

76th China Electronics Fair

Held in conjunction with
2010 Asia Electronics Exhibition in Shanghai

Shanghai New International Expo Center
November 10-12, 2010



A Gateway to Enter the World's Fastest Growing
Electronics & ICT Markets



No.1 Electronics Fair in China

China Electronics Fair (CEF) is the largest and most comprehensive exhibition of electronics and information industry in China. With its debut in 1964, CEF has grown up with China's fast-growing economy and witnessed the transition and development of China's electronics and information industry from planned economy to market economy.

CEF is composed of spring, summer and fall edition held in Shenzhen, Chengdu and Shanghai respectively with a total exhibition area of 150,000 square meters each year. CEF serves applied fields including 3C, automobile, power supply and defense industry, etc. It helps your companies tap into the world's fastest growing electronics market.

CEF is a member of Asian Electronics Exhibition Conference Confederation (AEECC), which was established in 1997 to encourage mutual promotional cooperation activities among top 5 electronics and IT exhibition organizers in the Asia region. AEECC members include China Electronics Fair, CEATEC JAPAN, Hong Kong Electronics Fair, Korea Electronics Show and Taitronics.



A Gateway to Enter the World's Fastest Growing Electronics & ICT Markets

Shanghai is the biggest economy city in China and a famous international harbor city, which positions extremely importance in China. Named as China's "economic growth pole and engine", the Yangtze River Delta Area's electronic information industry is now developing into the new pillar industry of Jiangsu province, Zhejiang province and Shanghai, with its capital and technology intense. And this area has become one of the three information industry bases, together with the Pearl triangle and Bohai Bay area, and a big investment area of IT manufacturing industry all over the world, after its industrial upgrading.

The Yangtze River Delta Area, centered with Shanghai and based with entire electronic information industry, has formed IT manufacturing, motor electronics, automobile manufacturing, industry control measurements, lighting electronics, power/energy, i.e. and located with many R&D centers of famous international enterprise, which has a strong demand of electronics sourcing.

Choose CEF, Tap Into the World's Fastest Growing Electronics Market

Demonstrate and launch new products in CEF, reach qualified buyers you are looking for



Organizer: China Electronic Appliance Corporation (CEAC)

Produced by: China Electronic Exhibition & Information Communication Co., Ltd.(CEEIC)

Supporting Media: *China Electronics Market* *China Electronics News* www.cntronics.com

Official Websites: www.iCEF.com.cn www.aesshow.com



Asia Leads the Digital Future

AEES, the comprehensive electronics & IT show co-organized by five leading electronics exhibitions in Asia, focused exclusively on electronics and IT products for both consumer and industrial purposes.



76th China Electronics Fair (CEF Shanghai 2010)

Venue: Shanghai New International Expo Center

Dates: November 10-12, 2010

Statistical Data: 57,500 sq.m, 1,800 exhibitors, around 60,000 buyers/visitors

Booth Prices:

Standard booth (3m × 3m): USD 2,520/booth

Raw Space (at least 36m²): USD 260/m²

Note: additional 10% charge for corner booths

Hall Plan:

Hall W1: Asia Electronics Exhibition in Shanghai (AEES 2010), Sensors

Hall W2: Optoelectronics, Semiconductors, Automobile Electronics,
Mobile Phone & Accessories, Security Electronics

Hall W3: Test & Measurement Instruments, Tools, Power Suppliers & Batteries, Transformers

Hall W4: Manufacturing Equipment, Connectors, Relays

Hall W5: Electronic Components, Defense Electronics

CEF & AEES Key Exhibitors:



Booth Layout



Insightful and Profound Seminars

A series of high-level conferences and technical seminars which traced the latest market trends and technical development in the electronic industry will be held during the show period.

- Award Ceremony of China Leading Electronics Components Manufacturers
- 2010 China Leading Electronics Components Manufacturers Summit
- China Electronics Forum (Shanghai)
- China Electronics Forum: IT Product Design Innovation
- China Electronics Forum: Test & Measurement Technology and Design Innovation
- The 8th China FPD Manufacturing Forum
- China 3D Stereoscopic Video Forum
- International Electronic Test & Measurement Seminar
- Green Manufacturing and Certification Seminar
- LED Lighting Forum
- The 8th Automobile Electronics Forum 2010 (Shanghai)
- 2010 China Electronics Appliance Design Innovation & Simulation
- 2010 Embedded Technology Innovation and Application Summit



- IC Failure Analysis and Reliability Case-study Seminar
- Defense Electronics Purchasing Training Seminar
- Korea & China Companies Business Matching Forum
- The 6th China International Electronics Purchasing Conference
- 2010 Electronics Industry Investment Forum
- 2010 Electronics Pollution Prevention
- CntronicsTechnical Conferences: Circuit Protection and EMI/EMC Solutions
- CntronicsTechnical Conferences: New Power Technology
- CntronicsTechnical Conferences: New Electronics Components Technology & Capacity
- CntronicsTechnical Conferences: RF/ Microwave Technology
- CntronicsTechnical Conferences: Sensor Technology
- CntronicsTechnical Conferences: Connector Technology
- CntronicsTechnical & Purchase Conferences: Purchasing Preference and Supply Trends



Post-show Report



74th CEF & AEES 2009 Surpasses All Expectations

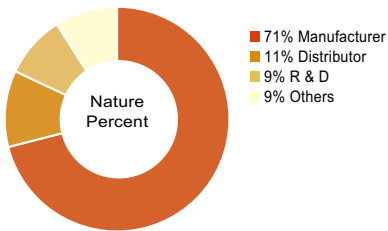
1. Exhibitors' Track Record

A total of 1,508 exhibitors joined the exhibition.

