



数博会
**BIG DATA
EXPO**
中国·贵阳 GUIYANG · CHINA

BIG DATA 2021

***CHINA INTERNATIONAL BIG DATA
INDUSTRY EXPO 2021***

2021.05.26-28
GUIYANG · CHINA

CHINA INTERNATIONAL BIG DATA INDUSTRY EXPO 2021

Date

2021.05.26-28

Website

www.bigdata-expo.cn

Venue

Guiyang International Convention and Exhibition Center
Guiyang International Eco-Conference Center

Organizers

National Development and Reform Commission of the People's Republic of China
Ministry of Industry and Information Technology of the People's Republic of China
Cyberspace Administration of China
Guizhou Provincial People's Government

Supporter

Ministry of Commerce of the People's Republic of China

Co-organizers

Guiyang Municipal People's Government
Gui'an New Area Management Committee
Guizhou Provincial Development and Reform Commission
Guizhou Provincial Department of Industry and Information Technology
Big Data Development Administration of Guizhou Province
Guizhou Provincial Department of Commerce
Guizhou Provincial Cyberspace Administration
Institutes of Science and Development, Chinese Academy of Sciences
Internet Society of China
China Council for the Promotion of International Trade Beijing Sub-council



Messages from Leaders

China attaches great importance to the development of the big data industry, and is willing to share opportunities of the digital economy's development with other countries, and jointly explore new growth drivers and development paths by exploring new technologies, new business forms and new models.

—— Xi Jinping, President of the People's Republic of China
Congratulatory Remarks on the Big Data Expo 2019

With the vision of having innovative, coordinated, green, and open development that is for everyone, China is implementing a national big data strategy centered on building the country's strength in cyberspace and nurturing a digital China and smart society, which will aid the transition of the country's economy from high-speed growth to high-quality development.

—— Xi Jinping, President of the People's Republic of China
Congratulatory Remarks on the Big Data Expo 2018

Big data is the diamond mine of the 21st century. We have been continuously tapping these diamond mines and have also planted a tree of wisdom. The government should play its due role here.

—— Li Keqiang, Premier of the State Council
Speech at the Opening Ceremony of the Big Data Expo 2016

Big data leads to in-depth integration, and integration leads to large-scale development. Various countries are expected to enhance cooperation in innovation, restructuring, and big data mining and utilization, with the aim of reshaping global manufacturing and fueling economic recovery.

—— Ma Kai, former Vice Premier of the State Council of the People's Republic of China
Speech at the Opening Ceremony of the Big Data Expo 2017

China will stick to its new development philosophies, further leverage data as a basic resource and driver for innovation, promote the growth of the digital sector, and speed up the digitalization of industries, so that we can move from data of quantity to data of quality.

—— Wang Chen, Member of Political Bureau of CPC Central Committee,
and Vice Chairman of the Standing Committee of the National People's Congress
Speech at the Opening Ceremony of the Big Data Expo 2019

