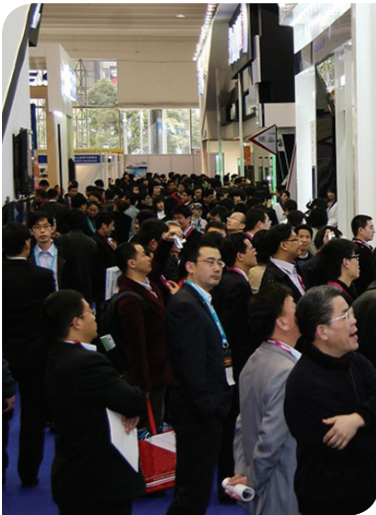


## 2009 POST SHOW REPORT

### OVERVIEW



### FPD China 2009

Event: March 11–13, 2009  
INTEX, Shanghai, China

#### *Breaking the Boundaries, Awaiting Spring*

FPD China 2009 is a leading regional event focused on the China flat panel display industry. Even with the global microelectronic downturn, this event drew an impressive crowd of visitors and exhibitors. Over 5,650 industry professionals participated in this year's show.

Once again four FPD industry associations, CVIA, the Liquid Crystal Branch of COEMA, CECC, and SEMI, combined their power and influence to connect the key players from all segments of the display industry; from panel makers to consumer and commercial electronics manufacturers.

#### FPD China 2009 Highlights:

- *Three key segments: Equipment, materials and components; Panel makers; and End products, were well represented and covered the entire industry chain as well as attracted the major players in each area.*
- *Leading panel makers including: CMO, AUO from China Taiwan, Samsung, LG Display from Korea, IVO, BOE, SVA and Tianma from Mainland China participated in this year's event.*
- *Top final product manufacturers, Hisense, Haier, Skyworth, Konka and Changhong, exhibited independently for the first time.*
- *An LCD TV sales event was held on the last day of the show to enhance exhibitors' branding and promote consumer spending on FPD products.*
- *Concurrent Popular co-events included: high-level keynote speakers, 2009 China Digital TV Ceremony, technical seminars and a VIP dinner.*

### EXHIBITORS

#### Exhibitor Information

Number of Exhibiting Companies	113
Number of Exhibiting Booths	257
Net Exhibit Space in Square Meters	8,000

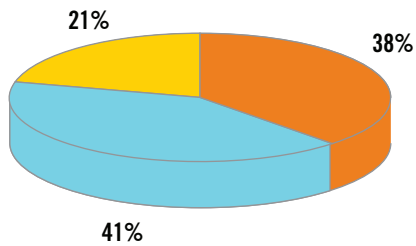
### REGISTRATION

#### Registration Information

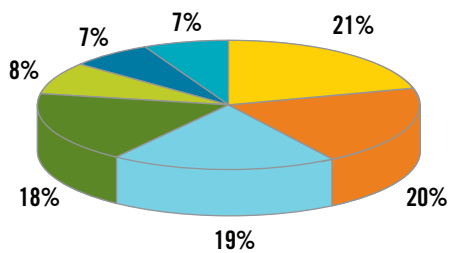
Total Verified Registration	5,653
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## VISITOR INFORMATION

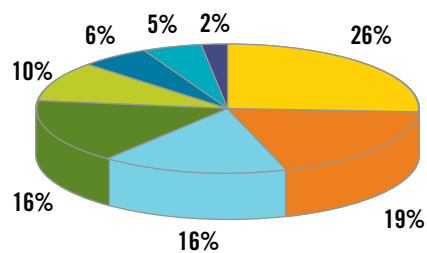
*59% of visitors represent manager level or above.*



*67% of visitors influence the purchasing process in their company.*



*Visitors are attracted to the wide range of products exhibited at FPD China.*



## FPD China 2009 Attracts Key Decision-Makers.

### Visitors Job Levels

Job Levels	
Executive Management (Chair, President, Chief)	21%
Senior Management (Vice President, Director, etc.)	38%
Non-management (Staff; Professionals; Others)	41%

### Visitors Main Job Function

Job Function	
Corporate Management	21%
Manufacturing	20%
Research and Development	19%
Marketing	18%
Sales	8%
Purchasing; Procurement	7%
Other	7%

## These Are Products Visitors Are Looking for at FPD China.

Product Interest	
FPD Panel	26%
FPD Materials and Components	19%
FPD Module	16%
FPD Equipment	16%
FPD End Product and Technology	10%
FPD Market Data and Media Service	6%
FPD Manufacturing Facility; Environment Automation System	5%
Other	2%

\* Totals will not equal 100%, visitors may choose more than one area of interest

## Concurrent Events



### FPD China 2009 Market Forum (471 participants)

Under the theme of “Breaking the Boundaries, Awaiting Spring,” the keynotes covered topics in the struggling global display industry and focused on the opportunities in the China market.

#### FPD China 2009 Market Forum—Speaker List

- Mr. Liu Rui-Lin, Chairman of Liquid Crystal Branch of COEMA, General Manager of Tianma Micro-electronics Co., Ltd.
- Mr. Wang Bo-Hua, Vice Director of Electronic & IT Department of MIIT
- Dr. Chiou Hwa Liang, Executive Director of Taiwan TFT-LCD Association
- Dr. Chen-Lung Kuo, Vice President of Global Sales & Product Development of Chi Mei Optoelectronics Corp.
- Dr. Frank Ko, General Manager of TV Display Business Unit of AUO
- Mr. In Doo Kang, General Manager Display and Corporate Vice President of the Display Business Group, AKT
- Mr. Colley Hwang, General Manager, of DIGITIMES Inc.
- Mr. Takahisa Hashimoto, President and CEO of IVO

### Technical Seminar (166 participants)

This seminar featured technical presentations on cutting-edge developments in the small- to middle-size panel, equipment, materials and component manufacturers.

### 2009 China Digital TV Ceremony (200+ participants)

This event attracted participation from key executives from Hisense, TCL, Skyworth, Konka, Tsinghua Tongfang. It was co-organized by CVIA, CDTV magazine and SEMI.

### FPD China 2009 VIP Dinner

Executives from regional and global delegations from Japan, Korea, Taiwan and Mainland China, gathered to socialize at this high-level networking event.



### FPD China 2009 Executive Forum

Top executives from the industry were invited to privately discuss the opportunities and challenges of the next generation TFT-LCD plants in China.