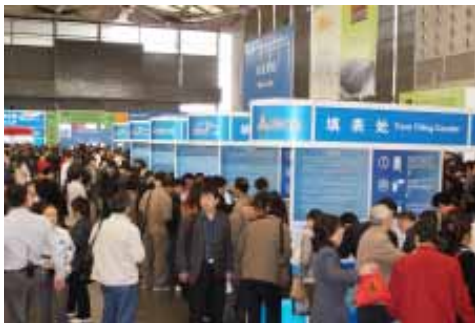
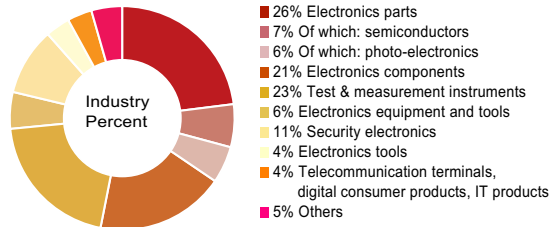
2. Exhibitors' Satisfaction

85% of the exhibitors are satisfied with 74th CEF & AEES 2009 and are likely to return to next year's show.

3. Exhibitors' Business Role



4. Exhibit Categories



Testimonial from exhibitors

We've participated CEF for the past 12 years. As a leading manufacture of connectors and terminal block, we are appreciated the overall organization of the exhibition. More than 80% of business cards collected from this event will generate sales leads. We've already reserved bigger exhibition booth for the next year event.

—Mr. Xie, Key Account Manager, Degson Electronics Co., Ltd. 

As the world leading manufacturer of specialized precision fan & motor and world top 5 radiator manufacturers, we've showcased fan blowers and radiator at 2009 China Electronics Fair. When we choose an exhibition, organizer's efforts to publicity are always our first consideration. We are satisfied with the work provided by the CEF's organizing committee.

—Ms. Xu, Manager of Marketing Department, Sunonwealth (SUNON) Electric Machine Industry Co., Ltd 

The large exhibition scale and strong industrial influence of CEF attracted Nikkiso to this exhibition, we believe these advantages provide a reliable guarantee for our product promotion. As one of the biggest dialysis equipment manufacturers, we regard the Chinese market as a very important part. With the help of the organizing committee, we are satisfied with the result on-site. It's highly possible for us to join CEF every year.

—Mr. Pan, Technical Manager, NIKKISO Co., Ltd. 

Post-show Report

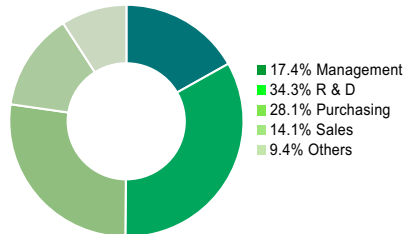
1. Visitors' Track Record

A total of 51,128 visitors from 49 countries visited the show.

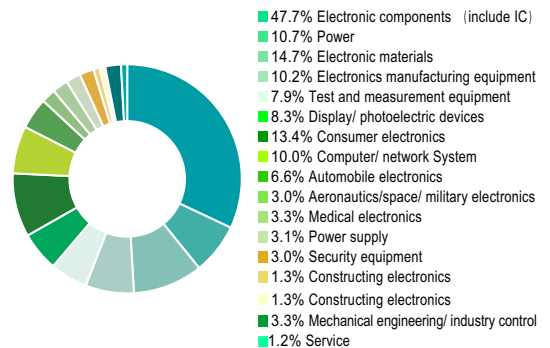
2. Visitors' Satisfaction

81% of the visitors are satisfied in terms of meeting their objectives and likely to return to next year's show.

3. Visitors' occupational breakdown



4. Visitors interested products



Major purchasing groups took part in 74th CEF & AEES 2009

Foxconn, Panasonic, Pioneer, Sharp, Sony, Sanwa Electron, Toshiba Lighting, AUO and etc.

Testimonial from Visitors

CEF has its big scale and covers a wide range of product fields, so that it's easy to collect products information from those companies we are interested in. We could compare the same product among different suppliers, it leaves us much space to choose potential partners. The hall allocation and clearly on-site signage make us very comfortable when we work around at the exhibition center. We've met with several targeted PCB suppliers on-site and collected related information for our further enquires.

—Mr. Xie Ben, Panasonic R&D Center Suzhou Co., Ltd. 

This is the first time that my partner and I come to CEF. We met many of our target LED suppliers and had a chance to visit their product process, which helps us to compare the price and examine the quality, and has a very good effect on our mass order.

—Mr. Jayendra Joshi, CEO of India Unison Electronics

Media Report

74th CEF & AEES 2009 attracted 311 journalists during the show period. There are about 1,000 released and reprinted articles reporting the show.



www.iCEF.com.cn

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