



Taipei International Information Technology Show
COMPUTEX TAIPEI

June 3-7, 2008

WORLD'S LEADING ICT PROCUREMENT PLATFORM



COMPUTEX TAIPEI 2008 POST SHOW REPORT

June 3-7, 2008



WORLD'S LEADING ICT PROCUREMENT PLATFORM

Features in 2008

- The number of booths reached to a growth of **53%** and exhibitors **23%**.
- The number of overseas visitors grew by **5%**.
- Newly elected President Ma Ying-Jeou participated the Opening Ceremony and Best Choice Award Ceremony.
- “**WING**” standing for **WiMAX**, **ICT Crossover**, **New Generation NB** and **Green IT** became show themes this year.
- Opening new business was the main purpose of **75%** exhibitors participating the show. **91%** exhibitors expressed their satisfactory.
- Exhibit in both **Shinyi** and **Nangang** area for the first time.



OUTLINE

- ◆ About the Show
- ◆ Events
- ◆ On-site Services
- ◆ Featured Products
- ◆ Promotions and Marketing



✚ About the Show-Show Info

TIME	2008.06.03-2008.06.07
VENUE	TWTC Hall 1,Hall 3, TICC, Nangang Exhibition Hall 
SCALE	1,725 Exhibitors; 4,492 Booths The booth number increased by 53%
NUMBERS OF VISITORS	Total Visitors: 106,517 Overseas Visitors: 34,685 (from 136 countries)
EXHIBITION AREA	<p>Hall 1: Communication, Peripheral, Mega Trends (Green IT, Low-Price PC, Medical Electronics, Wireless Wideband, Car Electronic Devices, Embedded Products, IC Application, Bluetooth, miCARD, ViTA Forum, Japan), Media</p> <p>Hall 3: Display & Digital Entertainment Products</p> <p>TICC: Stellar Exhibitors</p> <p>Nangang Upper Level: Components & Parts, Data Storage, Software</p> <p>Nangang Lower Level: System, Motherboard & Add-on Cards, Overseas Exhibitors, Cross-Strait Exhibitors</p>

