

VIETNAM ELECTRONICS 2008

The 12th International Exhibition in Vietnam on Electronics Products

2008 • 11 • 26-29

HoChiMinh City International Exhibition and Convention Centre, HCMC, SR Vietnam

Sponsor:

Ministry of Information and Communications (MIC)

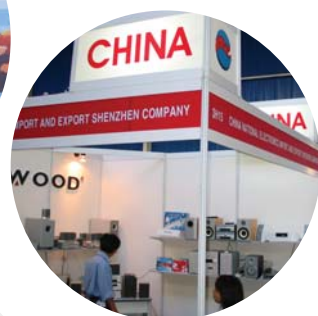
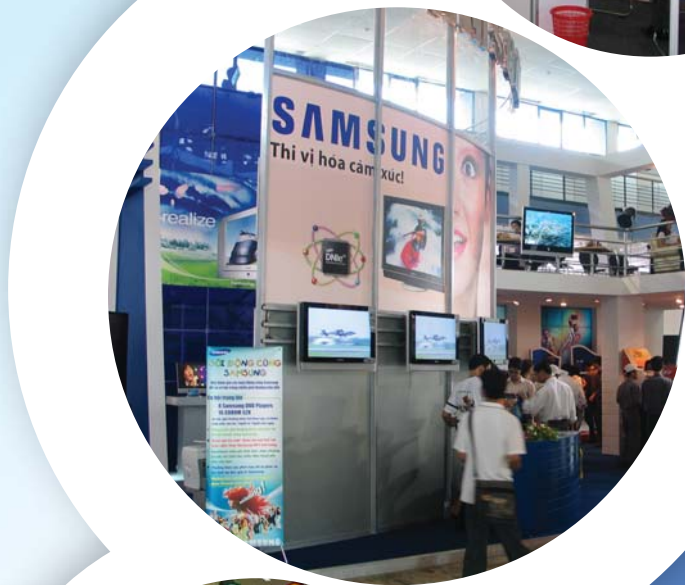
Organizers:

Vietnam Posts & Telecommunications Group (VNPT)
Adsale Exhibition Services Ltd.

Supporters:

Ministry of Trade - Industry
Ministry of Science - Technology
Ministry of Planning & Investment
Vietnam Chamber of Commerce & Industry (VCCI)
Hochiminh City People's Committee
Vietnam Radio and Electronics Association
Vietnam Association for Information Processing
Vietnam Electronics Industries Association
Hochiminh City Television

Concurrent Event: 



Official Website:
大会指定信息网:

www.2456.com/vne


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Prospect of Vietnam's Electronics Industry

Goal of the Industry

Vietnam's electronic industry targets 4-6 billion USD in production value and 3-5 billion in export turnover by 2010. By 2020, the electronics industry would become a chief driver of the nation's economic development, generate employment for 500,000 workers and have a contingent of engineers and technicians of international quality to draw upon.

(Source: Vietnam Economy News)

Reduction of the Import Tax on Electronic Parts

In the year 2005, the government of Vietnam decided to lower the customs duties in order to encourage the import of electronic components and thus help the assembly of the computers within the country. The Ministry of Finance announced to lower the average import tax on electronic parts from 9.41% to 6.36% in accordance with commitments made under AFTA. Duty on complete built unit (CBU mode) electronic products, which have a local content of at least 40%, from ASEAN countries have been reduced down to between zero and 5% from the previous 20 to 30%, that would have impacts on local production protection.

(Source: VietNamNet Bridge)

Attract Foreign Investment - Intel Assembly and Test Site

IT hardware production in Vietnam will have positive changes as the area is becoming more attractive to foreign investors. The target of US \$6-7 billion for 2010 is not too high since Intel Vietnam announced to build the largest assembly and test site in Vietnam in 2006 and raise its investment to US \$1 billion. The site, which will be operational in 2009, will be able to contribute 5 billion USD to the IT sector.

(Source: Technology News Daily, Intel.com)

Admission into the WTO

Vietnam became a member of the World Trade Organization (WTO) since 11 January 2007. This provides an important boost to the economy and ensures the continuation of free-market reforms followed by new opportunities and challenges for Vietnamese companies. Vietnamese electronics businesses can now freely export to other WTO member countries.

(Source: Vietnam Economic News)

Booming in Demand for IT and Electronic Products

The Vietnamese economy is enjoying one of the most sustained growth in the Asian area. The total population of 82.2 million was recorded in December 2006 with annual GDP growth rate of 7.5% of the year.

General Economic Indicator			
Indicators	2004	2005	2006
GDP (USD billion)	45.3	51.4	55.3
GDP (constants prices, annual % change)	7.8	8.4	7.8
GDP per capita (USD)	552.8	617.8	654.9

The stably growing economy is believed to be triggering the development of the home appliance market. A recent survey conducted by GFK and AC Nielsen showed that the market brought some \$3 billion a year in turnover.

The sale of computers and the consumer electronic products in Vietnam increased by 14.3% to reach 1.6 billion dollars in 2005. Increase in the purchasing power supported the increase in the sale of computers.

