



CIOE

China International
OPTOELECTRONIC
Exposition

ufi
Approved
Event

POST SHOW REPORT

**The 11th
CHINA INTERNATIONAL OPTOELECTRONIC
EXPOSITION**

Shenzhen Convention & Exhibition Center
September 6-9, 2009

WWW.CIOE.CN



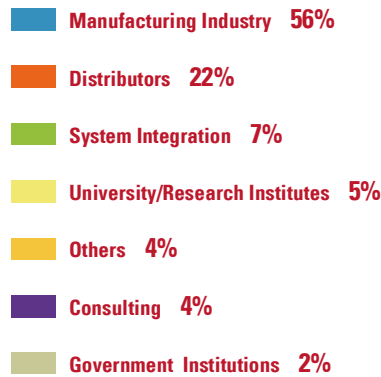
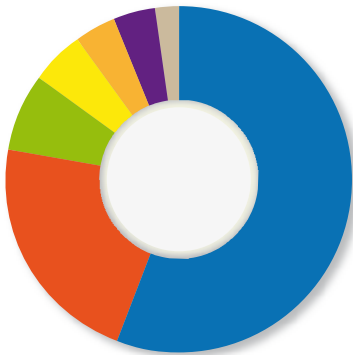
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VISITOR ANALYSIS

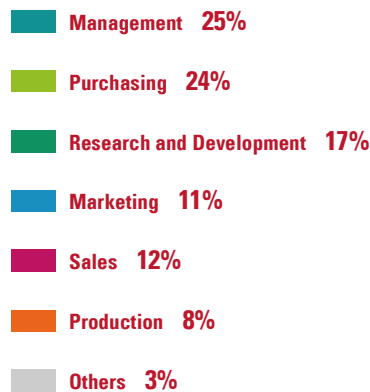
VISITOR BREAKDOWN BY NATURE OF BUSINESS



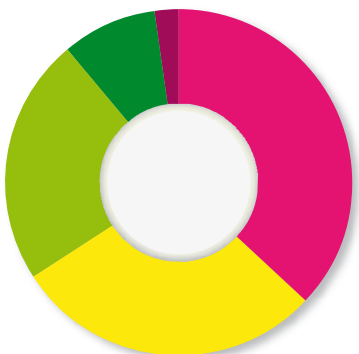
Fact Sheet

Show Area: 70,000 sqm
Booths: 3,251
Exhibitors: 2,368
Visitors: 66,528
Re-Entry: 86,516
International Pavilions and Delegations: 7

VISITOR BREAKDOWN BY JOB FUNCTION



VISITOR BREAKDOWN BY PURPOSE OF VISIT



Visitor Analysis

The 11th China International Optoelectronic Exposition (CIOE2009) closed with a full success at Shenzhen Convention and Exhibition Center on September 9, 2009. It attracted 86,516 visitors from 51 countries or regions. During the four days, the various on-site activities and conference made a lot of visitors re-enter the exhibition hall.

The visitor breakdown by regions shows that the main part of visitors accounted for 80% came from mainland China; among them nearly 50% came from the core optoelectronic industry area in south China. All these figures underline that CIOE has successfully attracted the attention of optoelectronic professionals in China. And it is further demonstrated that CIOE is the ideal platform for China's optoelectronic market. Apart from those domestic visitors, international buyers also weigh heavily in the total amount and up to 20%. The international buyers mainly came from 51 countries and regions such as U.S, Germany, Canada, France, Korea, and Japan....

VISITOR TESTIMONIALS



More Activities to See This Year

"Have Visited CIOE for three times. There are more to see this year: such as the State Science and Technology Awards Exhibition, the LED Forum, and the Optical Communication Seminar. Have got a lot of valuable market information. I will come again next year." (Tufan Kaya, Sales Manager, GTS, Turkey)

"Well-known Optoelectronic Event"

"CIOE is a well-known optoelectronic event. You could find a lot of domestic and international brands here. And it is really useful to attend so many specialized optoelectronic product presentations and technology forums at the same time. And the organizer provides very efficient and pleasant service. I will come again to visit CIOE 2010" (Mr. SiMaweiwu, Manager, SAE Magenetics (HK) Ltd.