✚ About the Show- On the Scene

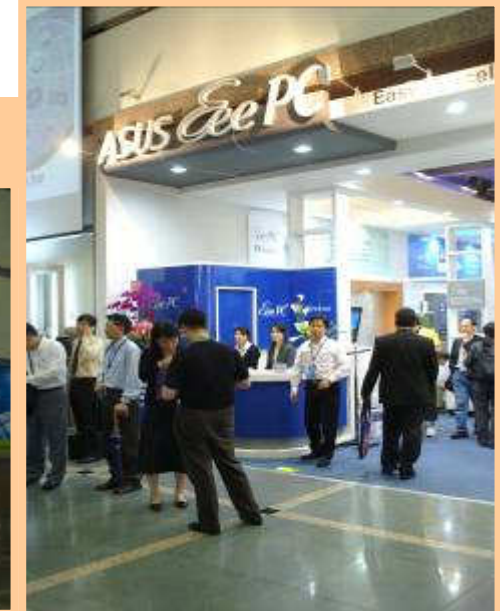
Hall 1



Nangang
Exhibition Hall



TICC

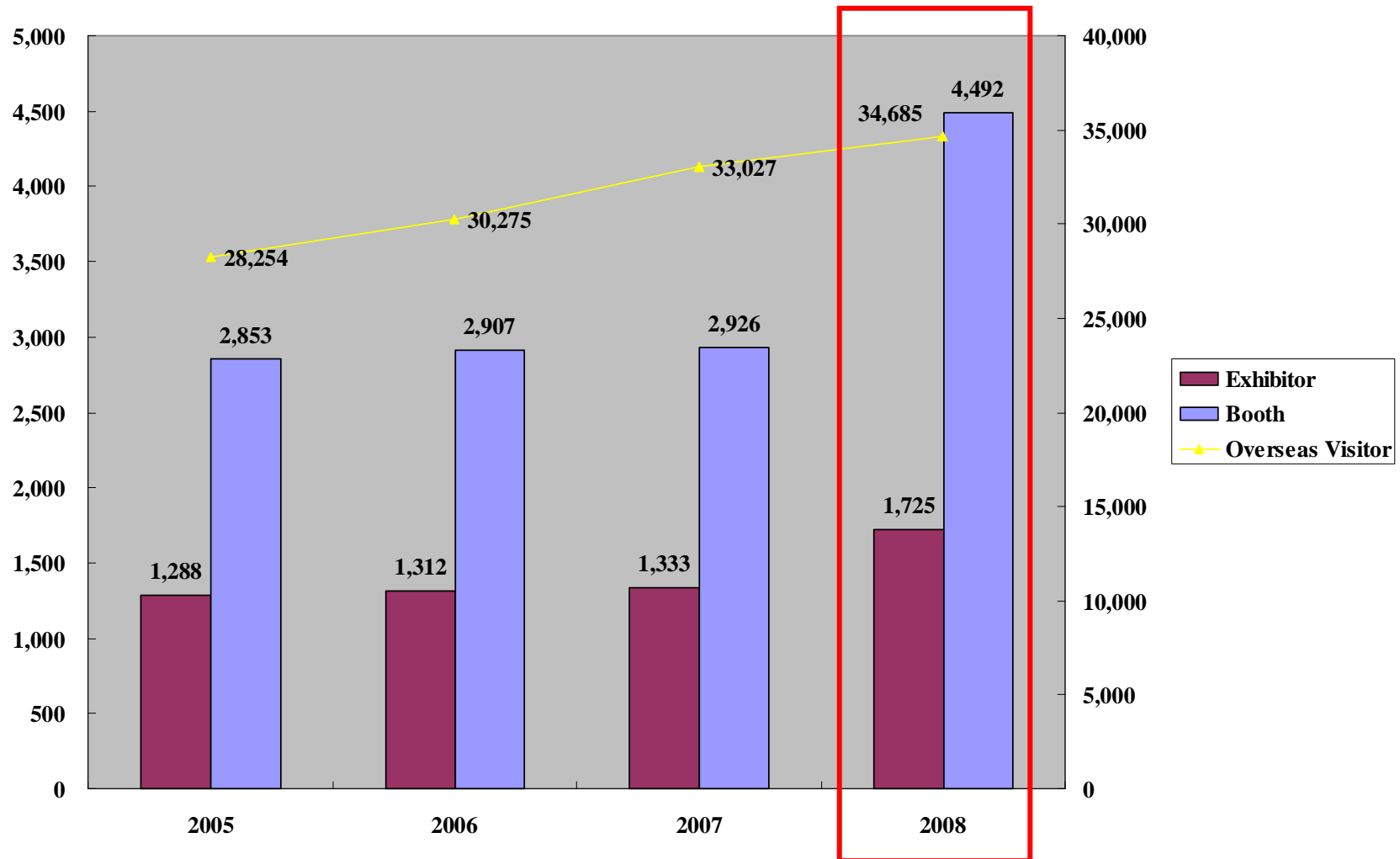


