



International Trade Fair for Components, Assemblies, Electronics Production and Display Technologies

electronicAsia 2010



Connecting Tomorrow's World ... Today

13 - 16 October 2010

Hong Kong Convention and Exhibition Centre

In cooperation with HKTDG Hong Kong Electronics Fair (Autumn Edition)

<http://electronicasia.com>





a vision of the future

13 Years' Vital Connections - Still Asia's Leading Global Sourcing Event

electronicAsia is unreservedly Asia's leading trade show for components, assemblies, electronics production and display technologies. And it's moving forward, right along with the world's latest technologies and developments, to propel your business to the forefront!

Positioned in Hong Kong, the heart of the electronics trade and industry, it pulsates with an impressive track record for all major industry players.



Expanding for Wider Reach - Embracing a Vision of the Future

Widening its legendary variety, depth and breadth of exhibits in 2010 to include a broader platform for earth-friendly, solar and other energy efficient solutions, electronicAsia 2010 is your launch pad to a future of success!

Don't miss your timely opportunities in 2010 to:

1. Be in the heart of Asia Pacific's electronics hub, Hong Kong — to enhance your brand and product visibility, promote new and existing products, develop innovative ideas, and expand your product lines
2. Meet over 570 exhibitors from 12 countries/regions — in an international sourcing platform
3. Generate new business and increase global sales in face-to-face transactions with international buyers and OEM trade visitors from Europe, United States, India, Argentina, Brazil, Russia and Poland
4. Meet and network with top experts and senior government officials on relevant industry development programs and projects
5. Gather beneficial information and quality knowledge transfer in a unique B2B setting through purpose-designed accompanying programs
6. Access comprehensive market and product trend overviews as electronicAsia is held concurrently with HKTDC Hong Kong Electronics Fair (Autumn Edition), the world's biggest electronics event
7. Enjoy first rate, first world comfort and convenience — at the attractive Hong Kong Convention and Exhibition Centre, a vast purpose built one-stop centre with excellent transportation, hotel, food, shopping and tourism facilities all within walking distance for trade visitors

Secure your place at electronicAsia 2010 now! Be part of Asia's leading electronics industry event!

Vital Signs of Success

By overlooking overseas trade fairs, I have been missing out huge business opportunities. We had very fruitful results throughout our first participation and have generated new orders for 7.5 million pieces of our products. We couldn't be more satisfied than this!

Mr. Simon Park, President, Revent Co., Ltd. (Korea)

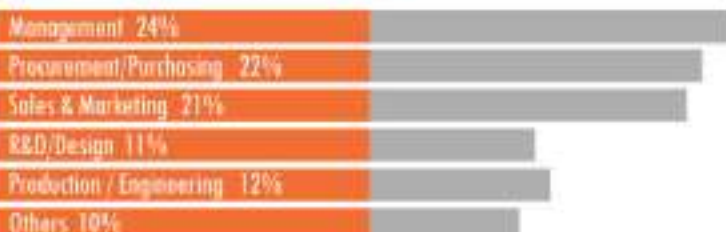
We have been a loyal exhibitor for over 10 years. We witness the growth of the show and see improvements every year. We are satisfied with the show result and we will definitely participate again next year!

Mr Norman Lo, Sales Manager, Neltron Industrial Co., Ltd (Singapore)

Visitor Profile by Industry Sector



Visitor Profile by Job Function





Range of Exhibits:

- Assemblies and Subsystems
- Cables
- ED/EDA and Test and Measurement
- Embedded Systems
- General Operation Aids and Production Subsystems
- General Semiconductors
- Interconnection Technology
- Manufacturing Equipment and Logistics for Assemblies, Modules and Hybrids
- Manufacturing Equipment and Logistics for Microsystems Technology
- Manufacturing Equipment and Logistics for PCBs and Other Circuit Carriers
- Manufacturing Equipment and Logistics for Semiconductors and Components
- MEMS
- Microwave Technology
- Motors / Drives
- Passive Components

- PCBs and Other Circuit Carriers and EMS
- Power Semiconductor Components
- Powersupplies
- Production-related Services
- Sensors
- Switches and Keyboards

World of Display Technology

- 3D Visualisation Technology
- Clean Room Technology
- Conveyors, Handling & Storage Technology
- Display Assemblies
- Display Elements
- Field Emission Displays (FEDs)
- Flat-panel Display Processing Materials
- Flat-panel Display Semi-finished Goods
- Holograph Displays
- LEM Technology
- Light-emitting diodes (LED)
- Liquid Crystal Displays (TN, STN, TFTLCDs)
- Materials for Display Production
- Microdisplay (Chip Based Displays), LCOS Displays, DMD Displays, Ferroelectric Liquid Crystal on Silicon Technology, etc.
- Miniature Displays, Poly-Silicon TFTLCDs Microdisplays
- Monitors Assemblies
- Monitors for Customer Specific Applications
- Organic Light Emitting Displays (OLEDs)



Find your place in Asia's most comprehensive
Tap into this 12,000 sq m stage for productive ne

Business connection

Visitor Industry Groups:

- Peripheral Equipment for Professional Displays
- Personal Display Technology
- Photonics
- Plasma Display Panels (PDPs)
- Production Equipment & Systems for FPDs
- Remote Visualisation Technology
- Repair Equipment for Display Technology
- Retrofit Touch Screens
- Signaling and Illuminating Elements
- Test & Measurement Technology
- Video Display Technology
- Visualisation Technology