"Good Platform to know the New Products and Technologies"

"And I think CIOE provides a very nice learning platform. We see a lot of latest optical communication technologies and products. We hope to find more companies that deal with optical communication facilities." (Ms. Li Huaqing, Department of Business Technology, Guangdong Southern Planning & Designing Institute of Telecom Consultation Co.,Ltd.)

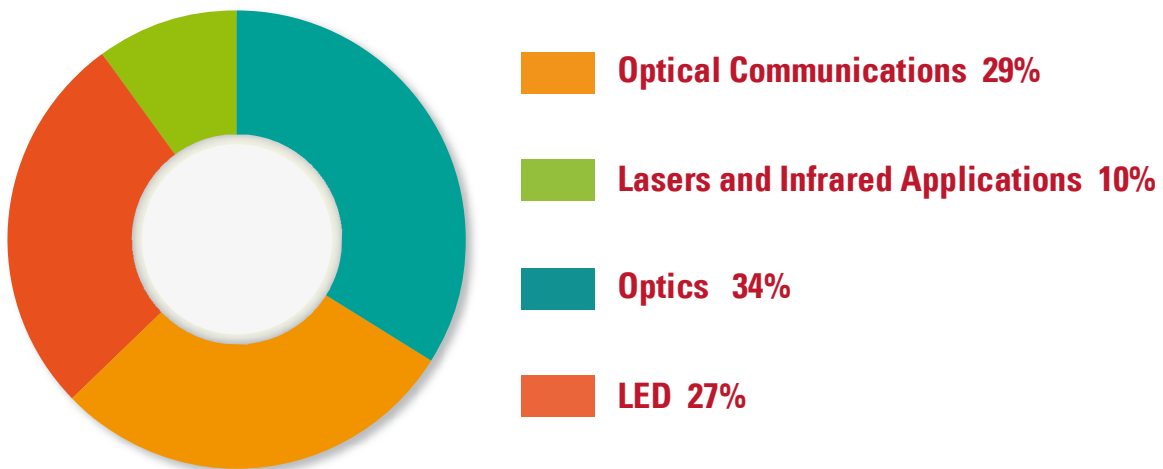


EXHIBITOR ANALYSIS



With the area enlarged to 70,000 sqm (up by 8% compared to previous year), CIOE again proves to be the world largest optoelectronic event. 2,368 companies participated in the CIOE 2009, an increase of 10% compared to last year. Among them were about 30% international exhibitors which come from 31 countries such as Canada, Germany, France, Korea, UK, USA, and Japan. With the joint of more international pavilions, especially the joint of German Pavilion, Bavarian Pavilion, Canadian Pavilion and French Pavilion, CIOE 2009 made a big step toward the internationalization.

According to the result of the on-site interview, more than 80% exhibitors are satisfied with the result of the event and have the interest to reserve the stand space for CIOE 2010.



EXHIBITOR TESTIMONIALS

"The organization is very good here. I am very surprised with how good the service is. Actually we are very happy about the position of our booth as well as the presentation of our company" **(Mr. Allan Bagley, President, Leybold Optics)**

"We have been at CIOE for last 4 years. We find CIOE is a very promising show. There are a lot of exhibitors here. The Chinese market is a very important market for us at the moment. We saw a lot of very interesting technology and suppliers, especially in terms of optical information. China is one of the fast growing market regions in the world." **(Mr. Tang Jinfu, Sales Director, EDMUND Optics)**



"I think it is a very professional show. I am here for the second time. For good reasons, the last year is exactly the good choice. It has professional organization. They help us a lot. This year we are in German Pavilion with nice design. I appreciate that very much. I think in the future it will be the biggest show for fiber optics in the world." **(Mr. Stephan Mannshardt CEO of Luceo Technologies GmbH, Germany)**



"So far the show was very good for us. We are attending for first time on CIOE show. We were using this to see if the Chinese market would be interesting for our equipment. Till now we are very happy with the response from the Chinese market." **(Ms. Christiane Hummelt, Managing Director of nanosystec, Germany)**

"The 11th China International Opto Electronic Expo (CIOE 2009) served as an excellent venue for One-Chip Photonics to publicly launch our company and our first products. Participating in CIOE enabled One-Chip to achieve a number of key business objectives, including our goal to solidify our relationships with prospective customers, investors, partners, suppliers, analysts and the media, our goal to demonstrate our progress in bringing our EPON & GPON transceivers to market, and our goal to position our executives as industry opinion leaders." **(Mr. Steve Bauer, Vice President of Marketing and Communications, OneChip Photonics)**

