

New Themed Exhibit “Consumer Electronics” Computing Devices, Mobile Handsets, Audio & Visual and Gaming Products

Why Vietnam?

- ✧ Favorable Gov't Policy in terms of Tax Exemption as part of commitment entering WTO
- ✧ High Population (85 millions) – World's 13th 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 Telecomp 2010?

- **Largest Consumer Electronics, Electronics Manufacturing & ICT Event** in Vietnam
- **Right visitors:** 18,000+ industries buyers in 2009; about 50% visitors are Importers, Distributors or Buying Offices; about 7% 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

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
- **5% off Discount** for Theme Zone Exhibitors
- Free Consultancy Service + comprehensive promotion programs

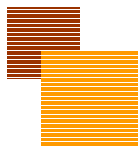
JOIN NOW!

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Concurrent Event:



Website: www.Vietnam-Comm.com



LOOK into Consumer Electronics market in Vietnam

- Vietnam's consumer electronics devices market is projected to be worth around US\$4.4bn in 2010.
- This is expected to increase to US\$6.8bn by 2014, driven by growing affordability of key products.
- The electronics devices market is forecasted to grow at an overall CAGR of 13% through 2014.

Computers

- Accounted for around 35% of Vietnam consumer electronics spending in 2009.
- BMI forecasts Vietnam domestic market computer hardware sales (including notebooks and accessories) of US\$1.5bn in 2010, up from US\$1.3bn in 2009.
- Computer hardware CAGR for the 2010-2014 period will be around 14%, with notebooks accounting for about 30% of shipments.

AV Devices

- Accounted for around 26% of Vietnamese consumer electronics spending in 2009.
- Vietnam's domestic audio, video and gaming device market is forecasted at US\$1.1bn in 2010.
- The market is expected to grow at a CAGR of 14% between 2010 and 2014 up to a value of US\$2.0bn at the end of the forecast period. Video applications account for around 76% of the total market.

Mobile Handsets

- Vietnamese mobile handset sales accounted for around 39% of Vietnamese consumer electronics spending in 2009.
- Total Vietnamese market handset sales are expected to grow at a CAGR of 11% to US\$2.3bn in 2014, as mobile subscriber penetration soars towards 256%.

Digital TV in Vietnam Grows

- The Vietnam Television Technology Investment and Development Company (VTC) received government permission to provide DVB-T broadcast services nationwide.
- VTC has piloted local and international DVB-T broadcasts for several years. The government's recent authorization will enable VTC to broadcast to all 64 Vietnamese provinces and cities.
- SCTV, which supplies digital video broadcast cable (DVB-C) services, will also launch DVB-T services. BTV in southern Vietnam has expanded its DVB-T coverage to select Mekong Delta provinces since early 2005.
- Currently its DVB-C services supply 24 channels, and the number could rise to 32.

Sources: CEA

Retail/ Distribution Revisions

- 400,000 traditional retail Stores, 400 supermarkets, 60 commercial centers and 2000 convenience store
- By 2010, the no. of supermarkets is expected to increase by 62% and shopping centers shall expand 150%
- Government is currently developing the modern distribution networks to distribute CE products

Sources: Marketresearch.com