Hall 3

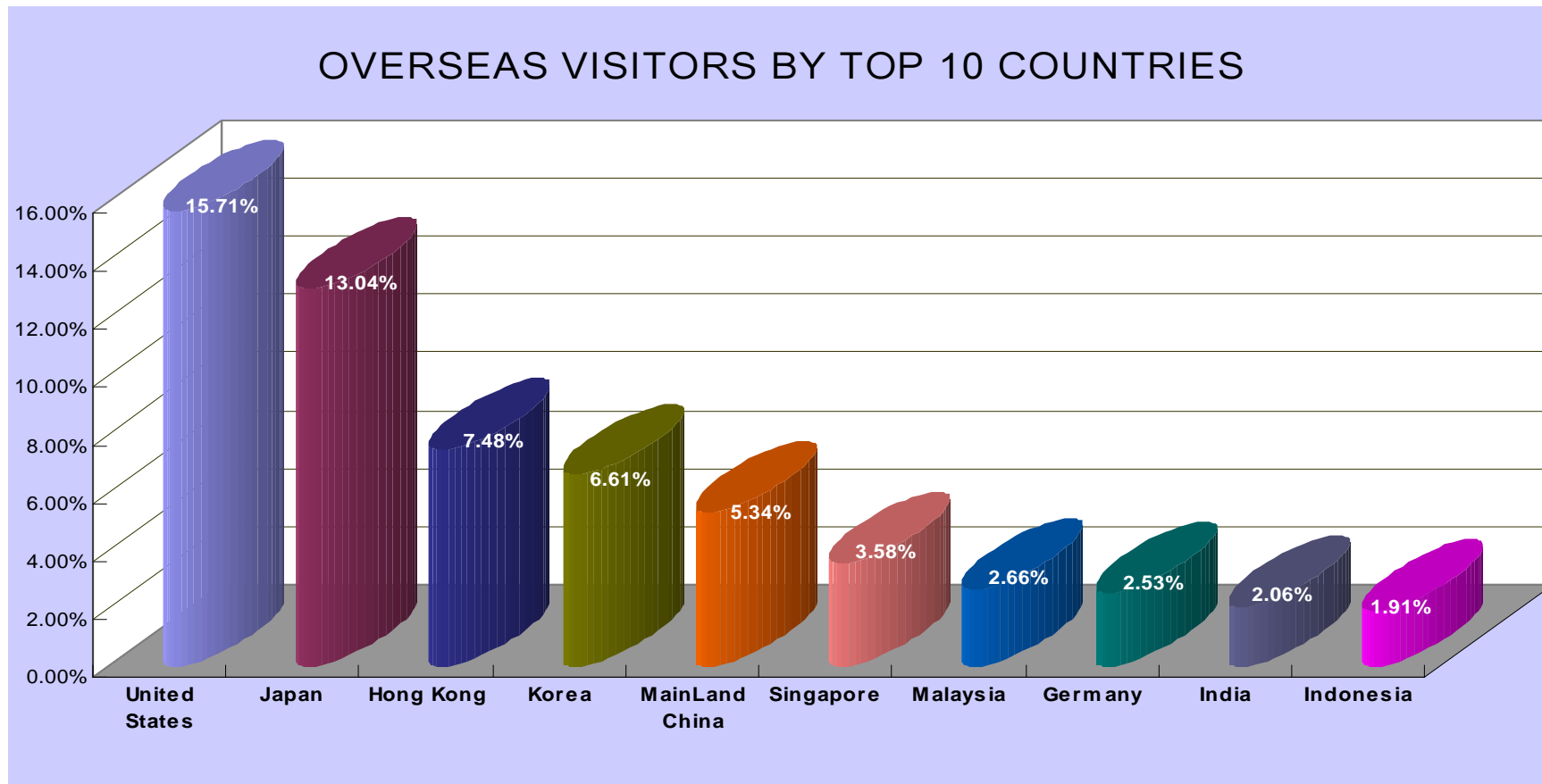




About the Show- Number of Exhibitors/Booths/ Visitors

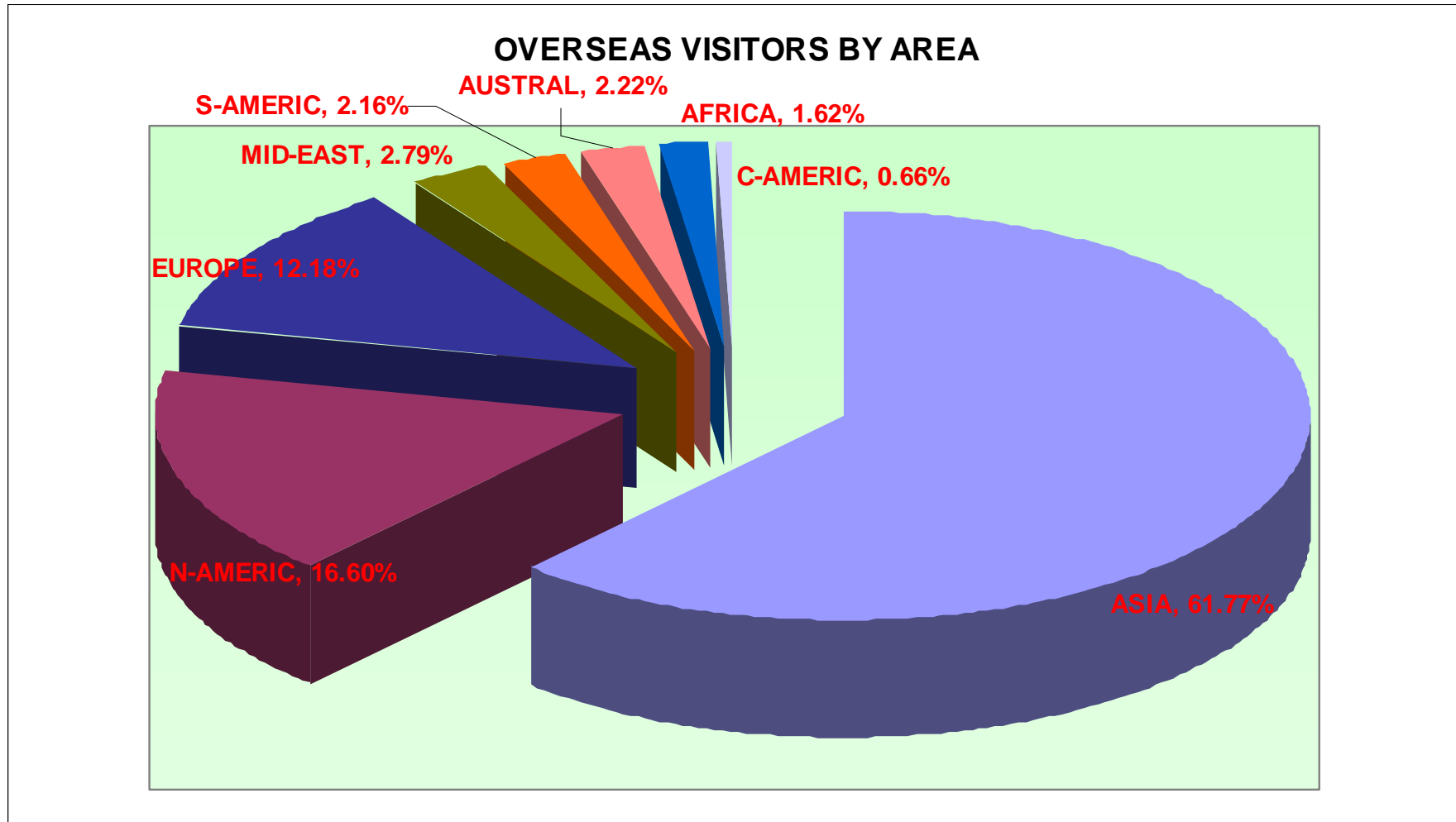