ABOUT BIG DATA EXPO



BIG DATA 2021

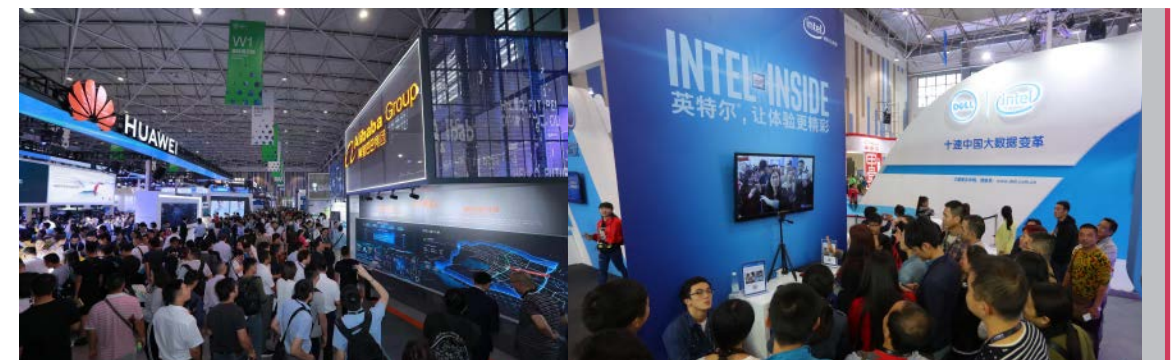
Overview of the Big Data Expo

The Big Data Expo, which is held in Guiyang each May, is representative of a comprehensive fair for the big data industry. Since its launch in 2015, the physical Big Data Expo has been held successfully for five consecutive years. Launched amidst the transformation of the global next-generation information industry, the Expo grows stronger as the sector thrives. Today, it's been an authoritative international platform for the world big data community, despite global changes intertwined with opportunities and challenges.

Over the past six years, the Expo has championed “Global Vision, National Interests, Industry Roles, and Corporate Responsibilities”. The event comprises of five segments: “One Forum, One Exhibition, One Expo Release, Contests, and Related Activities”, and it has been a great success annually. In 2019, it featured more than 20,000 guests and over 400 enterprises and institutional exhibitors, over 120,000 visitors attended the Expo, where they shared the benefits of big data evolvement and offered their input on industry developments.

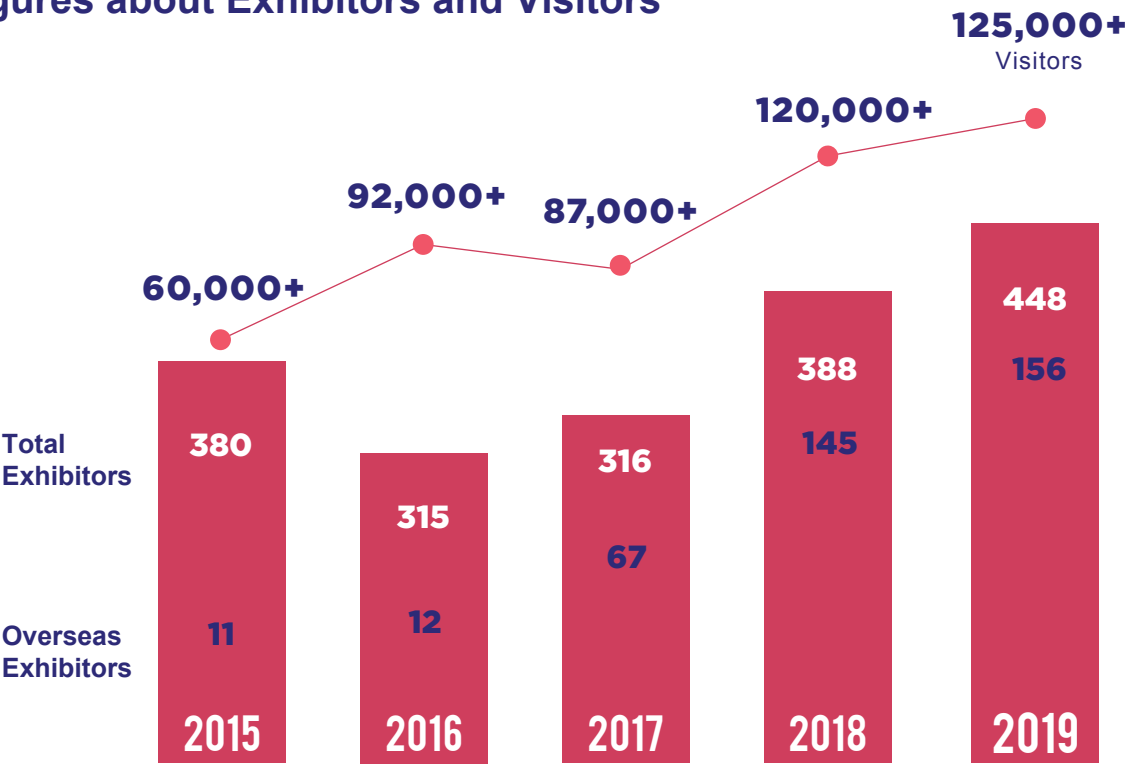
As a promoter of the national big data development strategy, the Expo has been high on the agenda of leaders of China. In 2018 and 2019, Chinese President Xi Jinping sent a letter of congratulations on the opening of the Big Data Expo, and other government leaders, including Chinese Premier Li Keqiang, Former Vice Premier Ma Kai, and Wang Chen, Vice Chairman of the NPC Standing Committee, attended and addressed the first five Expos. Also, the event garnered attention and support from sectors across the globe, with António Guterres, the current Secretary-General of the United Nations, sending a congratulatory letter. Prominent figures, such as international dignitaries, government officials, corporate executives, experts, scholars, and representatives from media, associations and scientific research institutions, all congregated to lead the efforts in global cooperation on big data.