CHINA OPTICS FORUM - THE INTERNATIONAL CONFERENCE FOR APPLIED OPTICS

The China Optics Forum Supported by the Chinese Optical Society and the German Society for Applied Optics (DGaO) was launched on September 6-7, 2009. Being held concurrently to the CIOE, the forum guarantees a direct exchange of theory and praxis. About 450 professional academicians, research specialists, technical engineers, professors and students attend the forum.



Speaker Testimonial

"My impression is that China International Optoelectronic Expo (CIOE) is becoming one of the most important trade fairs for optics and photonics in the Asian-pacific region. Despite the global economic crisis Shenzhen demonstrated with its CIOE- trade fair the vast dynamics of the optoelectronic market and the corresponding industry of today's China. Thus, together with the accompanying scientific conference CIOE will be a very attractive event for all, business, industrial and scientific people. The success of this event was and clearly is due to the professionalism and the quality of the service and the organization. However, there is still a large potential to increase the international dimension with respect to both, the exhibitors and the scientific conference." Prof. Dr. Michael Pfeffer, President of the German Society of Applied Optics (DGaO)



CONFERENCE & CONCURRENT EVENTS

LED LIGHTING TECHNOLOGY AND DEVELOPMENT FORUM 2009

The highly expected LED Lighting Technology and Development Forum 2009 was held on September 6-7, 2009. Co-organized by the Hi-Tech Development and Industrialization Department of the Ministry of Science and Technology of China and the China International Optoelectronic Exposition (CIOE), the forum has attracted about 30 speakers from the principle leaders of the government bodies, specialists from related associations and CEOs of the leading enterprises. The 2 days forum was turned out to be very successful and was regarded as the top-class LED forum in China.



Audience Testimonial

"Well-organized event, and also attracted a lot of LED professionals. And I have got many valuable information about the latest LED technology and products" (Mr. Chao Kefu, Senior Engineers, Dalian Luminglight Co., Ltd.)

STATE SCIENCE AND TECHNOLOGY AWARDS (OPTOELECTRONICS) EXHIBITION



Approved by the Ministry of Science and Technology, the organizing committee of the CIOE and the National Office for Science and Technology Awards co-organize "The State Science and Technology (Optoelectronics) Award Exhibition". About 42 enterprises present their products or projects which won the State Science and Technology Awards. Most exhibitors and visitors think the event provided a unique platform to commercialize the hi-tech industries.

Exhibitor Testimonial

"We are very glad to participate at the State Science and Technology Awards (Optoelectronics) Exhibition. During the exhibition, we met visitors from Germany, Canada, France, Turkey, Russia, Korea, and Japan etc. They show great interest to our products and make appointments to visit us after the show. The Event really provides good opportunity to communicate with the potential customers and to know the latest technology and market trends of the industry chain."

(Ms. Song Jin, Marketing and Operation Director, Kay Lab of Quantum Information, Chinese Academy of Science)



ON-SITE ACTIVITIES



NEW PRODUCT AND TECHNOLOGY PRESENTATION



SODALITY OF CIOE 2009 OPTICAL COMMUNICATION INDUSTRY CHAIN

ON-SITE ACTIVITIES



UK-CHINA PHOTONICS & LED LIGHTING BUSINESS MEETING



KOREAN GWANGJU PHOTONICS CLUSTER DELEGATION

MEDIA COVERAGE

TV STATION

CCTV
Shenzhen Media Group
Shenzhen TV Station
南方卫视经贸万花筒
SZTV财经生活频道
SZTV移动频道《会展资讯》
凤凰卫视/凤凰生活杂志

TRADE AND JOURNAL

ACG Lighting
ACTA PHOTONICA SINICA
Cal Lab Magazine
China Illumination
China Optoelectronics
Component Express
Compound Semiconductor Opto Tech
Discoversources LED
Display Plus
Electronic Components
Electronic Design China
Electronic Technology
Elektrotechnik + Automation
EuroPhotonics
Future Fab
Global Market
Global Optoelectronics and Display
Global Sources
Imaging & Microscopy
Industrial Laser Solutions China
International Cable and Connector
International Illumination & Lights
International LED Manufacture
International LED Technology
International Lighting
International Optoelectronic Display
Technology
Journal of Applied Optics
Laser + Photonics
Laser Focus World China
LED Lighting