About the Show- Visitor Analysis by country





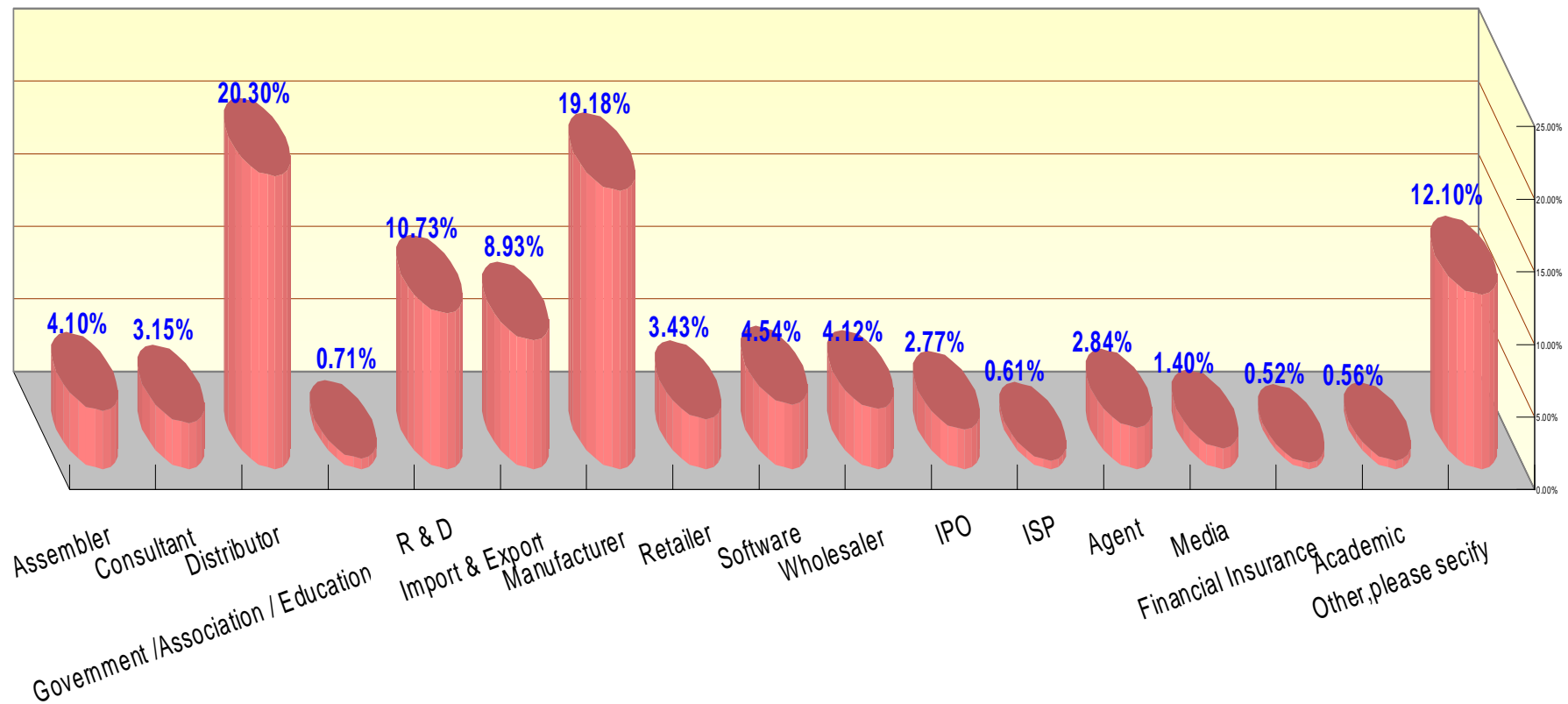
About the Show- Visitor Analysis by area