While upholding the national strategy, the Big Data Expo 2021 is set to respond to the need of businesses and debut emerging technologies. It will be a creative feast with both online and offline exhibitions arranged. We sincerely hope friends, both old and new, join us in Guiyang, “China Data Valley”, to chart a brighter future for the big data industry.



Achievements of the Expo

Figures about Exhibitors and Visitors



Big Data Expo 2019



Never-ending Big Data Expo — Global Communication Campaign 2020

2020 05.26-09.30



Media Coverage



Review of Previous Expos



The Big Data Expo came into being as the era of big data unfolds, and has lived up to the guiding principles embodied in President Xi Jinping's speech in his visit to Guizhou province. When the big data industry was taking shape, Guizhou province seized opportunities to take China's lead in pooling and energizing big data resources, laying a solid foundation for the Expo's launch.

The Expo first rose to fame in 2015 as the world's first themed exhibition on big data. The following year, the event was well received by all sectors across global society as Chinese Premier Li Keqiang attended and addressed the Expo's opening. Among others, chief executives of leading Internet companies, such as Baidu, Alibaba and Tencent, delivered fascinating keynote speeches. And the presence of such renowned companies as Alibaba, Huawei, Tencent, Microsoft, Oracle and Foxconn was a feast for the eyes.

With upgraded technology and a bigger market, the big data industry is experiencing exponential growth. The Expo provides a vital platform for global big data firms to share views and pursue common development, and its specialized, pioneering and internationalized features have been favored by countries and markets.

The Expo was elevated to the national level in 2017 and entered a new phase in 2018 as President Xi Jinping sent a congratulatory letter for its opening for the first time. The carefully orchestrated themes and activities have enabled the Expo to timely present the latest news and developments about the industry and to bring together globally-famed businesses, industry talents, academicians of the Chinese Academy of Sciences and the Chinese Academy of Engineering, and university scholars. This is how the event searches for possible business opportunities as the big data industry moves forward.



2015—2016

If you had missed the investment opportunities in Guangdong or Zhejiang 30 years ago, by no means should you miss that in Guizhou today.

—— Jack Ma, Co-founder of Alibaba Group

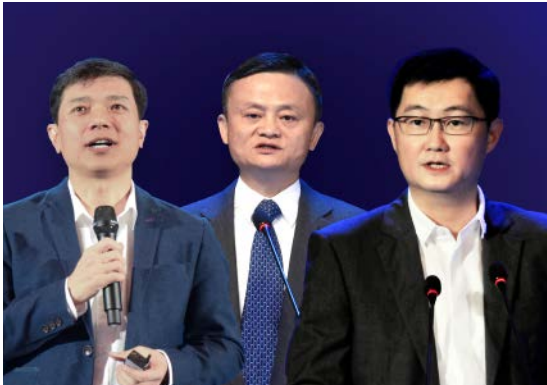
Going ahead, the data that Tencent views crucial will be stored in Guizhou.

—— Pony Ma, Chairman and CEO of Tencent

Artificial intelligence is designed to enable technology to be loyal to, serve, and deliver a better life to mankind.

—— Robin Li, Founder, Chairman and CEO of Baidu

(High-profile Remarks at High-level Dialogues of Big Data Expo)



2017—2018

Big data is not only an inevitable outcome of demand-driven and technology-driven development, but also an effective solution to future challenges.

