



世界显示产业创新发展大会
WORLD CONFERENCE ON INNOVATION AND DEVELOPMENT IN THE DISPLAY INDUSTRY

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DISPLAYS EVERYWHERE · REFLECTING COUNTLESS SCENARIOS

中国新型显示技术在 德国/欧洲市场的机遇和挑战

Opportunities and Challenges of Chinese Displays on the DE/EU Market

演讲人: Silvio Haase, 黄虹梓



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西尔维奥·哈塞简介

A brief introduction of Silvio Haase

- born in 1971 – in Germany (in the former GDR)
- father of three kids (10, 16 & 18)
- marketing and sales expert > 25 years, expert in entering new markets
- expert in digital sales opportunities > 15 years
- visiting China for more than 20 times – since 2016
- Chief Marketing Officer & Head of Business Development
@IndustryStock.com
- CEO @diribo.com



02

中国出口德国/欧洲

China Export to Germany / EU

The USA is still the most important trade partner of the countries of the European Union. The total trade value between the US and the EU in 2023 was 849 billion euros. This means 17% of total European trade value. China came in on the second place – with 15% (roughly 750 billion euros).

While the share of trade with the US has fallen in comparison to 2000, share of trade with China almost tripled in the same period from 5% to



中国出口德国/欧洲

China Export to Germany/EU

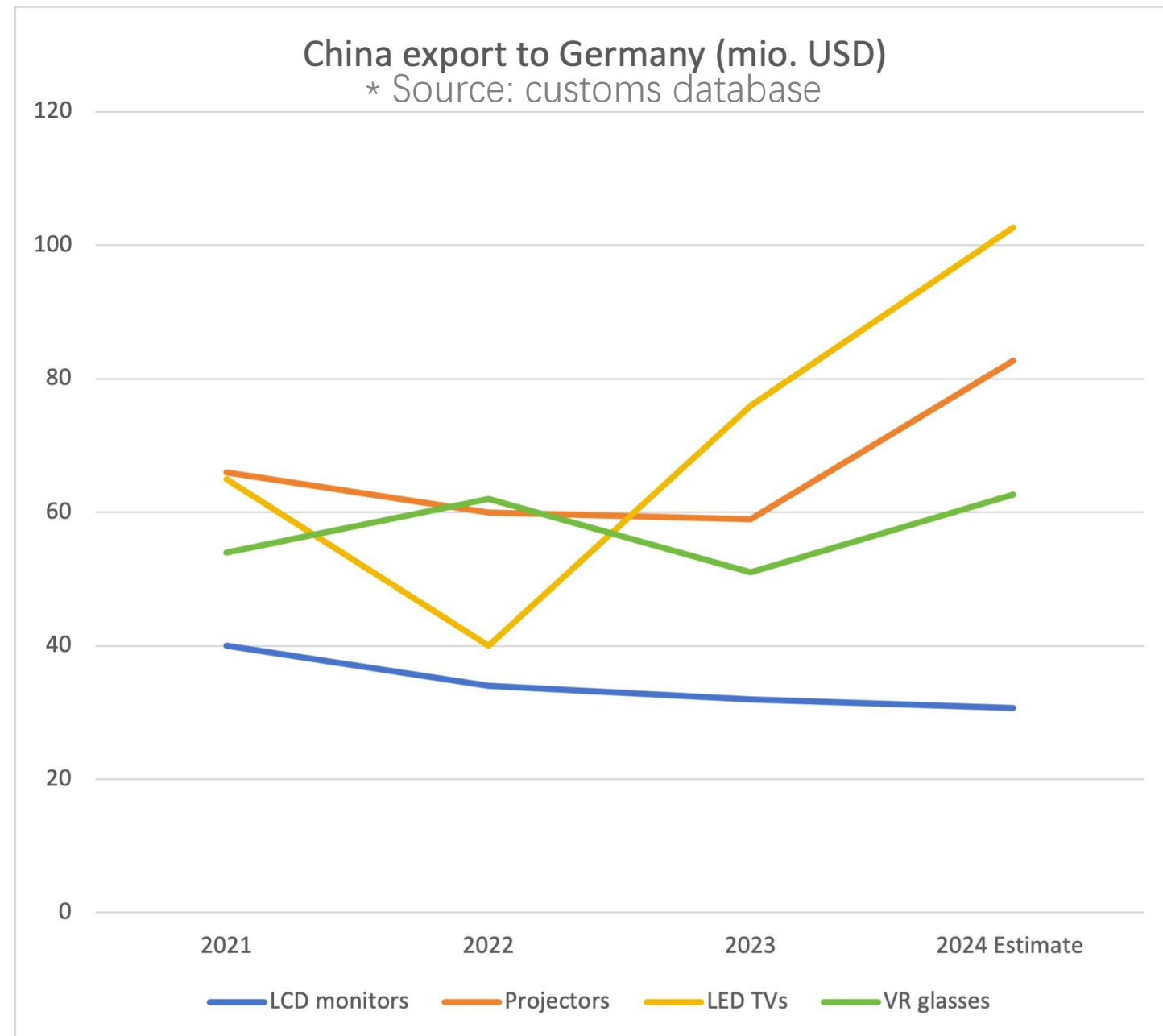
显示技术

- LCD 显示器
- 投影机
- LED 电视
- VR 眼镜
- 柔性 LED 屏幕

Display Technology

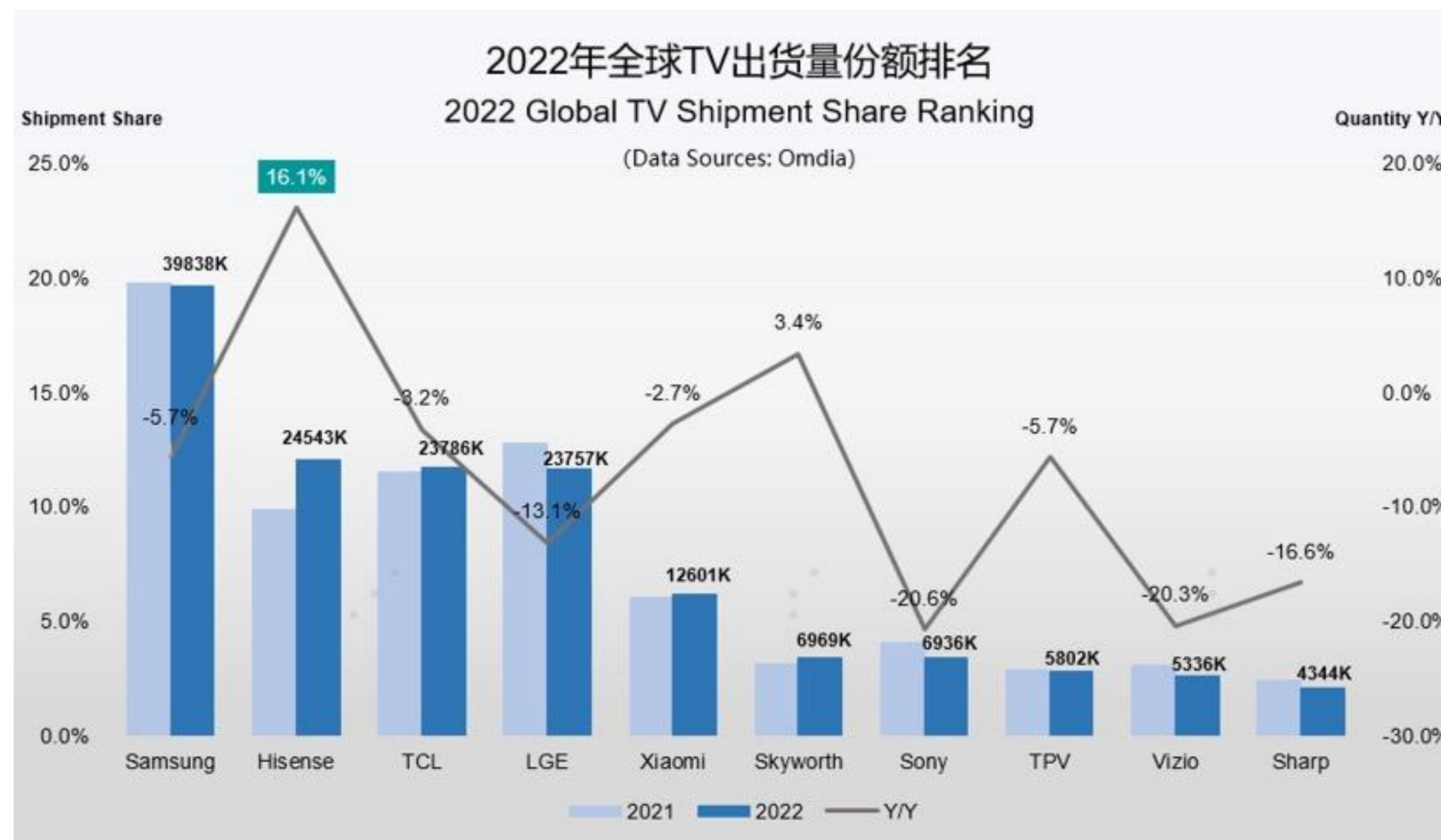
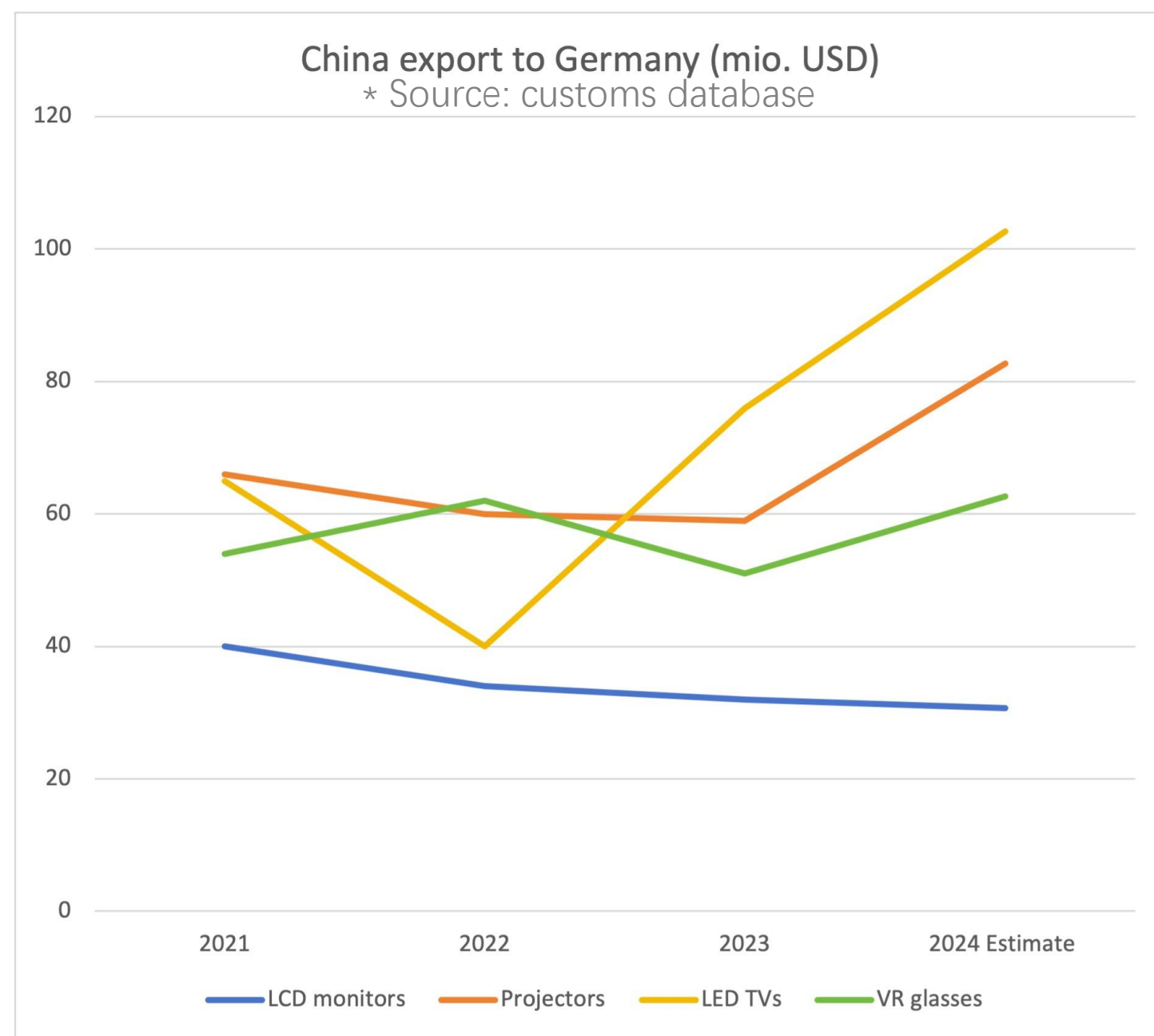
- LCD monitors
- Projectors
- LED TVs
- VR glasses
- Flexible LED screens

