



# Post Show Report

## Visitors' Company Size (employees)

Less than 100	37%
101~200	14%
201~500	14%
501~1,000	13%
1001~2,000	7%
More than 2,000	15%

## Visitors' Main Job Function

Production / Manufacturing	28%
Purchasing	13%
Design & Development	14%
Management	17%
Test and Measurement	8%
Others	20%

## Visitors' Main Industry

Consumer Electronics and Household Appliances	26%
Computer, System and Peripherals Equipment	14%
Communication Systems	12%
Control, Safety, Test & Medical Equipment	14%
OEM/ODM	12%
Aviation Electronics and Defense Electronics	8%
Automobile Electronics	7%
Others	7%

## Daily Visitor Statistics

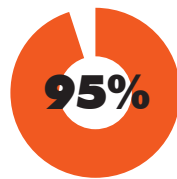
- 41% visitors were those pre-registered visitors, who are typically the highest quality visitors. Compared with 2008, this visitor segment increased by 7%
- 301 Diamond Club members, high-level executives from China's electronics manufacturing companies, attended the event. Compared with 2008, this visitor segment increased by 164.04%
- 822 active buyers attended the event. Compared with 2008, this visitor segment increased by 284.11%.

## Quick Review

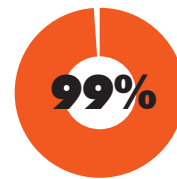
	Day 1	Day 2	Day 3	Day 4	Total
Visitor	2869	2765	2723	1144	9501
VIP	938	1025	667	281	2911
Diamond Club Member	107	109	57	28	301
Buyer	275	320	159	68	822
Total	4189	4219	3606	1521	13535

## Outstanding Visitor Statistics

### Visitor's Opinion of the Show

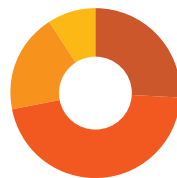


**95%** Percentage of visitors who agree that this event is fully representative of the industry.



**99%** Percentage of visitors who recognize this event as a very good platform to establish business contacts and exchange knowledge.

### Visitors' role in decision-making



**26%** Decision-making / Authorizing  
**46%** Recommending / Influencing  
**19%** Specifying  
**9%** Not involved

### Visitors' company annual purchasing budget

Monetary Unit: US Dollar



**43%** 500,000~5,000,000  
**9%** 5,000,000~10,000,000  
**10%** More than 10,000,000  
**38%** Others

# Exhibitor Testimonials

**FUJI Machine Mfg. Co., Ltd.**  
Account Manager,  
Yohei Sato



We were very pleased to participate in NEPCON China 2009. The visitor quality has improved a lot and we met a lot of new potential buyers onsite. We are quite satisfied with the event this year. NEPCON is the best platform for access to all parts of the SMT industry.

**Mirtec Co., Ltd Suzhou Office**  
Representative,  
Cheolho Jeon



This year, the exhibition had significantly higher quality visitors and brought us many new buyers. Our machines were sold onsite. The organizers boosted our confidence with their excellent visitor organization and exhibitor services. We've booked a booth for next year!

**Panasonic Factory Solutions Co., Ltd. East Asia FA Department**  
General Manager,  
Sales Company  
Representative,  
Yoshitaka Muto



This year was my first time attending NEPCON China. Despite the financial crisis, we met many potential customers. NEPCON China is definitely the ideal platform for showing the latest products we released. We plan to come back next year, and are looking forward to an even better return.

**Siemens Electronics Assembly Systems Ltd.**  
CEO,  
Mr. Andy Wen



Being one of the largest and most complete trade events for China's SMT industry, NEPCON China attracted many well known SMT suppliers and global technical leaders, as well as excellent sales agents and distributors. It offered all participants a golden opportunity for development and success. Even with the current economic recession, we are glad to find many top level visitors attending this show, including many SIPLACE customers. This event offers good chances to communicate with customers face to face. Through powerful NEPCON China platform this year, we showcased the SIPLACE's new technologies and innovations, deeply impressing both visitors and experts.