—— Bai Chunli, former President of the Chinese Academy of Sciences

(Speech at the Opening Ceremony of the Big Data Expo 2017)



Review of Previous Expos

2019

We must work together to ensure that big data, and the technologies that it enables, are harnessed for the benefit of humankind while minimizing the risks to development, peace and security and human rights.

—**António Guterres,**
Secretary-General of the United Nations
(Congratulatory Remarks on the Big Data Expo 2019)

BIG DATA EXPO

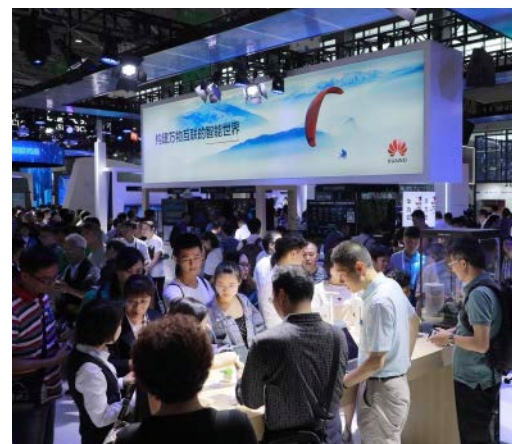
Building on its past successes, the Big Data Expo 2019 made breakthroughs in terms of the scale of the event, the tier of the special guests, the way it was organized, and the exhibits.

Regarding **international exchanges**, the Organizing Committee, together with the Moroccan Digital Development Agency (DDA), co-hosted the high-level dialogue on big data and global poverty reduction. To spread Guizhou's practices of poverty eradication, a themed exhibition section about big data plus poverty alleviation was put in place. The Expo hosted a record number of overseas exhibitors, which accounted for one third of total exhibitors.

Regarding **forums and meetings**, the Expo dove into trending topics in the industry by orchestrating an array of high-level dialogues and forums. On its sidelines, various business activities, such as the Matchmaking for Chinese Big Data Investors and Developers and the Welcoming Cocktail Reception, were held to offer entrepreneurs and investors opportunities to network.

Regarding **services to companies**, the meticulous and thoughtful arrangements allowed 448 exhibitors to experience the fascinating event and showcase their products. The 2019 Expo Releases included ten cutting-edge technologies, ten new techniques, 20 new products and nine business models, which were created by global companies as a way to guide the industry forward.

Regarding **entrepreneurship and innovation**, the host of six outstanding competitions, including the AI Global Contest, involved 2,500 entrepreneurial teams from 20 countries and regions. Six observation routes with 32 sites were meticulously designed by the Organizing Committee to foster an enabling ecosystem for entrepreneurship in "China Data Valley".



2020

To respond to the coronavirus pandemic, the organizers took an innovative approach to hosting the Expo by putting relevant activities online. With that, "the Never-ending Big Data Expo — Global Communication Campaign 2020, China's first global communication" effort jointly taken by an international expo and the media, was held from May 26 through September 30, 2020.

The online Expo witnessed the host of 78 events, including one Expo Investors Forum, 52 releases, eight dialogues, ten interviews, four salons, and three other activities. With everything held online, the Expo introduced the industry achievements and latest developments in 2020 and reminisced on the success of the past five years, giving 813,300 visitors an exciting and different way to explore the event and identify business opportunities.

Among others, the Expo Investors Forum made possible the integration of technologies with financial resources, enabling more quality projects to be commercialized as it created opportunities for cooperation on global big data projects through corporate roadshows and observation tours for investors.

