

## New Themed Exhibit “Consumer Electronics”

### Why Vietnam?

- ✧ Favorable Gov't Policy in terms of Tax Exemption as part of commitment entering WTO
- ✧ High Population (85 millions) – World's 13<sup>th</sup> highest
- ✧ High Young Population & Literacy Rate – quick & easy adoption of new technology products
- ✧ 6.23% GDP (in 2008) & Increasing disposable income
- ✧ New Technology Prompts e.g. 3G, WiMax, Wi-Fi ...
- ✧ Fast Growth & High Penetration Rate of Fixed, Mobile & Internet Subscribers
- ✧ Continuous High Turnover in Import & Export, esp. in Electronics Goods.
- ✧ High Demand from Gov't, enterprises, households and individuals
- ✧ Good market outlook: Panasonic (While appliances), LG(TV/AV), Samsung (TV/AV)... build factories in Vietnam & Sony Electronics import notebooks and electronics appliances to Vietnam.)

### Why Vietnam Electronics/ Vietnam Comm 2009?

- **Largest Consumer Electronics, Electronics Manufacturing & ICT Event** in Vietnam
- Right visitors: 18,000+ industries buyers in 2008; about 50% visitors are Importers, Distributors or Buying Offices; about 5% from Gov't and Public Utilities. By the strong Gov't's consumption for system upgrading and services enhancement in recent years, high demand is driven in different electronics products.
- Extensive Promotion Coverage: over 400 pieces of Press/ Media Coverage (excluding advertisement) in 2008 in both trade and mass magazines, TV and Press Conferences, etc. ⇒ Increase brand exposure and double the pulling force to the target buyers.
- Strong Local Visitor Database for Visitor Invitation

#### Main Sponsor:

Ministry of Information & Communications, Vietnam

#### Organizers:

Vietnam Posts & Telecommunications Group  
Adsale Exhibition Services Ltd.

### Who should join?

#### Personal Digital & Accessories

- Mobile Phone/ Smart Phone/ PDA
- Laptop/ Netbook/ UMPC
- Wireless Communications (WiMax, Wi-Fi, Bluetooth, WAP)
- VoIP Devices
- Battery, Charger, Headsets
- Computer Software/ Hardware/ Peripherals/ Accessories
- AV & Gaming Products
- Storage Devices (Memory cards, USB)

#### Home Appliances

- Audio-visual appliances: TV, AV equipment, DVD/VCD Players...
- White goods: Refrigerator, Washing Machine, Air-conditioner, Water Heater...
- Small household appliances: Rice-cooker, Microwave Oven, Coffee Machine...
- Home-office equipment: Printer, Scanner...
- Personal Care / Beauty / Healthcare Electronics: Hairdryer, Shavers, Blood Pressure Meter...

### Maximize Your ROI:

- Special Promotion Programs include: e-blast invitation under individual theme to the target visitor group with product info in “event preview” before the events, additional indication in exhibition hall and different event collaterals whenever applicable → **Double exposure opportunities**
- Free Consultancy Service + comprehensive promotion programs

### JOIN NOW!

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### Concurrent Event:

 **Vietnam Comm 09**  
Vietnam Wireless • Vietnam IT

Website: [www.Vietnam-Comm.com](http://www.Vietnam-Comm.com)