**Smartech Equipment (Shenzhen) Co., Ltd**  
General Manager,  
Jack Chan



We were deeply impressed by the organizers' commitment to onsite services and advanced post-show support for exhibitors. This engenders loyalty towards NEPCON China. I believed that NEPCON China will continue to provide strong support and high market value to us.

**WKK China Ltd.**  
General Manager,  
Yeung Chuen Hau



This year's NEPCON was quite good. Although the world economy is going through a recession, we are satisfied with the event, in terms of visitor quality or quantity. We also saw a SMT Demo Line presentation on site. It was a very good idea and generated a lot of buzz. It educated many visitors on the whole SMT production process and it also helped us a lot to attract more customers.

# Appreciation from Diamond Club Members

**Bosch (Zhuhai)  
Security  
Systems Co.,  
Ltd.**

Li Zhihao,  
Production  
Director



Since we are quite familiar with large equipment suppliers, we attended NEPCON China in search of potential SMEs who were feeling the pinch of the financial crisis and looking to control future costs. We've since communicated with several enterprises, so our attendance was quite fruitful. The Diamond Card has made everything easier, and the organizers provided an outstanding service.

**Flextronics  
Manufacturing  
(Shanghai) Co.,  
Ltd.**

Edward Tung,  
General Manager



Always a hub of activity, NEPCON China continues to be a must-attend exhibition. This year we were looking for solders and consumption materials. Our colleagues will be conducting a comprehensive post-event evaluation of the exhibition. I'm pleased to have been invited to moderate at NEPCON China 3G Day. As usual, the 3G Day speakers were utterly professional and well informed. NEPCON China provided them with an ideal platform from which to communicate.

**iNEMI**

Dr. Haley Fu,  
Manager of  
Operations - Asia



The high level business discussion jointly held by iNEMI and NEPCON China was conducted successfully. We enjoyed working with NEPCON China, which is a great communication platform. Interviews and reports by many media have increased the popularity and influence of iNEMI. We look forward to further cooperation with Reed Exhibitions.

**Inspur Qilu  
Software  
Industry Co.,  
Ltd.**

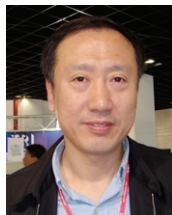
Mr. Zhang Jian,  
Execution Director



We attended NEPCON China to purchase SMT lines. Specific evaluation of the equipment will be done at the vendor's site. The economic crisis has had little impact on our company. Government policies, like those promoting the countryside, have been beneficial and will continue to aid our development in the future. The high level business discussion revealed how the electronics manufacturing industry is facing several challenges due to the financial crisis. This was helpful. We look forward to more such activities in the future.

**Nanjing  
Ping Shang  
Electronics Co.,  
Ltd.**

Mr. Ling Chen,  
General Manager



The main reason I attended was to oversee the installation of equipment. However, once there, I managed to take in a few of the absorbing lectures held in the West Hall on Level 2. 3G Day, held in conjunction with NEPCON China, was a creative event that focused on market development. Our company also keeps an eye out for test equipment on 3G Day. NEPCON China was very considerate in its provision of reception services. We'll certainly be back next year.

**Nanjing  
Tongchuang  
Electronic  
Equipment  
Manufacturing  
Co., Ltd.**

Mr. Wei Ziling,  
General Manager



We attend NEPCON China every year and are very proud to have been speakers at both the NEPCON China Guru-in-Dialogue and the high level business discussion. As the financial crisis has greatly impacted the electronics industry, we used the latter as a platform to share our experience of how EMS enterprises are taking on the subsequent challenges. It was a good discussion format and allowed us to share experiences and learn how to survive the economic crisis.