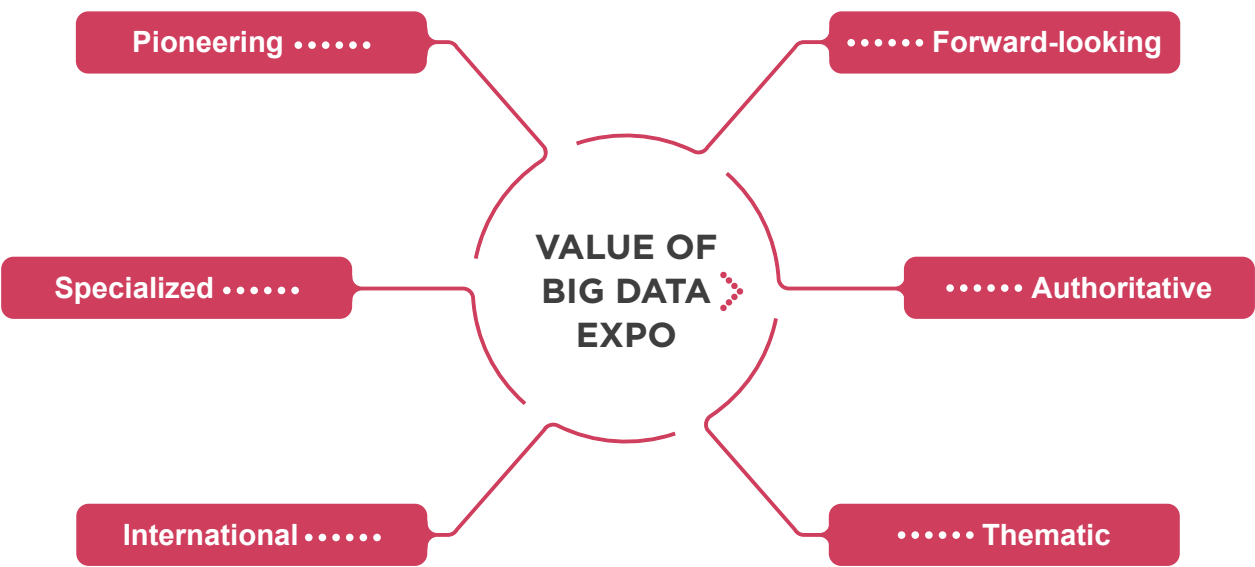


Never-ending Big Data Expo



Preview of the Big Data Expo 2021

A Novel Combination of 40,000-Square-meter Offline Exhibition and Diverse Online Events



Formation

Summit Meeting and the Opening Ceremony



A roadmap for the development of the big data industry as part of a national strategy will be presented by state leaders and ministers. Views on opportunities and challenges facing the sector are set to be exchanged and new industry policies interpreted among global industry leaders, famed experts and distinguished scholars.



High-level Dialogues and Forums



The high-level dialogues and forums on much-debated topics are where wisdom and ideas are pooled together and where global think-tanks, industry leaders and talents are brought together to share their insights about how big data is applied, where the industry would go, and what value will be delivered.



Exhibition



Guided by the 14th Five-Year Plan and following national policies and development strategies, the specialized exhibitions, to be held online and offline, will introduce the novel achievements and applications of big data in such areas as public governance, new infrastructure, rural reinvigoration, and healthcare.



Selection and Release of Leading Technologies



As China's first big data technology award, the "Expo Release" has played an authoritative role in releasing and appraising emerging innovations in the big data industry worldwide. The upcoming Expo will present its selected cutting-edge technology, policy documents, public welfare campaigns, and business achievements.



Global Competitions



By hosting multiple themed competitions, including the AI Global Contest, the Expo aims at identifying projects that prove rewarding and getting these startup projects commercialized. Continued efforts have been made to make these events diverse, down-to-earth, cutting-edge, and international, and to enrich them by integrating with exhibitions and forums.



Other Activities



The Expo will also include the business investment event, activities of foreign embassies and consulates in China, big data observation tours, and the "Night of the Data Valley", among others. They are designed to showcase what big data has to offer by taking advantage of Guizhou as China's first comprehensive pilot zone for big data at the national level.




Notice to Exhibitors

Forms of Participation

Offline Exhibition	Online Exhibition
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The Big Data Expo features online and offline exhibitions at the same time. Through diverse and interactive activities, the exhibitors and trade visitors will be exposed to broader business opportunities than before. To find more information about the online exhibition, please visit our official website or WeChat account.