中国出口德国/欧洲 China Export to Germany/EU



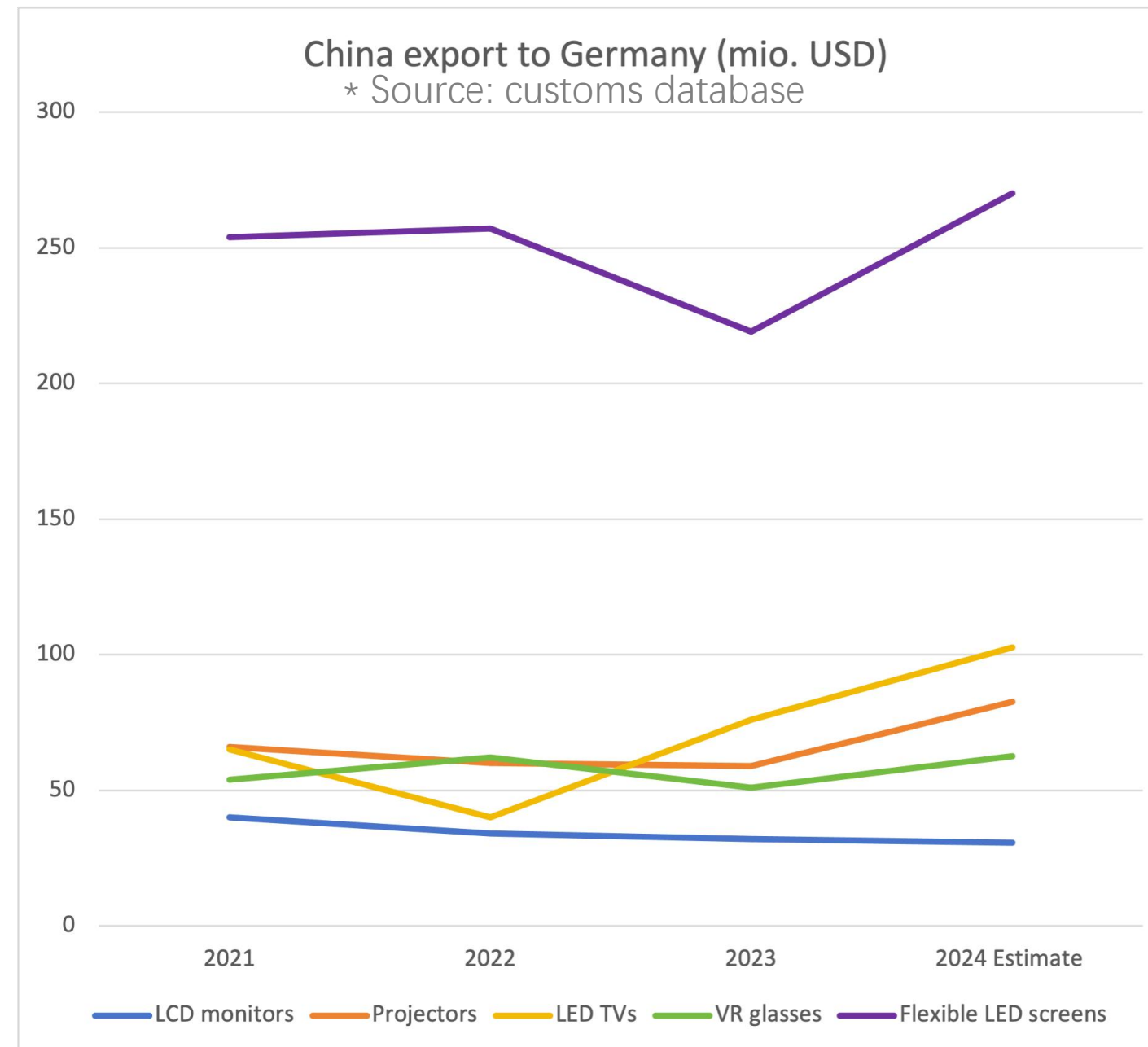
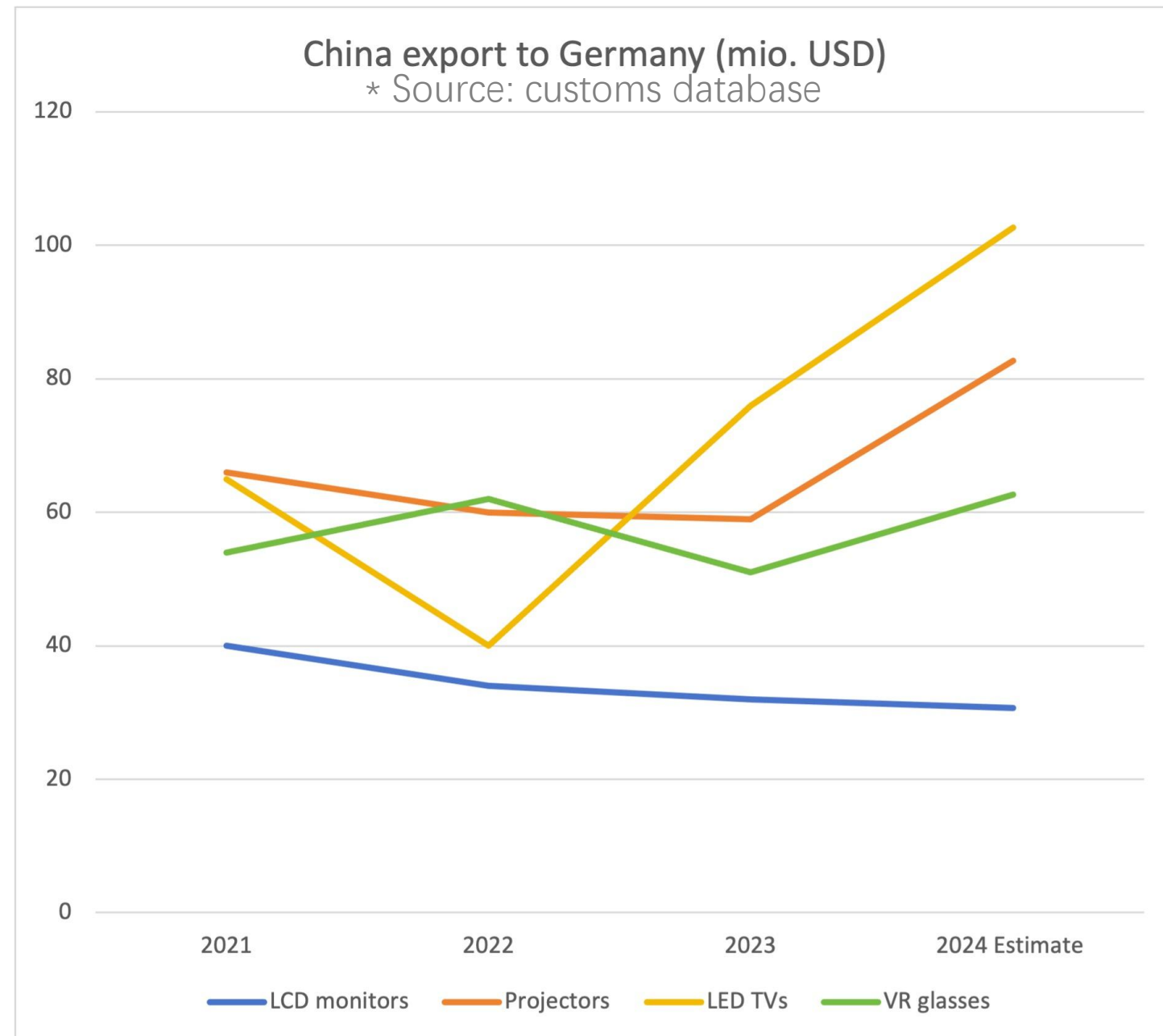
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China Export to Germany/EU