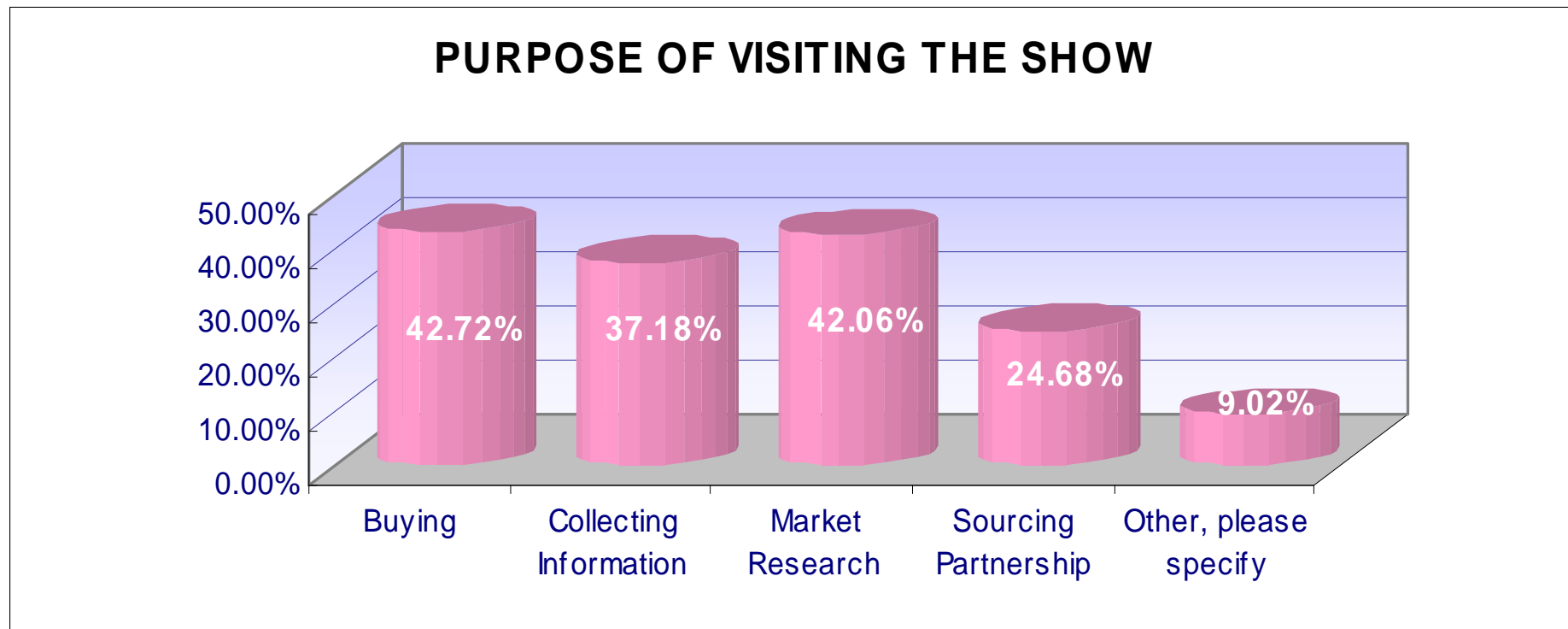
About the Show- Visitor Analysis by business nature