# VIP Visitors' Comments

**Nanjing  
SCIYON Group**

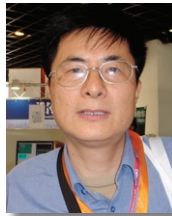
Mr. Xiao Jingjun  
Vice General  
Manager



Despite its being smaller scale than the last year, NEPCON China provided better services with superior pre-exhibition information, meeting arrangements and badge distribution. We were 100% satisfied with the email and text message services prior to our visiting the exhibition. On top of that, the forum contents, innovation and availability of helpful staff at every turn was also pleasing. We visited the event with the intention of purchasing equipment. Our evaluation focus was on test equipment like ICT machines. The SMT demo line also provided an ideal learning platform. We'll be back next year!

**Nanjing  
Zhong Yuan  
Mechanical  
& Electrical  
Equipment Co.,  
Ltd.**

Mr. Gao Zhihua,  
Vice General  
Manager



The event was very productive for us. We've since obtained technology information on PCB cleaning and the maintenance of protective software. At NEPCON China there was support in every section and we're very satisfied with the event. We will certainly return next year and in future years.

**Rational  
Electronics (Xia  
Men) Co., Ltd.**

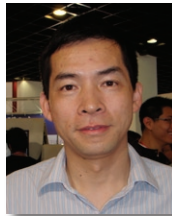
Mr. Liao Yong,  
Vice General  
Manager



NEPCON China is an ideal platform for electronics manufacturing industry players. We wanted to get OEM information and would like to see NEPCON China holding more targeted networking events before the show itself. Going in, our intention was to purchase mounting machines. We experienced live demonstrations from many companies on site. This was very helpful when it came to making our purchasing evaluation.

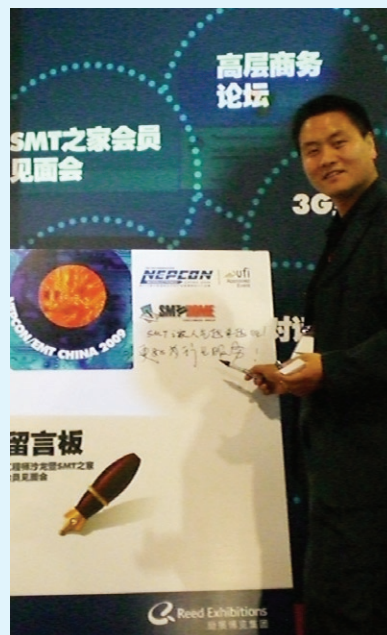
**Tri-onices  
Shanghai Co.,  
Ltd.**

Mr. Yang Rui,  
General Manager



During the economic downturn, it is even more important to attend NEPCON China. We visited the exhibition to learn more about market conditions and see if there were any technology innovations this year. Several sections of the forum were very engaging, and the high level business discussion allowed us to understand how the SMT industry is dealing with the economic crisis. We plan on being back next year.

# SMT Home Moderators' Comments



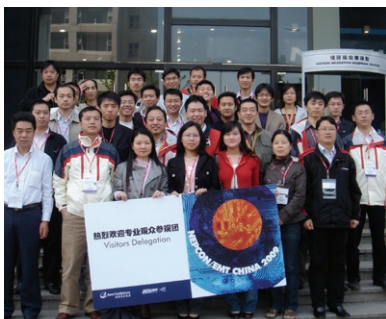
**Moderator of  
SMT Home**  
Tan Bodeng

Reed Exhibitions provides us with an ideal opportunity to exchange ideas. Most SMT Home members are regular visitors to NEPCON China. This format, where engineers gather together, is very good. It allows us see equipment displays while meeting up with friends. We look forward to the next gathering at NEPCON Shenzhen.

# Delegations at the Show

## Celestica (Suzhou) Technology Co., Ltd.

Shu Peng,  
Engineering Manager



The transport was very professionally organized, providing information about number plates, and contact person names, in advance. All issues were properly handled, without wasting time. Moreover, the exhibition also provided a dedicated onsite reception, paving the way for a smooth and satisfactory visit. The pre-show communication was very good. We received show preview information and onsite activity schedules. NEPCON China's services are very impressive. We'll definitely return next year.