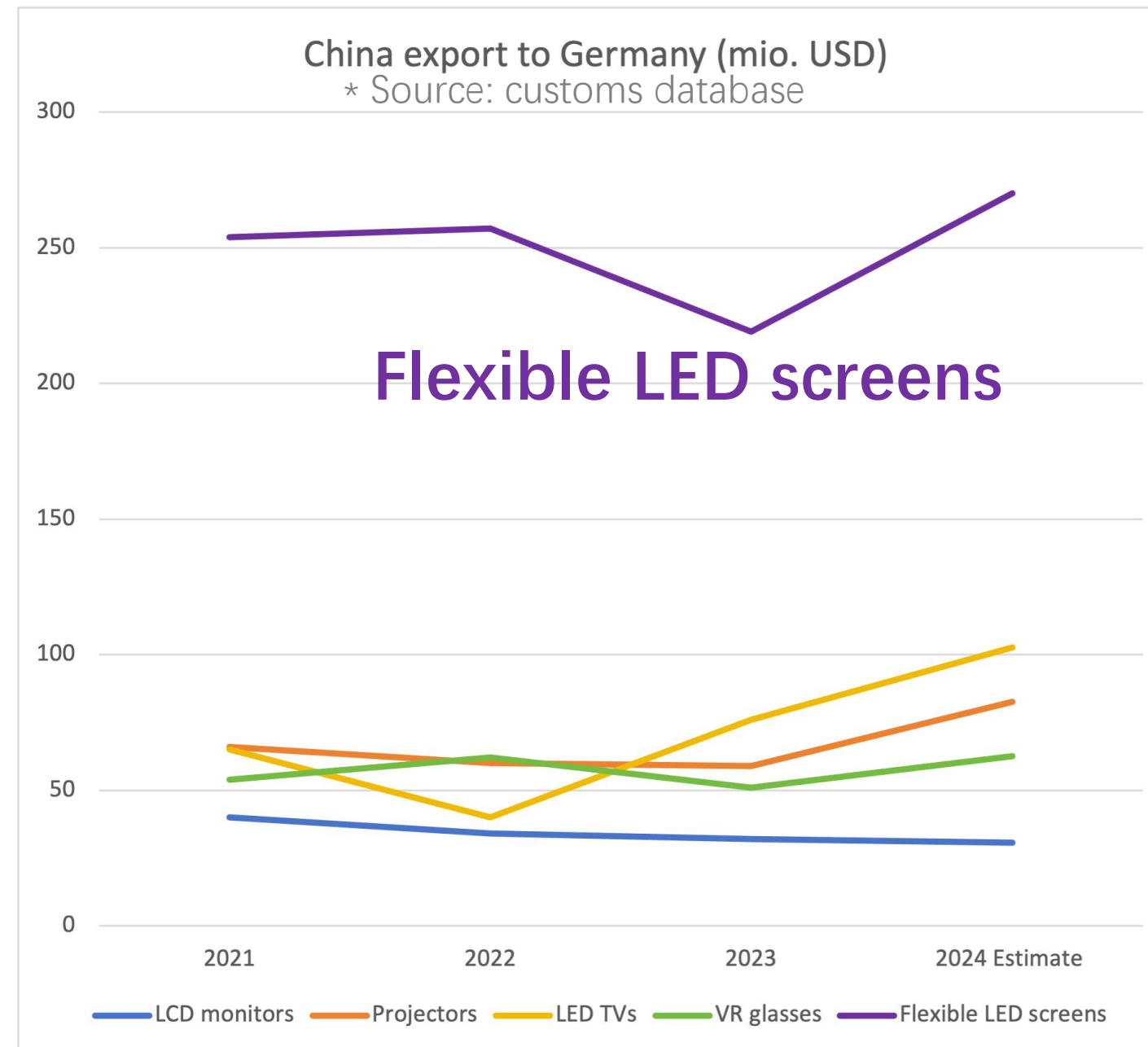
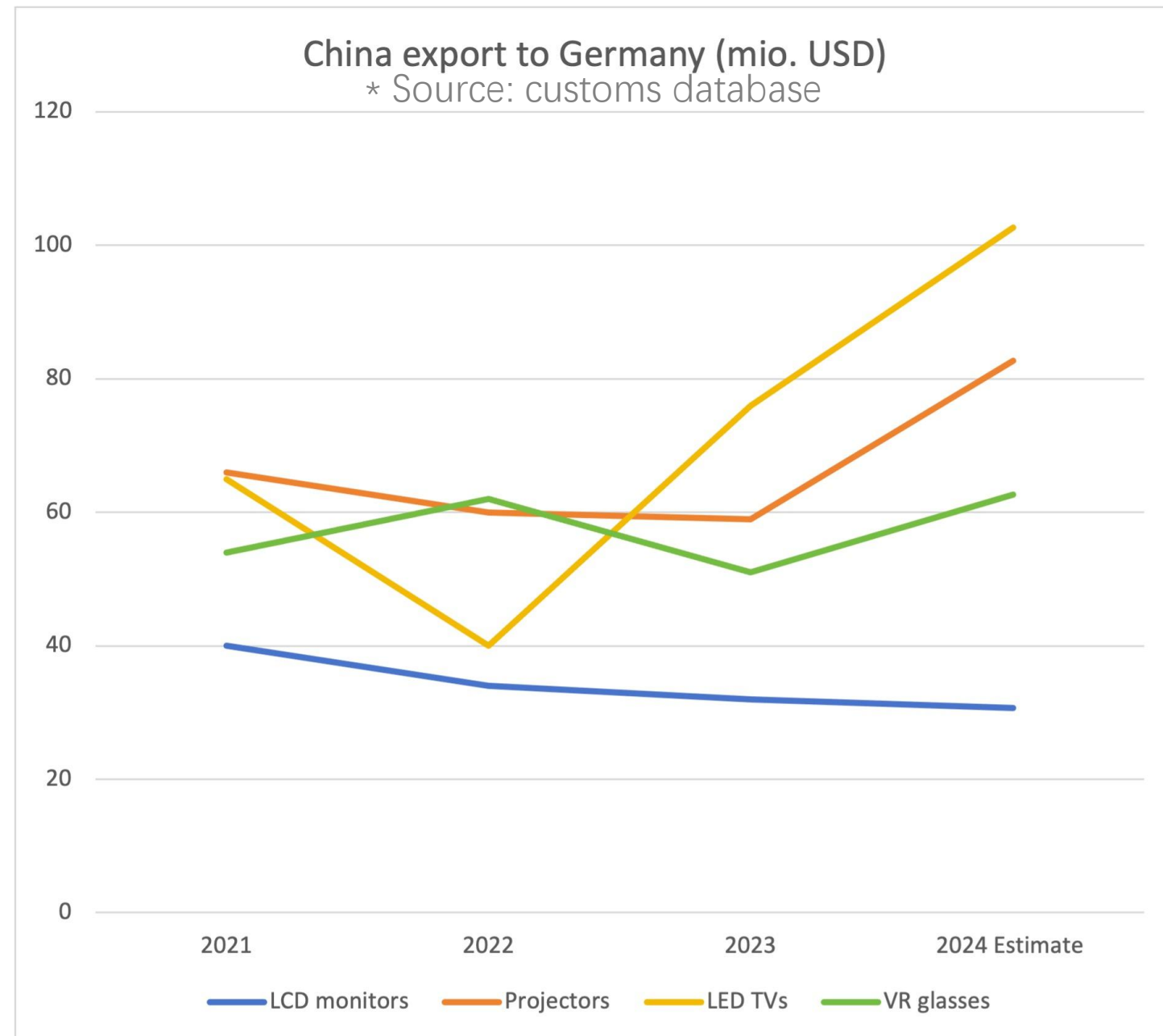
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China Export to Germany/EU