LED Professional
LED Technology
LED World
LEDs & Lighting
LEDs Magazine
Light Fittings
Lighting Professional
Lightwave China
NEW Electronics
OME Information
OME Monthly
Optics & Optoelectronic Technology
Optolink
Optronics Journal
Photonics Spectra
Photonik
PNAS
Shenzhen Press Group
Solid State Technology
光明日报深圳记者站
新华社深圳分社
国际商报广东记者站
中国贸易报
深圳记者站"
香港文汇报
香港商报
香港商报
深圳晚报
晶报
广州日报
南方日报驻深记者站
南方都市报
深圳特区报
深圳商报
广东科技报驻深办
中国科技财富杂志
中国电子报基础电子
中国电子报广东记者站
香港大公报
中国经济通讯社
中国新闻社
文汇报
中国经营报
国际商报

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Indunet.com.cn
Laser.net.cn
Laserbtb.com
Lasercn.net
Ledcac.com
Ledgb.com
Ledzx.com
Lightfc.com
Made-in-China.com
Microscopeline.com
Ofweek.com
Opjob.cn
Optics.org
Opticsjournal.net
Optochina.com
Pe.baidajob.com
Projectbidding.cn
sznews.com
Telehr.com
Xinhuanet.com
Westoe.com
Ys-lighting.net
Zgzh.com

ORGANISER COMMENT

Professor Yang Xian Cheng, Vice Executive Chairman and Secretary General of CIOE

CIOE 2009 successfully closed on September 9, 2009 at Shenzhen Convention and Exhibition Center. On this special edition, we make several innovations to show that CIOE is already on the way for the next 10-year journey.

To fully implement the policy of "Ten Cities Ten Thousand LED Lights", we set LED lighting into a specialized/individual exhibition zone at CIOE 2009. It is well known that LED lighting is expected to have a very promising development in the future; undoubtedly LED exhibition zone became one of CIOE 2009 attractions.

Another highlight is the State Science and Technology (Optoelectronic) Awards Exhibition co-organized by the organizing committee of CIOE and the National Office for Science and Technology Awards. We hold this exhibition to increase the enterprises' scientific research confidence during the financial crisis period.

Another prominent attempt is that we hold two top-class conferences. One is China Optics Forum- the International Conference for Applied Optics. The other is the LED Lighting Technology and Development Forum. All the forums turn out to be quite satisfactory. We will make more efforts to turn CIOE into a scientific and academic gathering for all optoelectronic professionals.

Thanks for all your support for CIOE!

And see you at CIOE 2010!



Key Economic Data Guangdong Province 2007

Population: 110 million
GDP: USD 419 billion
GDP Growth: 14.5%
Foreign Direct Investment: USD 17 billion
Exports: USD 369 billion
Imports: USD 265 billion

Source: Statistical Yearbook of Guangdong 2008

A handwritten signature in black ink, which appears to be 'Yang Xian Cheng'.

Date: September 6 - 9, 2010

Venue: Shenzhen Convention and Exhibition Center

Three main sub-expos:

