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Display Week 2025 Program to Address Market Volatility, Costs, and Policy Shifts

Program Spotlights Expert Perspectives on Tariffs, Costs, and Supply Chain Resilience

San Jose, Calif. (April 29, 2025) — The [Society for Information Display](#) (SID) announced that **Display Week 2025** will feature programming addressing key challenges, including significant market volatility, rising manufacturing costs, ongoing supply chain issues, and recent trade policy changes. The event, taking place May 11-16, 2025, at the San Jose McEnery Convention Center, serves as a key gathering for leaders and innovators across the global display industry.

“The display industry is facing a complex set of economic and geopolitical pressures,” said John Kymissis, president of SID. “Display Week 2025 is structured to provide attendees with timely market analysis, insights, and perspectives for maintaining competitiveness in this evolving landscape.”

Recent trade developments, such as the newly announced U.S. tariff exemptions and penalties impacting various display products and electronics imported from China, underscore the dynamic environment. According to Display Week partner Counterpoint, these shifts are expected to significantly alter sourcing strategies and competitive dynamics.

According to Bob O'Brien, research director at Counterpoint, “In 2024, about 70% of smartphones, about 75% of mobile PCs, and about 80% of monitors were imported to the U.S. from China. With the current state of affairs as of April 14, smartphones, mobile PCs, and monitors can be imported without any tariff if they're coming from anywhere else. So, what we expect to see is a scramble in the supply chain to try to shift production to countries in Southeast Asia or possibly to Mexico. If the pattern of imports from 2024 did not change in 2025, the importers of these devices — smartphones, mobile PCs, and monitors — would have to pay \$15 billion in tariffs.”

“Understanding the implications of these global policy changes is critical for decision-making,” said Ross Young, vice president of research at Counterpoint. “Display Week offers a unique platform to gain direct analysis from experts on how these shifts impact the industry and how companies can adapt.”

Exploring Market Forces, Cost Pressures, and Policy Shifts

To help attendees gain these critical insights, Display Week 2025 offers several key sessions:

- **Business Conference**: *(Tuesday afternoon & Wednesday morning)* Sessions featuring analysts and executives will provide data and analysis focused on global manufacturing trends, supply chain de-risking, and investment priorities. During the Trade and Tariff Panel, industry representatives and analysts will discuss the impact of the U.S. tariffs on the display supply chain and steps the industry is taking to mitigate the harm inflicted by these policies. Panelists include Vada Garcia of the Consumer Technology Association, Abhijit Kotnis of Dixon Technologies (India) Ltd., and Joe Hedges of the San Jose Office of Economic Development.
- **CEO Forum**: *(Wednesday morning)* Leading display industry executives from the U.S., South Korea, and China will share their perspectives on navigating current risks and identifying future opportunities. Hear from Ajit Ninan of Meta, Michael Murray of Kopin Corporation, Myunghee Lee of Sapien Semiconductors, Inc., and David Arreaga of Ares Materials.

Display Week 2025 anticipates attendees and exhibitors representing nearly 30 countries, representing the full display industry from materials and components to manufacturing and systems integration. The event facilitates networking and collaboration among industry participants.

“The connection between technological innovation and business strategy is central to Display Week,” added Kymissis. “The event provides a forum where advancements addressing real-world cost and supply chain challenges are presented and discussed.”

[Registration](#) for Display Week 2025 is now open. For more information on the program and exhibition, please visit www.displayweek.org.

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About SID

The Society for Information Display is made up of the top scientists, engineers, corporate researchers, and business professionals of the display industry, valued at over \$130 billion* annually. SID was formed in 1962 to promote display technology, and that work continues today through hosting annual conferences and publishing cutting-edge research. SID has chapters located throughout the world and is headquartered at 1475 S. Bascom Ave., Ste. 114, Campbell, CA 95008.