World of Solar

- PV Cells, Modules & Modules
- PV Manufacturing Machinery & Materials
- Rural PV Power Generation System
- Concentrating Solar & PV (CSP/CPV)
- System Technologies & Inverters
- Tracking, Mounting & Installation Systems
- Components, Wafers, Materials & Equipment
- Measurement and Control Technology
- Solar & PV Battery & Machines
- Solar Thermal Technology
- Solar Inspection & Control System
- Cogeneration & Software
- Planning & Consulting Services

Electronics & Related:

- Aviation Technology
- Car Electronics
- Chemical Industry/Plastics
- Communication Electronics
- Computer/Information Technology
- Craft
- Electrical Engineering
- Entertainment Electronics
- Industrial Electronics
- Mechanical Engineering
- Medical/Control Technology
- Metal Producing/Processing
- Precision Engineering/Optics
- Vehicle Construction

Solar & PV

- Engineers & Architects
- Facility Managers
- Purchase Managers
- Wafer Manufacturers, Cell or Module Makers
- Environmental Specialists & Advocates
- Government Authorities
- Investors, Venture Capitalists & Financiers
- Professionals, Experts, Innovators & Scientists
- Developers & Construction/Building Industry Heads
- Consultants, Researchers & Technical Specialists
- Entrepreneurs
- Senior Management from industries (energy, electricity, mechanical production, engineering, construction & environment)

2009 Fair Figures

Exhibitor

Total Exhibitor Numbers:
more than 570

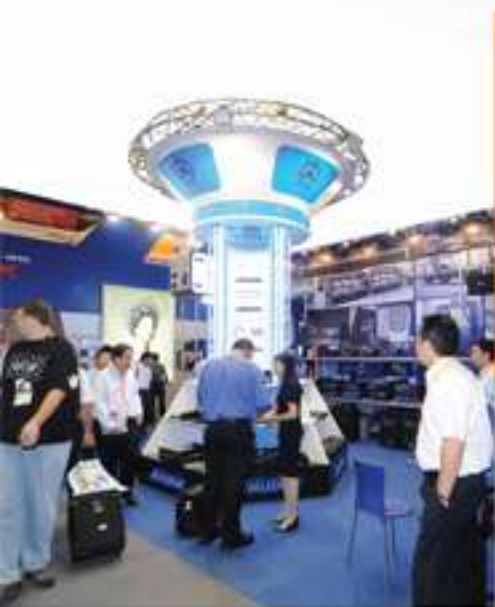
Overseas Exhibitors by Countries/Regions:
more than 12



Gain maximum connections and business growth while you're here at electronicAsia 2010

HKTDC Hong Kong Electronics Fair 2010 (Autumn Edition)

The HKTDC Hong Kong Electronics Fair (Autumn Edition), housing over 2,800 exhibitors in 2009, complements electronicAsia perfectly with the synergies of invaluable sourcing opportunities and market share growth. In 2008 it drew over 56,000 buyers from 153 countries and regions. With its 29-year history of excellence, it is the world's biggest electronics event, adding to your exposure among other international exhibitors of multimedia and audio-visual products, consumer electronics, home appliances, office automation and equipment, security and telecommunications products.



Multiple Exposures in the Electronics Market . . . Fair Within a Fair

World of Display Technology

Keep your eyes on the latest technology research, technical improvements and emergence of innovations in display technologies. This is a vital inclusion for keeping your business current and steering ahead of the competition.



World of Solar

Making its debut within electronicAsia 2009, the World of Solar is a conference and showcase for all that's fuelling the world with new energy resources. Covering a wide range of technologies, components, products and services in solar energy, photovoltaic & renewable energy equipment, engineering and technology in the search for alternative energy sources, this is the timely window for manufacturers and suppliers to showcase to a rapidly growing worldwide market. Don't miss your share of the spot light in this Fair!



Hong Kong Convention and Exhibition Centre (HKCEC)

Where Business Leaders Meet

Commanding a view of the Victoria Harbour, HKCEC is centrally located and highly accessible to five-star hotels, shopping and entertainment districts and major banking, postal and financial amenities. Just 23 minutes from the Hong Kong International Airport, the HKCEC is also conveniently linked to affordable and efficient public transport and the MTR, Hong Kong's modern subway system. Year after year, it continues to be the choice location for top conventions.



chstone
of good sense

Your Access to the World of Electronics

electronicaAsia is part of Messe München International's network for the electronics industry, which includes leading international and regional trade fairs around the world. This guarantees:

- A first-class presence in global electronics markets
- More than 8,000 exhibitors
- More than 280,000 visitors
- More than 3,000 media representatives
- Strong local partner network
- Combined expertise for trade fairs and the internet
- Partnership with all important industry associations



electronicAsia 2010 — Supporting Organisations and Trade Associations

AEEMA	Australian Electrical and Electronic Manufacturers' Association Ltd
CECA	China Electronic Components Association
CEPEIA	China Electronic Production Equipment Industry Association
EECA	European Electronic Component Manufacturers Association
EEG	Electronic Exporters Group
ERA	Electronics Representatives Association of United States of America
ESC	Electronics & Computer Software Export Promotion Council of India
HKECMA	Hong Kong Critical Components Manufacturers Association
HKEIA	Hong Kong Electronic Industries Association
KSIA	Korea Semiconductor Industry Association
SID HONG KONG CHAPTER	Society for Information Display, Hong Kong Chapter
SPIE HONG KONG CHAPTER	International Society for Optical Engineering, Hong Kong Chapter
VDMA	German Machinery and Plant Manufacturers' Association
ZVEI	German Electrical & Electronic Manufacturers' Association

Organisers:



Hong Kong Trade Development Council

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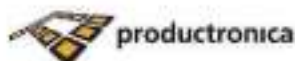
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