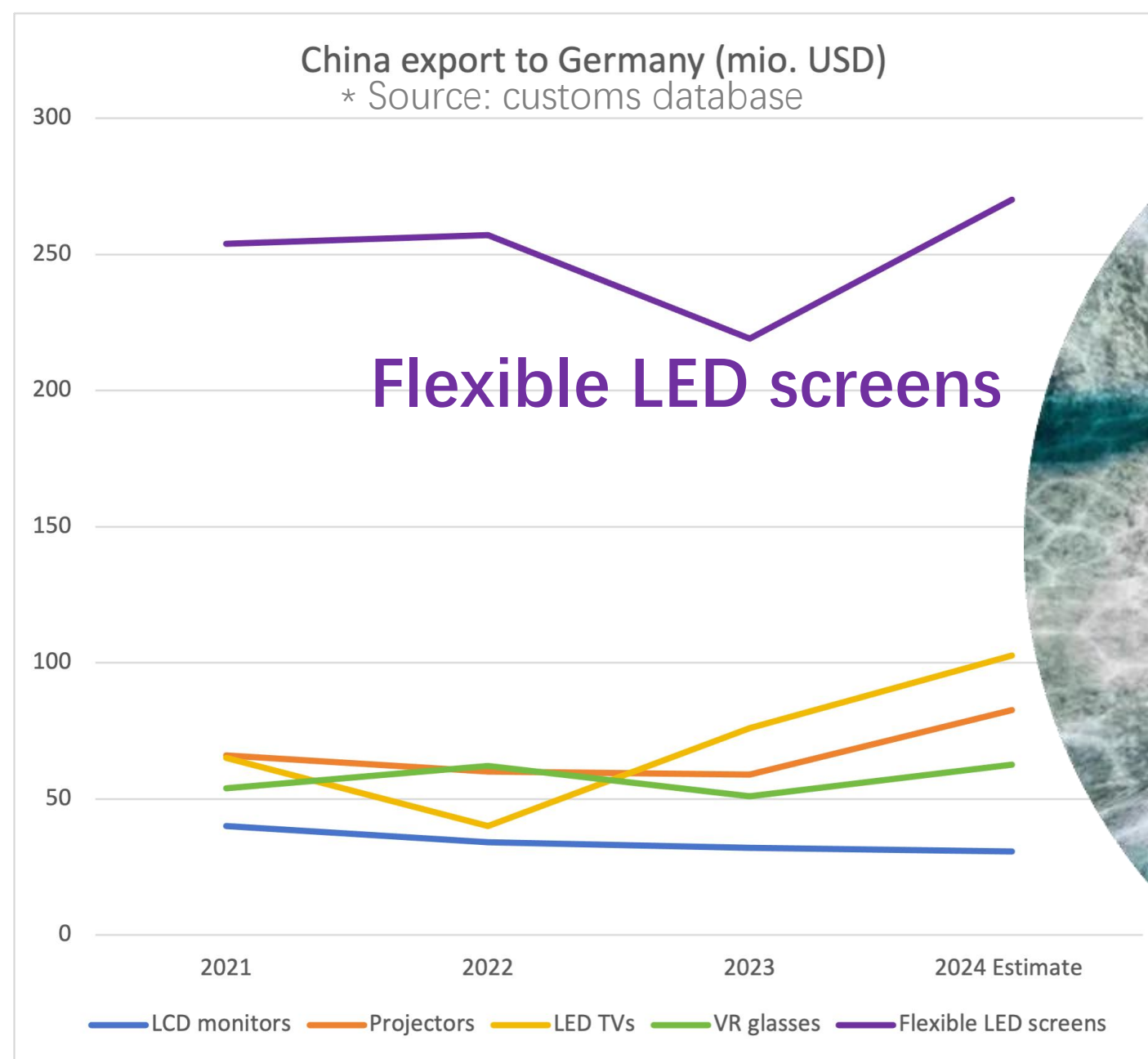
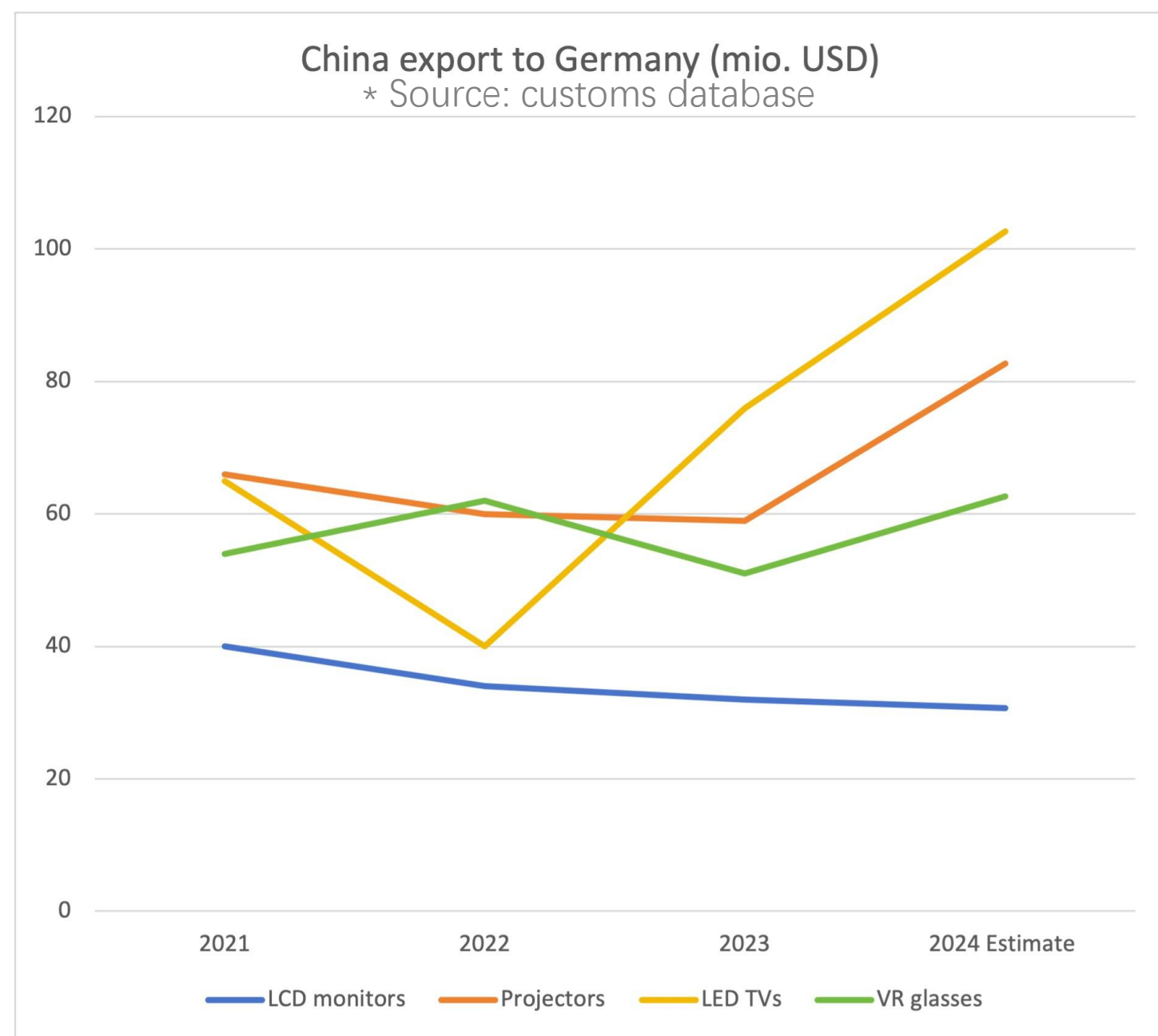
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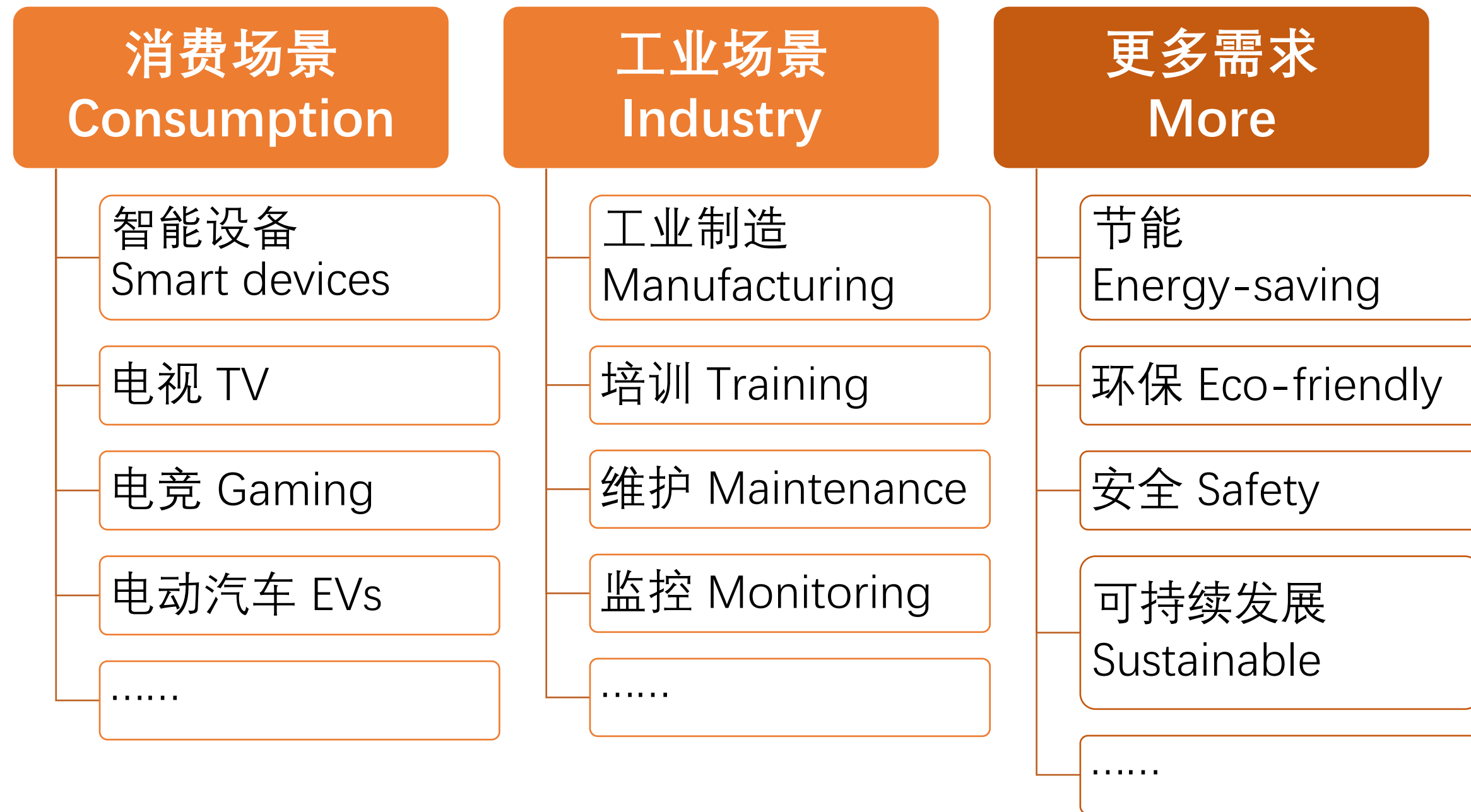
03