## Delta Electronic (Jiangsu) Co., Ltd.

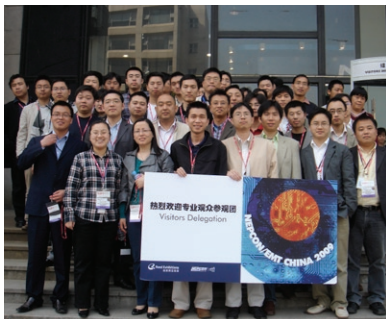
Jethro Lee,  
Supervisor,  
PROJ-SMT



I attend NEPCON China every year. Each year I see improvements in things like the punctuality of the buses and vehicle conditions. It is very satisfactory. We received show preview and onsite activity schedules prior to the show. This was very helpful to us as it allowed us arrange our visiting plans accordingly. NEPCON provides a platform for meeting suppliers and collecting the latest market information. This is what makes it the ideal exhibition for the SMT industry. We'll come back next year.

## Flextronics Electronic Technology (Suzhou) Co., Ltd.

Xu Wenyuan,  
Coordinator



We have many colleagues who attend the event every year. Year after year, we see an improvement in services. We are 100% satisfied with the punctuality of the bus, the availability of specially appointed reception officers and the smooth communication with Reed Exhibitions. We received our badges and onsite activity schedules before the event opened. This enabled our colleagues to arrange their visiting plans accordingly. In addition, we gained useful insight by communicating with suppliers and collecting key information from around the exhibition floor.

## Pegatron Corporation (Shanghai)

BU1-F1 SMT  
Supervisor, Ely Zuo



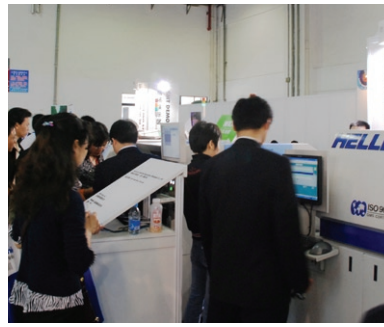
NEPCON China's bus service was very punctual and the staff registration was excellent. We were provided with drinks during the long journey. Altogether, around 180 members of our staff attended the event over the four days, and we got very good feedback from them. We received the four-day onsite activity schedules before the show opened and the onsite meeting facility enabled us to summarize our visiting experience in order to formulate a future buying plan.

# List of Visitors' Delegation

- Benchmark Electronics China Suzhou Division
- Bosch Automotive Products (Suzhou) Co., Ltd.
- Tech-Front (Shanghai) Computer Co., Ltd.
- Dong Hua University
- AsteelFlash Electronics (Suzhou) Co., Ltd
- Foxconn Technology Group - Ambit Microsystems Ltd.
- Pegatron Corporation (Shanghai) Co., Ltd.
- Pegatron Corporation (Suzhou) Co., Ltd.
- Hua Feng Electronic Technology (Suzhou) Co., Ltd.
- Universal Scientific Industrial (Shanghai) Co., Ltd.
- Lihua Technology (Suzhou) Co., Ltd.
- Shanghai Ericsson Simtek Electronics Co., Ltd
- Venture Corporation Limited
- Shanghai Ricoh office Equipment Co., Ltd.
- Shanghai Vico Precision Mould & Plastics Co., Ltd
- Schneider Electric (China) Shanghai Branch
- SCI Systems (Kunshan) Co., Ltd.
- Suzhou Industrial Site Electronic Institute
- Qisda Diantong Suzhou Co., Ltd.
- Panasonic Factory Solutions Suzhou Co., Ltd.
- M-Flex China
- Celestica (Suzhou) Technology Co., Ltd
- MSI Electronics (Kunshan) Co., Ltd.
- Flextronics Electronic (Suzhou) Co., Ltd.
- DELTA ELECTRONICS, INC
- First International Computer, Inc.

# Review of Highlights

**1** A successful SMT Demo Line, making its debut appearance in China, attracted many visitors.



## Live SMT Demo Line

At NEPCON China, Yamaha, Heller, Henkel, Tyco Electronics, Autoveyor, Desen, Air Products, OK International, Saki, Sunlord, Teradyne and Luxon Data jointly formed a full SMT Demo Line. It featured the key elements of the SMT production process (including printing equipment, mounting machines, welding equipment, materials and other parts of the assembly line) and received an unprecedented level of response.