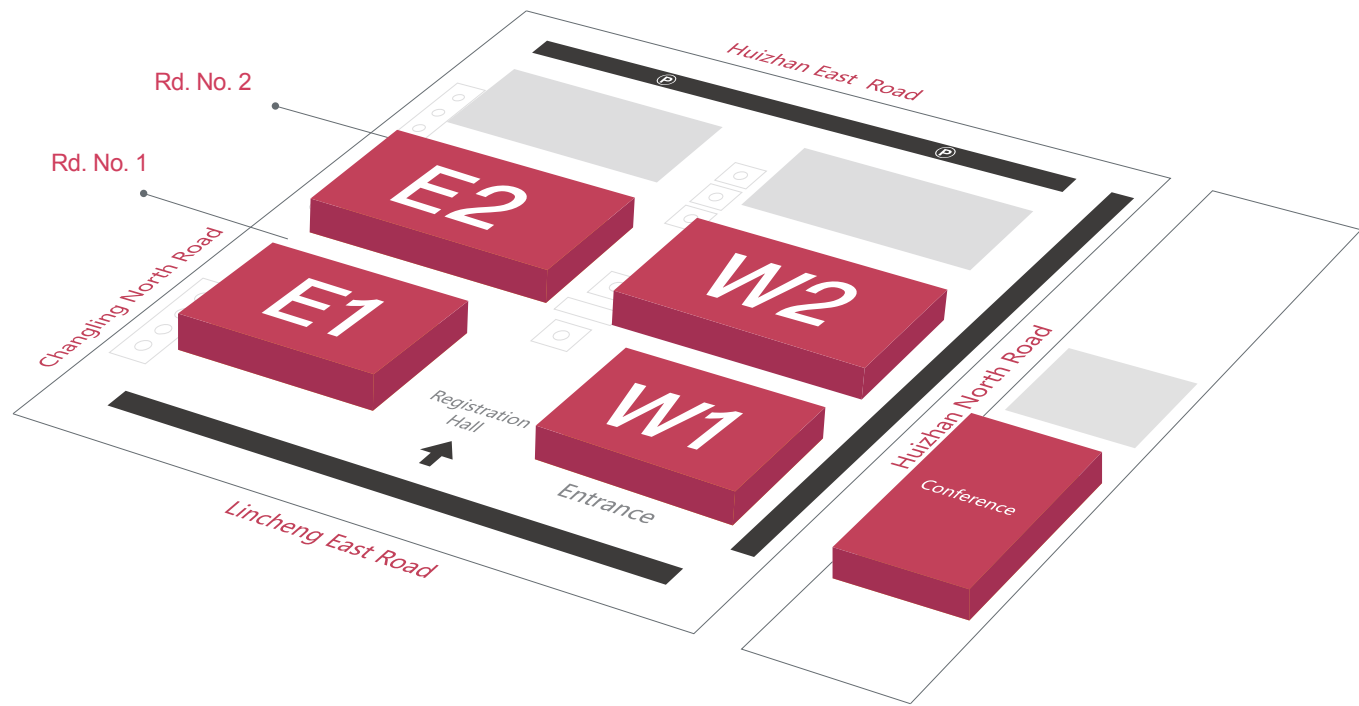


Exhibitor Registration

Option 1: Log into www.bigdata-expo.cn to see the sections of Exhibition Application.

Option 2: Scan the QR code on the left and sign up for the Expo online.

Layout






Offline Booth Price List

Type/Zone	Raw Space	Shell-scheme
Zone A	RMB 1,200/m ²	-/-
Zone B	RMB 1,000/m ²	RMB 13,600 (12m ²)

Preferences

- 5% discount for exhibitors who confirm the booth-booking contract no later than March 15, 2021.
 - 5% discount for exhibitors who exhibited in the Big Data Expo 2019.
 - 5% discount for booths of no less than 72 m².
- Note: The discounts can be stacked. For detailed booth descriptions, please refer to the folded insert of booth plan.