BUSINESS NATURE





About the Show- Visitor Analysis by Visiting Purpose

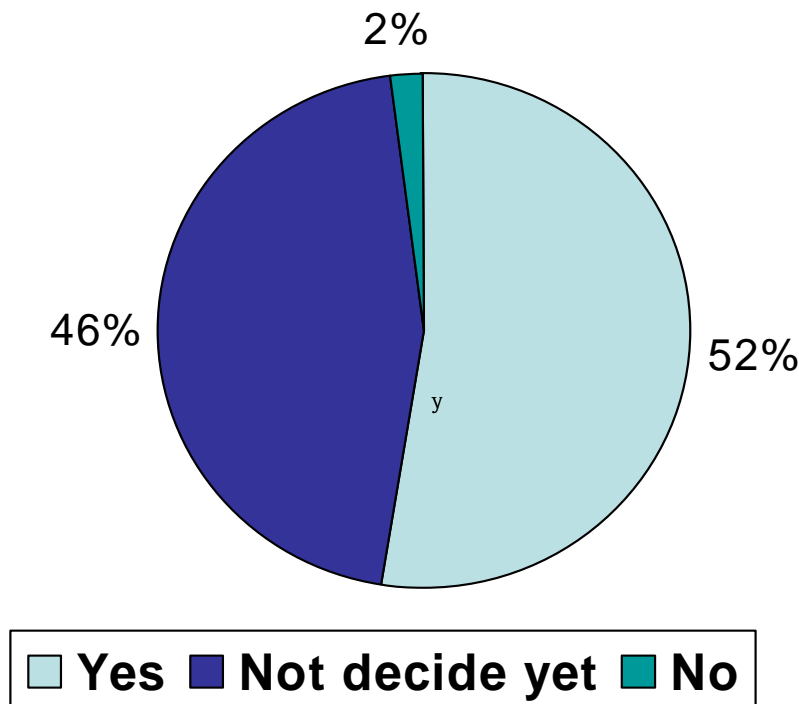


About the Show-Leading Brands



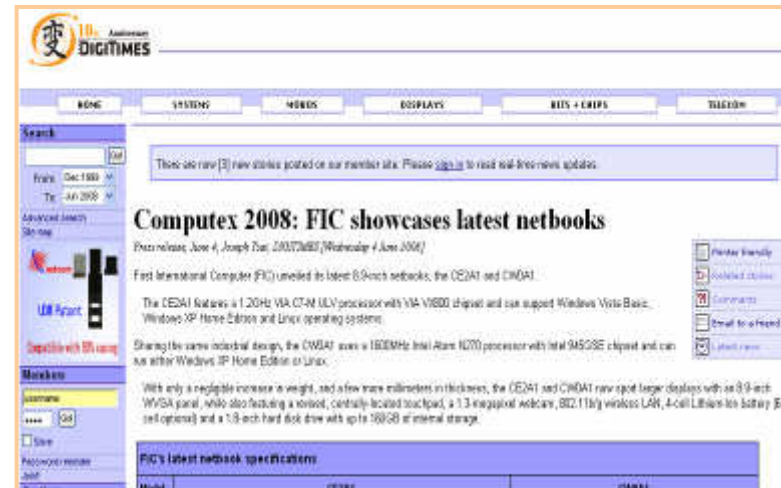
About the Show - Exhibitor Analysis

Participation in COMPUTEX 2009



- 91% exhibitors approved the services of COMPUTEX TAIPEI 2008.
- 68% exhibitors evaluated positively of Mega Trends Area.
- 75% exhibitors viewed this show as a main platform to open new business.
- 71% exhibitors took a positive attitude toward the economy of the following year.

About the Show - News Coverage



Events - Opening Ceremony

President Ma Ying-jeou and other senior government officers participated the Opening Ceremony



Mr. Shih Yen-Shiang,
Vice Minister of MOEA



Mr. Wu Ching-ji,
Deputy Mayor of Taipei City



Events - Best Choice of COMPUTEX TAIPEI 2008 Award

550 products registered the competition.

39 products were awarded

- **New Categories in 2008**

- Data Storage Products
- Green IT Products
- Personal Entertainment Products
- Product Design-Innovation Idea Design
- WLAN Communication Products
- Best Choice of the Year
- Jury's Special Award



GX620 Notebook by MSI received
Best Choice of the Year
Awarded by President Ma Ying-Jeou

Events - Best Choice of COMPUTEX TAIPEI 2008 Award

Display Area



Award Plaque and Certificate



Award Guide Book



Event- Vote for Buyer's Choice

Events- Best Choice Award Winning Products



Events- COMPUTEX TAIPEI Forum

June 3rd Topics

1. Leading to a Bright Future with Technology
2. DRAMeXchange Forum

June 4th Topics

1. NGN Taipei 2008
Next Generation Networks
2. CE Summit

e21 Forum



DRAMeXchange

CE Summit



Events - IPO & Press Meeting

June 2nd

Domestic Press vs Overseas IPO

Purpose:

Talk about the main sourcing targets this year.

Venue:

Nangang Exhibition Hall Restaurant

June 3rd

Overseas Press vs Domestic IPO

Purpose:

Have more interaction with overseas press
by face- to- face meeting

Venue:

VIP Room in Nangang Exhibition Hall



June 3rd, IPO Events

Events- Press Interview

1. Nangang Exhibition Hall meets the international quality. The public space is commodious.
2. Compared to Shinyi, the route plan in Nangang is much better.
3. The show is more professional and complete comparing to CeBIT or CES.
4. I can always find what I want in COMPUTEX.