欧洲市场需求和机遇

EU Market needs and opportunities

欧洲市场需求和机遇

EU Market needs and opportunities



特别是在德国的工业场景
Especially in the German industrial scene



欧洲市场需求和机遇

EU Market needs and opportunities

挑战 – Challenges

- 哪些法规对我的产品很重要？

What regulations are important for my product?

- 市场如何运作？

How does the market work?

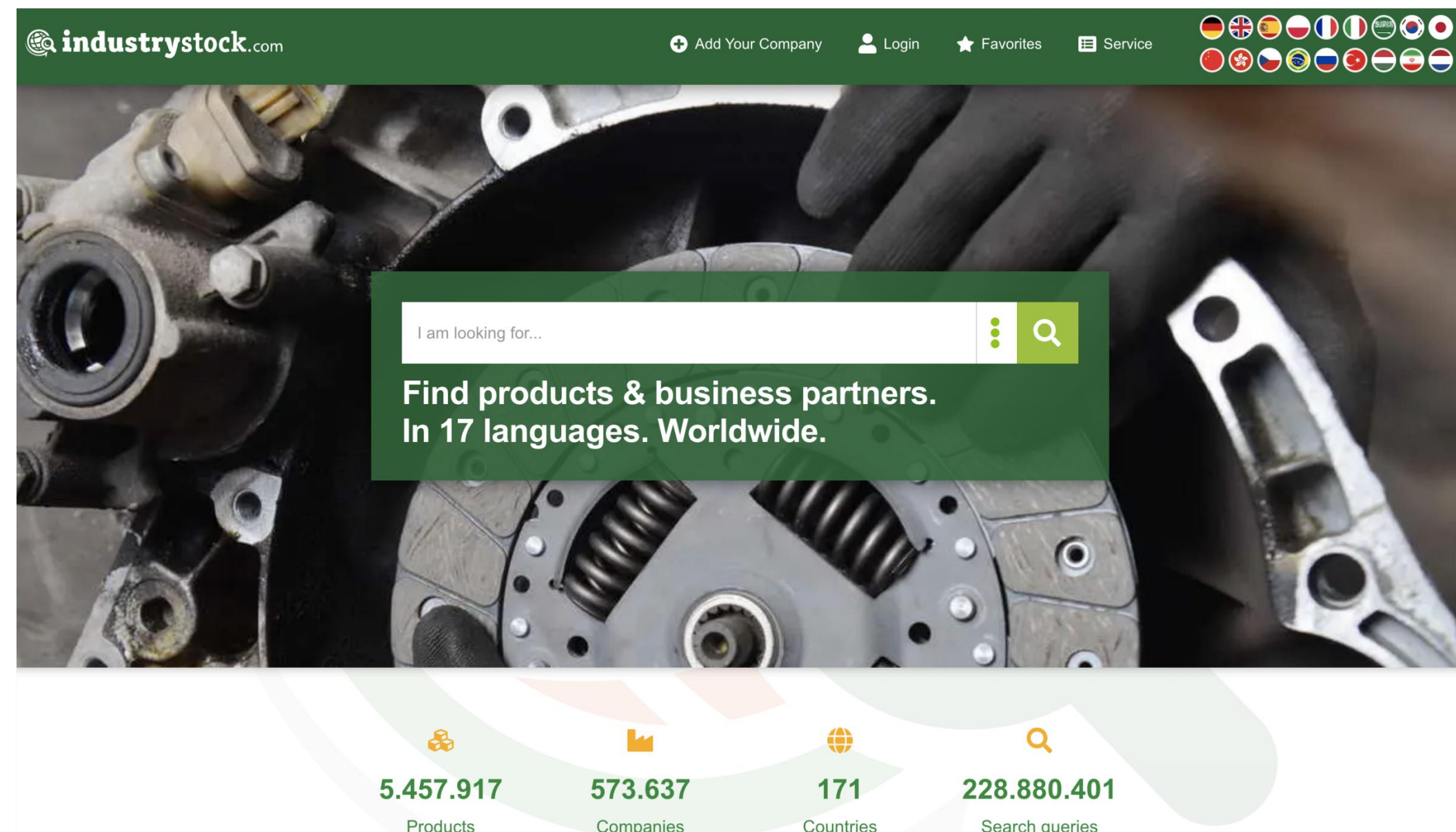
- 客户对谁有什么期望？（生产商或经销商或服务提供商）

What do customers expect – from whom?
(producer or reseller or service provider)



欧洲市场需求和机遇

EU Market needs and opportunities



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工集网络科技（武汉）有限公司

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欧洲市场需求和机遇

EU Market needs and opportunities

The screenshot shows the 'LCD Displays' search results page on industrystock.com. The page features a navigation bar with the website logo, search bar, and user options. Below the navigation, there are tabs for 'Companies', 'Products', 'News', 'Universities', 'Catalogs', and 'Videos'. The main content area displays '115 companies for LCD Displays' and includes filter options for 'Country / region' and 'Vendor type'. On the right side, there is a 'Related products' section with a list of product categories and their respective counts.