**2** Specially devised programs added to the popularity of the event.



## Voting Area for the "Favorite Onsite Engineer"

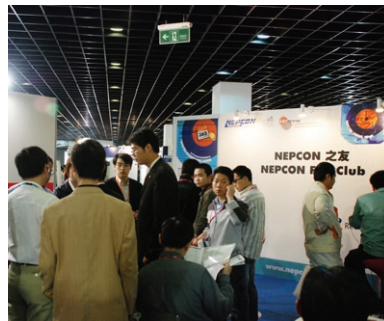
In response to the mass participation of engineers in the "2009 Selection of Electronics Manufacturing & SMT Industry Engineers in China", NEPCON China specially established an onsite voting area where many visitors voted for their favorite engineers.

**3** Onsite gatherings featuring the industry elite gained in popularity.



## SMTA China East Conference

SMTA China organized April's 2009 SMTA East China Conference in Shanghai. The event was held in conjunction with NEPCON China and addressed the industry's most pressing issues: electronics manufacturing, advanced packaging and lead-free reliability. The speakers were thoroughly professional and the audience found the topics informative and enjoyable.



## NEPCON Fans Club

NEPCON China launched the NEPCON Fans Club. By visiting the exhibition or the website, "fans" of NEPCON can accumulate points which can then be exchanged for gifts. Many visitors had the opportunity to experience, and familiarize themselves with, the scheme on site. They received NEPCON gifts for loyal visitors while not only attending, but actively participating in the exhibition.



## Engineers' Salon and SMT Home Member Gathering

SMT Home, the most popular forum in the SMT industry, held an engineer gathering at NEPCON China where all the section moderators walked onto the stage from behind the scenes to talk with the members.



## "2009 Electronics Manufacturing & SMT Industry Engineers in China" Award Ceremony

The three-month selection of engineers ended at NEPCON China. Five awards were presented. Sun East's Zhang Zheneng, "Best SMT Engineer" Award winner, won the chance to visit INTERNEPCON Japan. The engineers developed a deep affinity for NEPCON China and are already looking forward to next year's event.

# Exciting Activities' Review

**4** An information-sharing meeting took place where wonderful lectures inspired hot discussion.



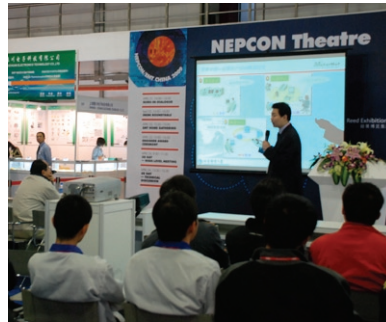
## NEPCON China Guru-in-Dialogue

Xue Guanghui, Wei Ziling, Wu Nianzu, Dou Jiahua, and other experts from the NEPCON China Guru Corner attended the exhibition, shared their insights, answered questions and discussed future developments with industry insiders.



## High Level Business Discussion

The high level business discussion was successfully co-launched by NEPCON China and iNEMI. The guest host, Dr. Haley Fu, together with three speakers, Robert C. Pfahl, Wang Tianxi and Wei Ziling, discussed the global impact of the current economic crisis on the electronics manufacturing industry.



## 3G Day - High Level Networking

NEPCON China and China Youth Daily jointly invited Mr. Qifeng to give a presentation on the development of network operation support services in the 3G era. This talk generated much response and consensus. Mr. Qifeng is the current Vice President of the ITU-T G4, and the first Chinese expert in the ITU-T.



## 3G Day - Technology Seminar

Mr. Edward Tung from Flextronics was invited to host the seminar. Mr. Takayama, formerly of Sony, and Mr. Dong Enhui, from Da Tang Telecom, gave presentations and discussed communication manufacturing technology solutions based on 3G with a fully packed room.

**For more information, please contact us**

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