Rui Zhang, Bear Eye, China



Arнау Rovira Cortada/
Victor Caballero de Tineo, Noticias 3D, Spain



Alexander Mitrofanov, 3D NEWS, Russia



Paul Hales, the Inquirer, England

On-site Services

Lounge



Shuttle Bus



Information

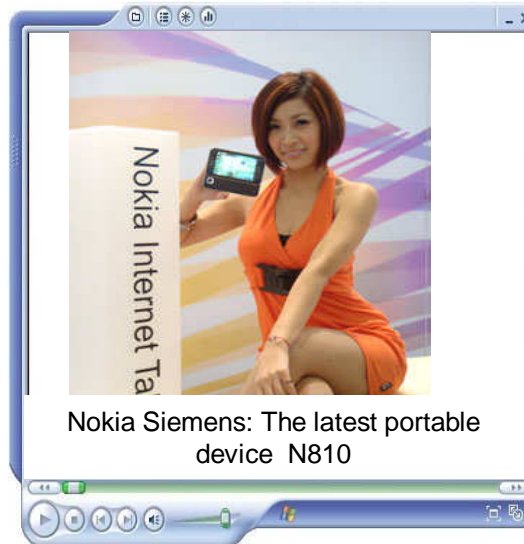
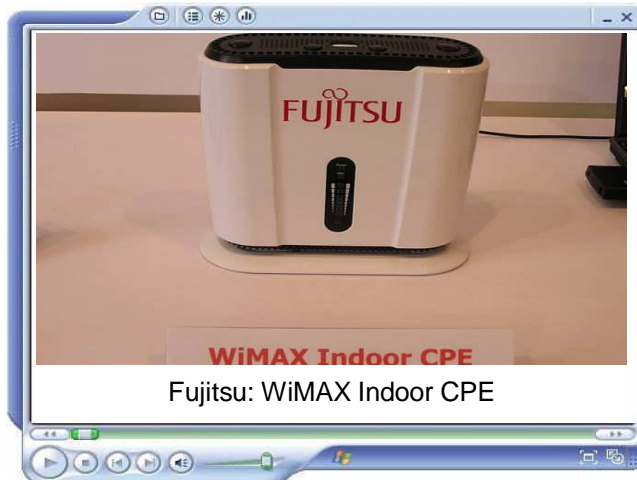