Product Category	Count
Analogue Indicators	14
Backlight Displays	22
Bargraph Indicators	11
Battery Discharge Indicators	6
Character modules	2
Compact displays	4
Counter Indicators	6
Digital Displays	73
Digital Indicator	29
Digital Information Displays	26
Display Cover	4
Display Technology	66
Display Units	18
Display module	25
Display terminals	34

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Statistic on Europe's largest industrial B2B platform

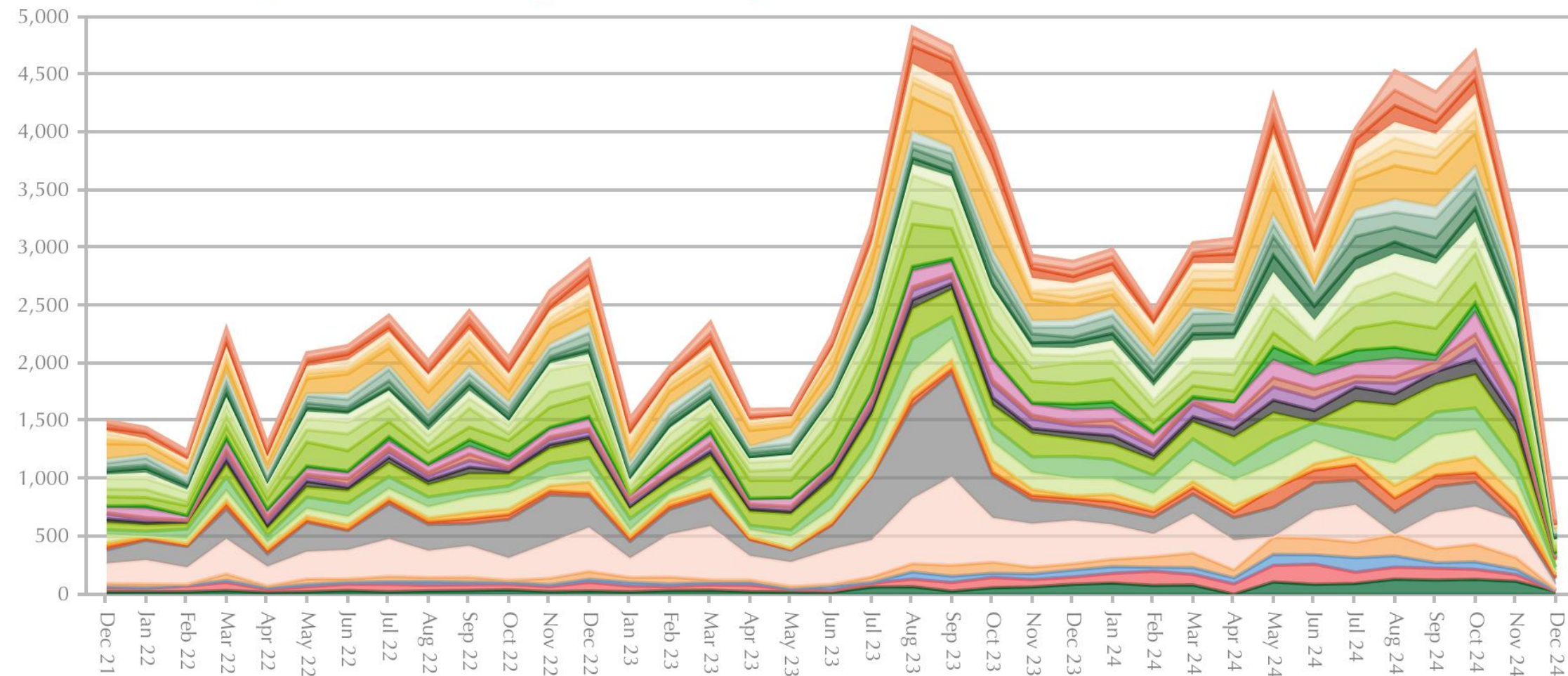


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欧洲市场需求和机遇

EU Market needs and opportunities

- ▲ Touchsystem ▲ Touchscreens ▲ Touchscreen Solutions ▲ Touchscreen Panels ▲ Touch sensor
- ▲ Touch Screen Systems ▲ Touch Screen ▲ Touch Monitors ▲ Touch Displays ▲ Tft Displays
- ▲ Spare Monitors ▲ Single Circuit Board Computer ▲ Screens ▲ Operating Panel ▲ Monitors
- ▲ Monitor Accessories ▲ LCD-Monitors ▲ LCD Replacement Monitors ▲ LCD Industrial Monitors
- ▲ LCD Flatscreens ▲ LCD Displays ▲ Industrial Panel Pc ▲ Industrial Monitors
- ▲ Flat Screens ▲ Fitted Monitors ▲ Displays ▲ Display Systems ▲ Digital Signs
- ▲ Control desk monitor ▲ Computer Board ▲ Color Monitors



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DEUTSCHER
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04

如何高效开发欧洲市场

How to develop EU Market



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- 2003年在德国成立，目前服务于全球超过50万家工业企业，17种语言，覆盖179个国家和地区。
- Founded in Germany in 2003, it currently serves more than 500,000 industrial companies worldwide in 17 languages, covering 179 countries and regions.