Exhibition Categories

- **Big Data Foundation**
Big data acquisition/Big data governance/Big data transfer/Big data storage/Data processing and mining analysis/Data visualization/Data security/Data warehousing/Data assets management, etc.
- **Big Data Technologies and Services**
Artificial intelligence /5G/Blockchain/Cloud computing/IoT/Edge computing/Digital recognition/Natural language recognition technology/Information communication/Big data platform technological architecture/Data middle platform/Distributed storage/Digital twin, etc.
- **Data Fusion Application**
Big data poverty alleviation/Smart finance/Smart healthcare/Smart energy/Smart education/Smart city/Smart government/Smart transportation/Smart agriculture/Smart health/Smart tourism/Smart home/Smart workshop/Smart emergency response, etc.
- **Intelligent Manufacturing and Data Infrastructure**
Industrial Internet and intelligent manufacturing/Data center equipment/Big data analysis application platform/Telecom operator/Storage server/Converged AIO/Smart terminal/Wearable device/Virtual reality (VR) Technology and Equipment/Augmented reality (AR) technology and equipment/Mixed reality (MR) technology and equipment/IoT sensors /Network security equipment/Driverless/Security device/Emergency equipment, etc.

Raw Space

Exhibitors should design their own booths on the space designated by the Organizing Committee, and rent their own furniture or power supplies.

Shell-scheme

Standard booth rendering as shown on the right. (subject to actual circumstances)



Size	4 meter (L) × 3 meter (W) × 2.5 meter (H)	
Materials	Fascia board with company name	
	Carpet	
	Information desk	× 1
	Folding Chair	× 2
	5A/220V socket	× 1
	Headlamp	× 2
	Paper basket	× 1

Exhibitor Activities and Advertisement Service

Exhibitor Activities

The Registration Hall, conference rooms, and other zones will be available for exhibitors to host product releases, technological exchanges, and roadshows, among others. These areas are equipped with audio equipment and digital displays. If interested, please contact the Exhibition Team of the Executive Committee.

Prices

Zone	Date	Duration	Price
Registration Hall ≤200 people	May 26, 27	30 min/session	RMB 35,000/session
		45 min/session	RMB 50,000/session
	May 28	30 min/session	RMB 20,000/session
		45 min/session	RMB 30,000/session
Conference Room No.1 100 people	During the exhibition	2 hour/session	RMB 8,000/session
Conference Room No.2 50 people	During the exhibition	2 hour/session	RMB 6,000/session

Advertisement Service



The Organizing Committee has put in place advertisement service. If interested, please log into the Expo's official website (www.bigdata-expo.cn) and download the detailed ad brochure.

Note: A sample advertisement

Application for Hosting Professional Forums

Hosting of Professional Forums

Eligible associations, organizations and enterprises in the area of big data may apply to the Executive Committee for organizing professional forums, which will be included in the general forum agenda and accessed by the audience of the Expo. Due to the limited time of the exhibitions, the Executive Committee will choose the best applicants to host the professional forums. If interested, please contact the Forum Team of the Executive Committee.

Detailed Information

Date	Size	The Co-organizer Of A Professional Forum May Be Entitled To
May 25, in the afternoon	≤ 200 people	1.The use of the venue and on-site services provided by the organizing committee; 2.Venue setting and installation; 3.The use of lighting, stage art design, and electronic control system; 4.Publicity and exposure on the official web-site of the Expo during its session; 5.Publicity by media partners during the session of the Expo;
May 26, in the afternoon	≤ 200 people	
May 27, in the morning	≤ 200 people	
May 27, in the afternoon	≤ 200 people	
	>200 people	6.Presence of one of its members at the opening ceremony; 7.Ten all-access passes for the forums;
	≤ 200 people	
May 28, in the morning	>200 people	8.2-3 banner stands or roll-up banners at the venue, not exceeding 1.6m*1m each; 9.A 2-min (or shorter) promotional video on the big screen after the warm-up videos of the Expo and before the start of the forum;
	≤ 200 people	
May 28, in the afternoon	>200 people	10.A one-page introduction on the proceedings of the Expo forums.
	≤ 200 people	

Note: To inquire about the expense of a profession forum, please find contact information on the back cover.

Forum Highlights



Selected Enterprises Brand Collection



Note: Selected enterprises present at the previous exhibitions and forums are listed in no particular.