Bits from the show- Booth Decoration

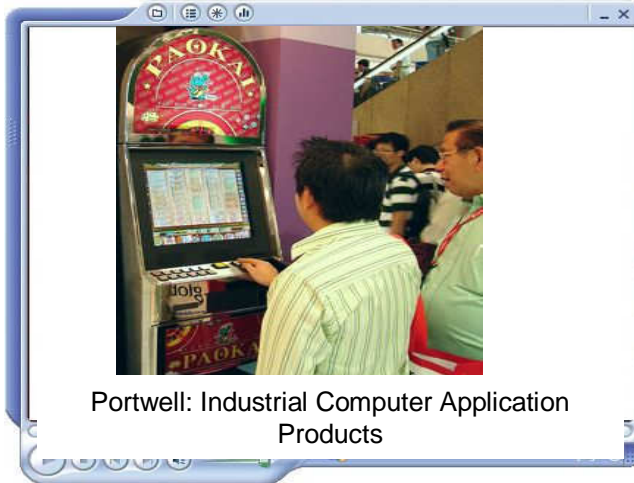


Featured Products

「W」「I」「N」「G」-WiMAX



Featured Products 「W」 「I」 「N」 「G」 - ICT Crossover



Portwell: Industrial Computer Application Products



Proton – Mobile Entertainment Products



MAiNNav - GPS Data Logger: MG-910D



Infosmart: GPS-4303

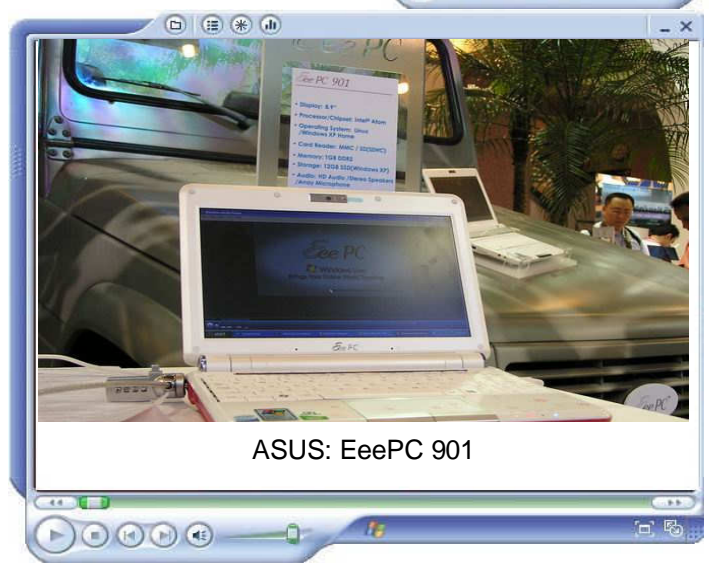
Featured Products

「W」 「I」 「N」 「G」 - New Generation NB



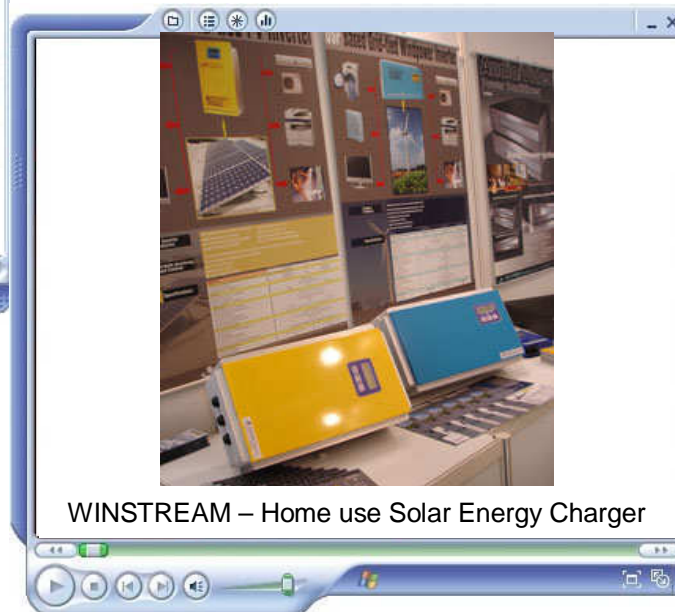
Featured Products

「W」 「I」 「N」 「G」 - New Generation NB



Featured Products

「W」 「I」 「N」 「G」
- Green IT



✚ Promotions & Marketing

✓ Flags



✓ Skywalk Banners



✓ Air Balloons



✓ Shuttle Bus



+ Promotions & Marketing

✓ COMPUTEX TAIPEI Mascot- The Plug Family



✓ Energetic Staff



+ Promotions & Marketing



+ Promotions & Marketing

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Photo Gallery


JUNE 3~7 2008
COMPUTEX TAIPEI

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2008/6/2-6

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Connecting Taiwan ICT buyers and suppliers

422 new products posted last month - 0 items in cart

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Consumer Electronics
Components & Semiconductor
Cell Electronics
Communication & Networking

All categories | Products | Search | Advanced Search | My Account

Hot Offer | Digital Storage Player | WIMAX | Best Choice | Mini NB

COMPUTEX TAIPEI

繁體中文
English
简体中文

Spotlight Video
My COMPUTEX

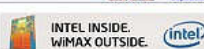
Buyer Services

Trade Alert
User Profile
My Basket
Help & FAQ
Want to Buy


Supplier Services


Company Listing
Marketing Website
Help & FAQ


INTEL INSIDE. WIMAX OUTSIDE.





Feature Products


GPS



Wireless Access Point


Media Mobile


Net Top Box


WIMAX external

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Give you the latest information!



Headline News

Perfect finale for COMPUTEX TAIPEI 2008 with exhibition size and number of buyers both achieving new heights

COMPUTEX TAIPEI 2008, the second largest ICT exhibition in the world, ended on June 7th. It was the first time ever that 4 exhibition halls have been used: COMPUTEX TAIPEI, namely TWTC Hall 1, TWTC Hall 3, Taipei International Convention Center and the brand new Ninggang Exhibition Hall. With this much capacity the scale of the exhibition has increased by 50 percent compared with last year. According to statistics made by the organizers, the total number of visitors this year amounted to 105,217 people, with which 34,225 are overseas buyers, 23 percent more than last year. It is 33,227, reaching a new height. It is also noted that the 5-day exhibition has brought purchase orders for Taiwan's ICT industry that amount to more than 20 billion US dollars, effectively increasing Taiwan's ICT visibility on the world stage. COMPUTEX TAIPEI is not only an overseas exhibition, but is also one of the most important information and technology exchange platforms for the global ICT industry.

COMPUTEX 2008 Low Price PC Pavilion: Giving you the best bargain

From the fact that Intel chose the opening day of COMPUTEX to hold their global launch event of Atom, it is foreseeable that low-price PC will dominate this year's exhibition. From Net PC to UMPC, it is really hard to keep track of the large variety of PCs that designate themselves as low-price, even if there exist some official standard specifications. (More)

Green technology is sweeping COMPUTEX 2008/06/05

The wave of green environmental products has reached the ICT industry. At this year's COMPUTEX, the most dominant color is "Green Green Green!" From decoration to product, you can see the claim for less energy consumption and less carbon dioxide everywhere, thereby indicating that simultaneous with high technology, the protection of Earth is also... (More)

Online gaming is driving the need for high capacity PC; the dream for gamers comes true at COMPUTEX 2008/06/05

With the ever growing popularity of online gaming, the gross output of global PC game sales is increasing annually. At COMPUTEX many manufacturers are hosting game competitions to demonstrate their high capacity computer systems, motherboards and peripherals. The gamer that uses the latest and fastest motherboard, notebook computer and cooling eq... (More)

Intel announces the Atom processor on the opening day of COMPUTEX 2008/06/04

Intel held its global presentation of the Atom processor on the opening day of COMPUTEX, drawing the attention of the media and industry alike. According to statistics reported during the presentation, by the year 2010, the shipment of global low-cost PC is likely to reach 100 million units. A variety of PC that use the Atom processor were exhibit... (More)

Homepage Banner : updated everyday from May 20th to June 10th

Headline News

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Connecting Taiwan ICT buyers and suppliers

422 new products posted

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Hot Offer | Digital Storage Player | WIMAX | Best Choice | Mini NB

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Help & FAQ
Want to Buy

Supplier Services

Company Listing
Marketing Website
Help & FAQ

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Daily Headline News



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See you at COMPUTEX TAIPEI 2009

June 2~June 6