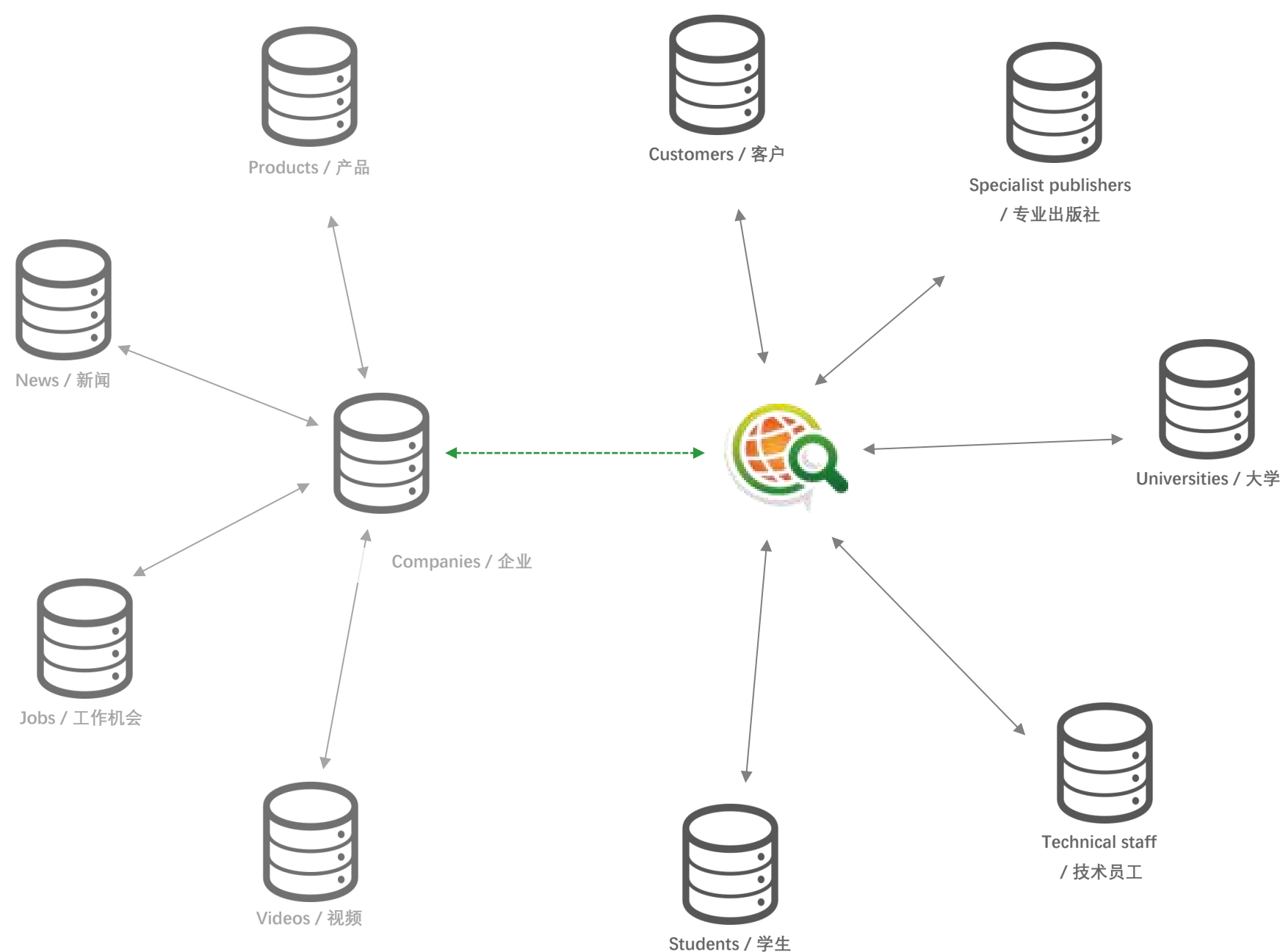


数据驱动的业务模型

Data-centric business model

以数据驱动的业务模型基于匹配算法，该算法连接供需，扩大市场，提高效率。IndustryStock帮助工业企业通过数字化渠道进入海外新市场。

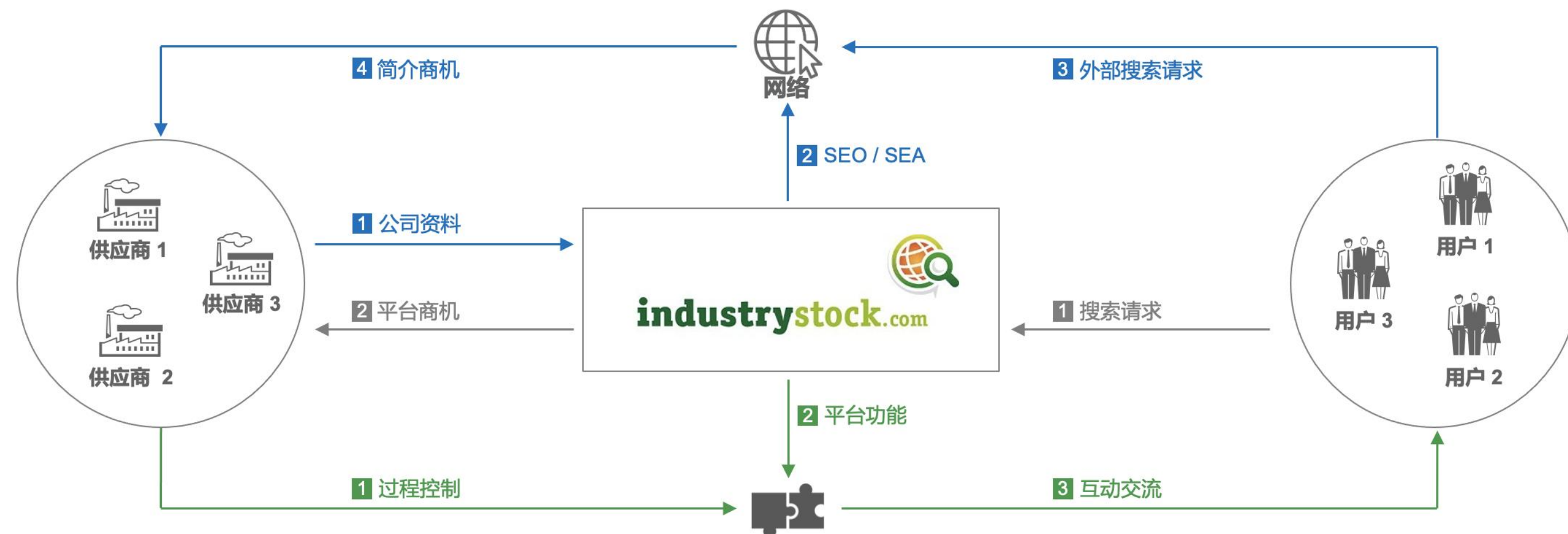
The data-centric business model is based on a matching algorithm, which connects demand and supply, increasing sales reach and efficiency.



数据驱动的业务模型 Data-centric business model

IndustryStock 是一个具有集成CRM功能的PaaS（平台即服务）解决方案

IndustryStock is a PaaS (platform-as-a-service) solution with integrated CRM functionalities & a broad range of different revenue sources.





服务概况 Services



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传感器平台
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ContentStock



SEO



项目对接
Project



服务概况 Services

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联系我们 Contact



Silvio Haase

全球市场总监 CMO

silvio.haase@industrystock.com



黄虹梓

大中华区经理

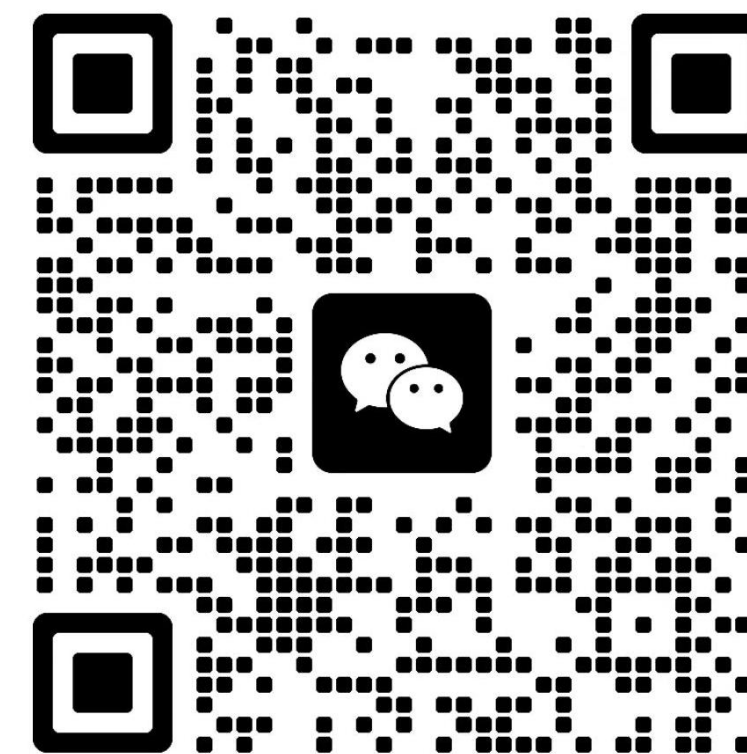
hongzi.huang@industrystock.com



朱鸣飞

大中华区运营中心CEO

mingfei.zhu@industrystock.cn



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期待合作

Thank you!