Optical Communications, Sensors, Lasers and Infrared Applications Expo

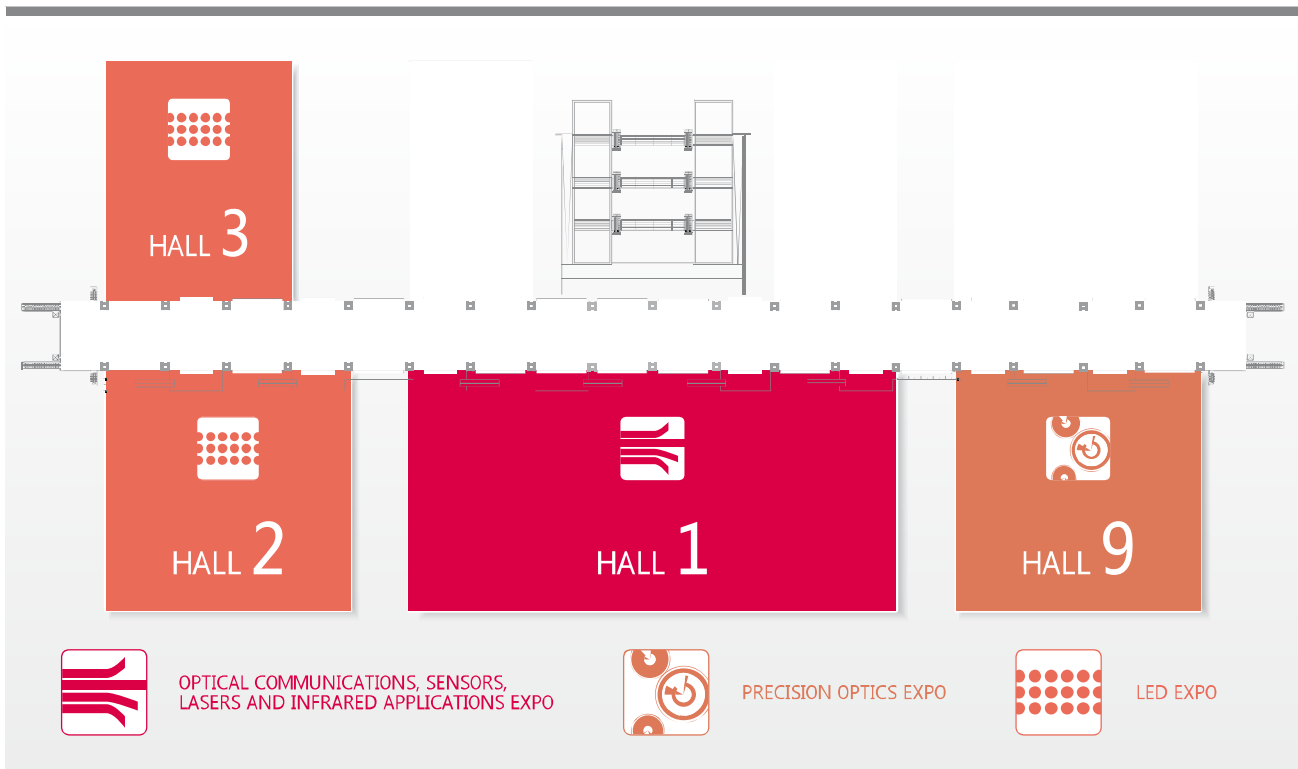
Precision Optics Expo

LED Expo

Concurrent Events:

China Optics Forum- International Conference for Applied Optics

LED Lighting Technology and Development Forum 2010



VENUE AND CITY

The Venue: Shenzhen Convention and Exhibition Center

The Shenzhen Convention and Exhibition Center was created by the German architects gmp and provides modern exhibition facilities. Located in the downtown area of Shenzhen, it is connected to all major transportation systems and is easily accessible from all parts of the city. Many four- and five-star hotels and top restaurants are within short walking distance.

The Shenzhen Convention and Exhibition Center occupies 280,000 sqm, incorporating 105,000 sqm of pillar-free exhibition space, state-of-the-art conference rooms, entertainment and dining halls, meeting rooms and catering facilities.



The City: Shenzhen

Shenzhen is a sub-provincial city of Guangdong Province in Southern China. Shenzhen is a centre of foreign investment, one of the fastest-growing cities in the world, and the busiest port in China after Shanghai. International visitors have easy access from Hong Kong and the provincial capital Guangzhou. In the past two decades, outsiders have invested more than USD 30 billion in Shenzhen for manufacturing plants and established joint ventures. The greater Shenzhen region is recognised as the centre of China's optoelectronic production and consumer industry. Hence, it is the perfect location for the CIOE.



The Organiser

Shenzhen BMC Herong Co., Ltd. is a joint venture of Business China Media AG & Shenzhen Herong Exhibition Industrial Co., Ltd., which was founded in March 2007. Business Media China AG is an international stock exchange listed media company combining key competences in exhibition organising, trade publishing, and advertising media solutions. Shenzhen Herong Exhibition Industrial Co., Ltd. is regarded as one of the most professional exhibition companies in China which has successfully held the China International Optoelectronic Exhibition for many years.



CONTACT DETAILS



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