The Consumer Electronics Association (CEA) announces an Asian event-- International CES Asia, with an inaugural 2015 edition to take place on 25-27 May in Shanghai, China.



The event is expected to draw business from all over the world showcasing products and technologies entering the Asian market. It will be held at the Shanghai New International Expo Centre (SNIEC) in cooperation with Chinese tradeshow producer Intex Shanghai.

It is also the first CES-sponsored tradeshow in China since SINOCES in 2012.

“China is a critical driver of the global tech industry with an incredible opportunity to accelerate its innovation output," CEA CEO Gary Shapiro says. "At CES Asia, attendees will experience the innovation that defines the CE industry, with exclusive access to some of the top brands from China and around the world.”

According to the CEA China is set to become the biggest CE market in the world, with retail sales forecast to reach $154.4 billion in 2014.

CES Asia will span 8500 net square metres of exhibit space in its first year, with major emerging product categories such as 3D printing, robotics, sensors, the Internet of Things and wearables expected to have a prominent place in both show floor and conference program.

Major vendors to exhibit, sponsor and/or attend CES Asia 2015 include Amazon, Best Buy, Ford, Fry's Electronics, Gibson, Hisense, IBM, Intel, Monster, Radio Shack and Woox, among

others.

The CEA will also hold a special meeting of its 45 top-level board of industry leaders in Shanghai in conjunction with the show.

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