China International Big Data Industry Expo Executive Committee

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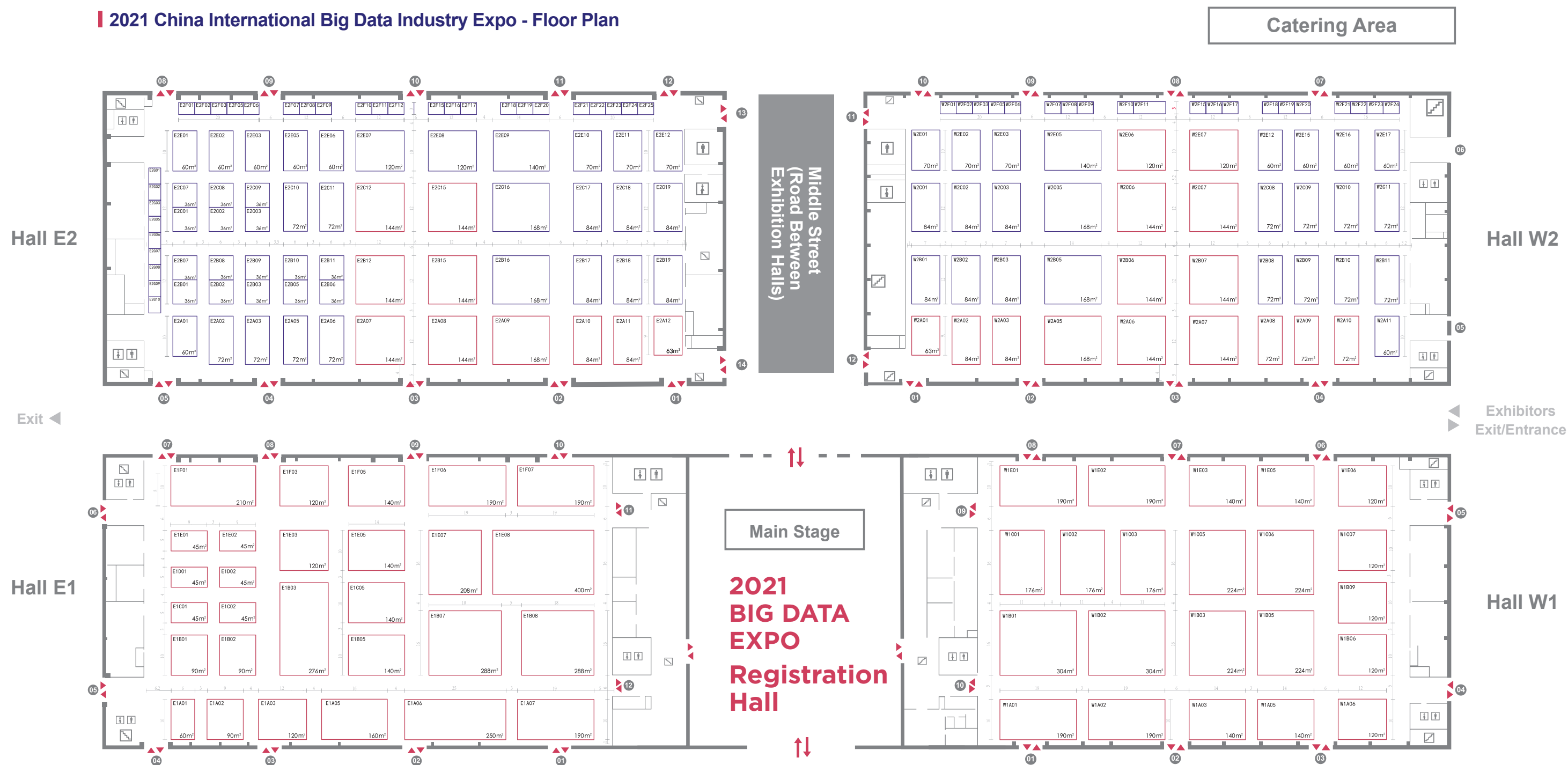


Big Data Expo
Official Website



Big Data Expo WeChat
Official Account

2021 China International Big Data Industry Expo - Floor Plan



Zone A Raw space RMB 1,200/m² Zone B Raw space RMB 1,000/m² Shell-scheme RMB 13,600 (12m²)