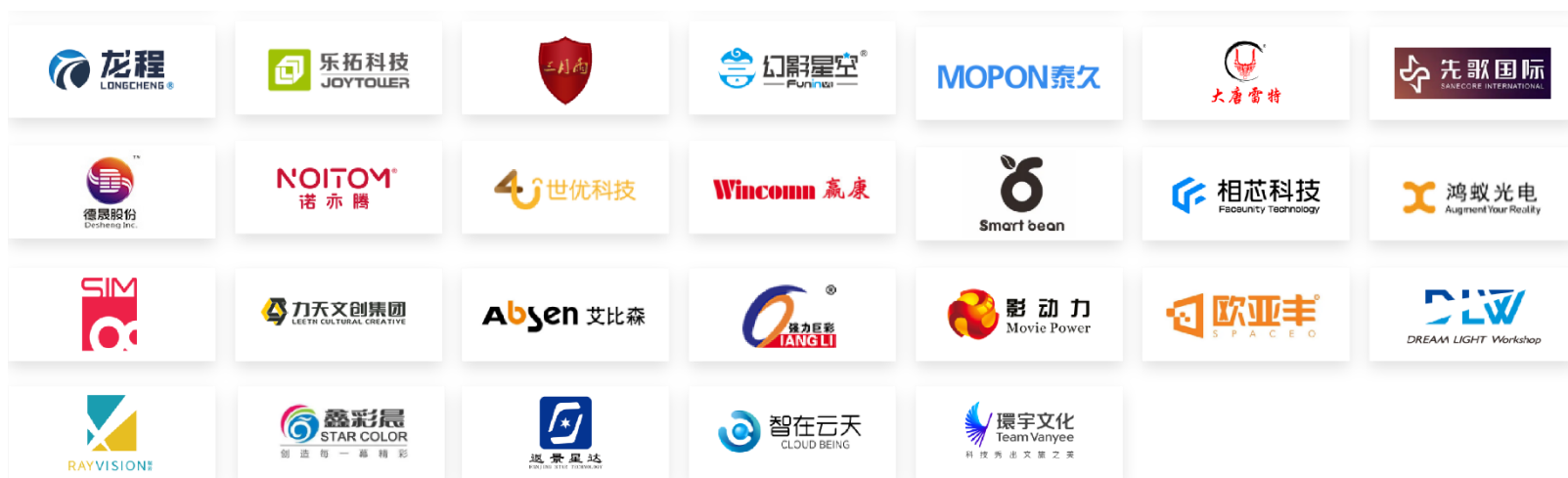
We sincerely appreciate the tremendous support we have received. The Asia VR & AR FAIR is grateful for your unwavering trust and belief in our capabilities.

Together, we are shaping the future of virtual and augmented reality, setting new standards and surpassing expectations.

Thank you for being part of our success story as we continue to strive for excellence in delivering unparalleled experiences.

Featured exhibitors from the past





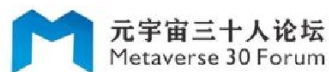
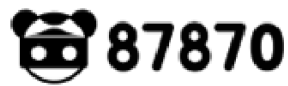
We are the leading force in this industry!

The Asia VR&AR FAIR take immense pride in the collaborations with multiple associations. This strategic partnership ensures that our exhibitions uphold the highest standards of professionalism and expertise. By joining forces with renowned associations, we curate an unparalleled platform that showcases the latest advancements and breakthroughs in virtual reality. Our commitment to excellence guarantees an exhibition experience that is both informative and inspiring, offering attendees a unique opportunity to explore the forefront of the industry innovation. With our unwavering dedication to professionalism, you can trust us to deliver a truly exceptional and impactful exhibition.



The best promotion!

Unlock the power of promotion and catapult your business to new heights with our exceptional exhibition services. As a leading exhibition company, we specialize in creating impactful platforms that maximize the reach and exposure of businesses. With our well-crafted exhibitions, you'll gain unparalleled opportunities to showcase your products and services to a vast audience of industry professionals and potential customers. Harness the power of our extensive marketing campaigns, media partnerships, and targeted promotions to elevate your brand visibility and drive business growth. Experience the exponential impact of our exhibitions as they become the catalyst for your success. Join us and witness firsthand how our events can transform your promotional efforts into tangible results.



VR&AR FAIR 2024 OUTLOOK

Advantage

50,000+m ² Exhibition Area	2,500+ Booths	2,000+ Project collectors
60,000+ Professionals Visitors	500+ Exhibitors in Total	

- NO.1 Fair Selection in China Grand
- Large Platform for Communication
- Top Technology Support
- Large Number of On-site Trade
- Help Building the Brand
- Global Advertising
- Highly Internationalize
- High Quality Service

Events

May 10th 2024——Golden Cube Ceremony

- 👑 Joint New Product Launch
- 👑 Digital Multi-media Exhibition Design Forum
- 👑 New Commerce Space Design Forum
- 👑 Digital Entertaining Space Design Forum
- 👑 Digital Visual Creators Forum

GOLDEN CUBE CEREMONY





May 11th 2024——Metaverse Cross Ecosystem Forum

👑 VR/AR/MR/XR Device And Content Forum

👑 Digital Safety&Emergent Education Summit

👑 Landscape Design Forum

👑 Culture and Night Tourism Design Forum

May 12th 2024

👑 Digital Sports Forum



Scope of The Expo

VR/AR/MR/XR Hardware and Contents

VR/AR headsets, AR glasses, XR hand tracking sets, VR entertaining facilities, panoramic viewing screens, multi-dimensional cinema with dynamic seats, ETC.

Metaverse Cinematic

XR filming, XR virtual live studio, XR streaming rooms & live sports, XR live concerns, ETC

XR Industrial

AI+AR inspection, VR/AR industrial training, digital factories showcase, intelligent product solutions, industrial data analyzing, big data application

XR Medical & Education

XR medical education & training, recovery training, XR health detecting, VR/AR safety simulation, virtual classrooms, interactive teaching tools, online office cooperation





CONTACT US RIGHT NOW!

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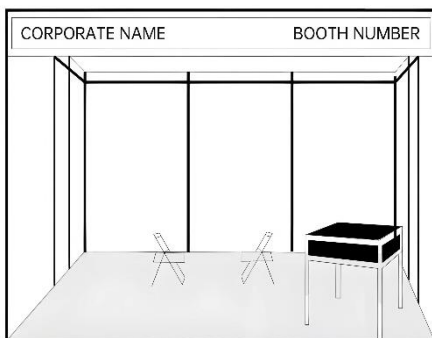
Twitter: <https://twitter.com/GrandeurHW>

Linkedin: <https://www.linkedin.com/in/azem-h-524746146/>

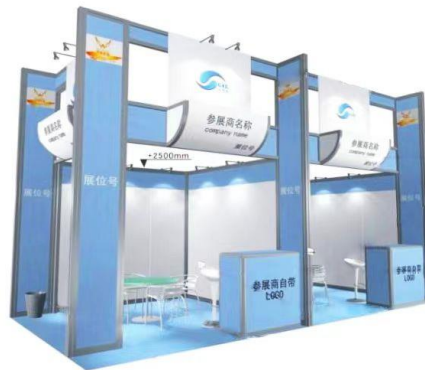
Tiktok: <https://www.tiktok.com/@grandeurdigitalhw>

Wechat/mobile: +086 18565336470

Website: <http://www.vrarfair.com/index.php?lang=en>



Standard booth



Deluxe booth



Empty Space

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