(Source: The Federation of International Trade Associations (FITA), VietNamNet Bridge)

Business Opportunities and Benefits of Joining Vietnam Electronics 2008

- To engage in face-to face contact with the key decision-makers of your target customers
- To source sales agent and distributors for Vietnam market
- To increase awareness of your brand name
- To enhance your company profile and image
- To obtain latest market intelligence about industry trend and competitors

Target Visitors

With more than 10 years experience in organizing exhibition in Vietnam, Adsale built up an extensive and comprehensive visitor database in following categories:

- Government organization and public utilities
- Distributors, wholesalers & retailers of IT/ computer/ electronics products
- System integrators
- Corporate End-users :Top management & IT professionals from Enterprises

Professionals from Target Visitors Met and invited in 2006 (Partial)

3M Vietnam Canon Carrier Vietnam Air Conditioning Co Ltd Ericsson Flextronics VFT (VNPT-Fujitsu Telecommunication) Gemplus Hansen Industries Corporation Harris Corporation Huber+Suhner Huawei Komatsu LG Electronics Vietnam LG-VINA Lucent Mitsubishi Corporation	NTT Vietnam Orix Philips Electronics Singapore Pte Ltd SAG Components Sdn Bhd Sojitz Systems Corporation Sumida Sumitomo Corporation TechData TELEQ (JV of Siemens and VNPT) Corporate End-users ANZ Cty TNHH ExxonMobil Unique Vietnam Enerion Mekong Auto Nestle Vietnam Ltd	OTIS STATE BANK OF VIETNAM Techcom Bank Toyota Motor Vietnam Co Ltd VIETCOMBANK Vietnam Ceramic & Glass Corporation VIETNAM maritime commercial stock bank Reseller An Binh Trading & Service Co Ltd Bac Ninh Import-Export Company Tecapro Thuan Quoc Trung Tam Tin Hoc Va Ptcn thien Thao Tuyet Nga co.,ltd
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Scope of Exhibits

- Electronics Components & Accessories
- Home Entertainment & Appliances
- Measuring, Testing, Manufacturing Equipment and Electronic Manufacturing Process
- Multimedia / Electronics Gaming
- Office Automation & Equipment
- Personal Care / Beauty / Healthcare Electronics
- Security Products
- Audio & Visual Products
- Computer & Peripherals / Personal Digital
- Others

Most Comprehensive Promotion Strategies

Press Conference will be held in Hanoi and HoChiMinh City to promote the staging of show.

FREE Listing in Exhibit Preview which will be distributed to target visitors through supporters' networks and Adsale's database

Virtual Exhibition - Non-stop online marketing channel

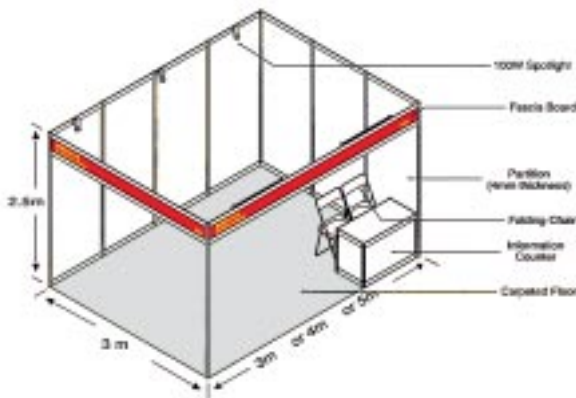
Outdoor Advertisements in the city centre to capture the attention from public

Direct Invitation by Industry Authorities and Associations in Vietnam

Press Release Distribution Services in show website and media

Publicity in trade and mass media through advertisement, supplement and special press coverage to target both local and regional visitors

PARTICIPATION COST



Notes:

1. Package Stand (minimum 9sq.m.)
includes basic fittings:
 - partitions
 - carpeted floor
 - one information counter
 - one waste paper basket
 - fascia board with company name in English
 - one 13 Amp/220V single phase socket with 5 Amp fuse
 - 2 chairs
 - 2 fluorescent lights
 - 2 spotlights

* Additional furniture will be provided according to actual booth size taken. Details please refer to the exhibitors' manual.
2. Indoor Raw Space (minimum 30sq.m.)
 - Exhibitors are required to build their own stand

SERVICES

The participation cost covers the following **FREE** services:

- Detailed listing in official catalogue
- Listing in pre-show exhibits preview
- Listing in on-site visitor guide
- On-line virtual exhibition
- Promoting your exhibits for on-spot sale
- Market information updates
- Budget worksheet for your planning and budgeting
- Exhibitors' manual to facilitate your planning and booking of optional services
- Daily cleaning of common areas
- Hall security

Optional Services (for details, please refer to our exhibitors' manual which will be sent to you after confirmation of participation) include:

- Advertising in official catalogue
- Hiring of interpreters and workers
- Assistance in arranging Products/Services seminar
- Official Forwarder for exhibitors' freight forwarding and custom clearance
- Official Stand Contractor for stand design, construction and additional furniture
- Official Travel agent for visa, hotel and traveling

If you have other special need or request, please do contact us!

Option	Zone	Cost
Package stand (min. 9 sq.m.)	A	US\$400/sq.m.
	B	US\$340/sq.m.
Raw space (min. 30 sq.m.)	A	US\$350/sq.m.
	B	US\$290/sq.m.

* Early Payment Discount:

5% discount will be offered to exhibitors who settled payment before 31 December 2007.

PARTICIPATION PROCEDURES

- Fill in the Application / Reservation Form
- Return it together with a cheque of 20% of rental payment payable to Adsale Exhibition Services Ltd. as deposit of reservation
- 30% and 50% outstanding balance must be settled within 3 months from the contract date and 2 months before the commencement of the Exhibition respectively.
- Payment details:
A/C No : 031-349-9-207352-1 (For payment in US Dollars)
A/C No : 031-349-1-022182-7 (For payment in HK Dollars)
Banker : Bank of China (Hong Kong) Limited,
2A Des Voeux Road Central, Hong Kong

Please return to:



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Or to our representative in your region

Trade visitors who wish to visit the show, please send your contact details / business card to Adsale Exhibition Services Ltd via fax / e-mail / mail for information and assistance.