

International Exhibition on Electronics Products in Vietnam 2011

November 16 – 19, 2011

Vietnam Exhibition & Fair Center, Hanoi, SR Vietnam

Steering Organization:

National Steering Committee on ICT, Vietnam

Main Sponsor:

Ministry of Information & Communications, Vietnam (MIC)

Organizers:

Information & Public Relations Center of Vietnam Posts & Telecommunications Group (IPC-VNPT)

Vietnam Association for Information Processing (VAIP)

Adsale Exhibition Services Ltd. **ADSALE** 雅式



Supporters:

Ministry of Trade & Industry

Ministry of Science & Technology

Ministry of Planning & Investment

Ministry of Education & Training

Vietnam Chamber of Commerce & Industry (VCCI)

Hanoi People's Committee

Vietnam Posts & Telecommunications Group

Vietnam Radio & Electronics Association

Vietnam Internet Association

Vietnam Electronics Industries Association

Vietnam Software Association

CCPIT Electronics and Information Industry Sub-Council

Taiwan Electrical and Electronic Manufacturers' Association (TEEMA)

Concurrent Events:

VietnamComm 11

**VIETNAM
INTERNET & IT 2011**

Official Websites:

www.VietnamElectronics.com

www.Vietnam-Comm.com

www.vietnam-internet-it.com



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ISO 9001

Member

Robust Economy

GDP growth of 5.3% in 2009 topped the ASEAN league.

Changes in Regulatory Landscape & Continuous Tax Cut

Many laws and regulations regarding investment and enterprises have been enacted to establish a more mature legal framework for foreign investment which create more opportunities for foreign investors. Meanwhile, the continuous tax cut as part of its commitment under IT Agreement as a new WTO member also greatly facilitates foreign investors:

- 5% tax bracket -> 0% by 2010
- 10% bracket -> 0% by 2012
- 20-30% bracket -> 0% by 2014



High Young Population & Spending Power - Strong Demand in Consumer Electronics Products

Vietnam's population was 87 millions, with over 50% of the population was under 35 in 2009. The high young population effectively accelerates the urbanization, increase brand awareness and demand for better-quality products.

Rising Consumerism

With a fast growing economy and gradual liberalisation of the retail market following World Trade Organization (WTO) accession in 2007, Vietnam has been experiencing rapid retail market growth, with an average annual growth rate of more than 8% from 2005-2009, outpacing the country's economic growth. As a retail market, Vietnam is attractive given many positive fundamental factors, which include a young population, rapid urbanisation, increasing brand awareness and desire for quality of living.



Competitive Production Base

Vietnam has been an efficient production base for the international supply chain, with low labour costs and low cost of land use. With manufacturing costs surging on the Chinese mainland in recent years, many multinational enterprises regard Vietnam as an alternative location for diversifying their production bases such as Canon, Foxconn, Intel, Samsung etc.. There is a positive sign that the flow of foreign direct investment (FDI) is being pumped into hi-tech industries in Vietnam.



Vietnamese Electronics Manufacturing and Semiconductor Trends

Vietnam's low-cost advantage coupled with favorable government policies has caught the attention of leading electronics manufacturing players. The country is witnessing increased activities in this space and Vietnam's semiconductor consumption is on the rise. The country is experiencing increased demand of consumer electronics and IT product.

Government Electronics Industry Plan – Government Increases 10% and 20% Investment in Scientific Research and Technological Upgrades

- The Ministry of Industry and Trade is preparing a report which will outline a strategy to raise the technology level of Vietnam’s manufacturing.
- The report will focus on six hi-tech industries, with the first being electronics-information technology.
- The government plans to set a target of increasing investment in scientific research for these industries to 3.5-5% of revenues by 2015 and 8%-10% by 2020. The current level is between 0.2-0.3% of revenues.
- Meanwhile, investment in technological upgrades will be raised from the current 8-10% to 10-15% by 2015 and 20% by 2020.

Sources: MIC, Vietnamnet

Why Vietnam Electronics?

- Strongly supported and sponsored by Ministry of Information & Communications of Vietnam, which regulates the Electronics, IT, Communications, Broadcast and Press industries in Vietnam
- Close relationship of the development in electronics and ICT industries
- Vietnam is the important hub and starting point for the whole South Asia region
- Professionally organized international-standard exhibition with well-experienced organizers and strong support from international pavilions

Meeting the Right Prospects/ Partners

In Vietnam Comm / Vietnam Electronics 2009, there were

- **18000+ Professional Buyers**, with 50% coming from Importer, Distributor & Merchandising Centre
- **152 Exhibitors Coming from 18 Countries** including:

Australia	India	New	Taiwan
Canada	Italy	Zealand	Thailand
France	Japan	PR China	USA
Germany	Korea	Singapore	Vietnam
Hong Kong SAR	Malaysia	Sweden	



Extensive Support from Country/ Industry Pavilions

France Pavilion – led by Ambassade De France Au Vietnam Mission Economique (UBIFRANCE)

China Pavilion – led by CCPIT Electronics and Information Industry Sub-Council

Singapore Pavilion – led by Singapore Industrial Automation Association (SIAA)

Taiwan Pavilion – led by Taiwan Electrical and Electronic Manufacturers’ Association (TEEMA)

PTAC Pavilion – led by China PTAC Communications Services Co., Ltd.



Scope of Exhibit

Electronics Manufacturing

- **Components/ Parts/ Accessories**

Chips, Semiconductor, Resistor, Capacitor, Sensor, Display & Casting, PCSS, Cable, Power Supplies Connector & Accessories etc.

- **Manufacturing**

Testing & Measurement, EMS, Technology & Equipment, Embedded Products & Solutions, Photonics, Assemblies & Subsystems, Green Manufacturing, Surface-Mount Device Components & Technologies etc.

- **IT Solutions/ Software**

ERP, SCM, Manufacturing Solution, RFID etc.

Consumer Electronics

- **Personal Digital & Accessories**

Laptop, Netbook, UMPC, Storage Devices, Gaming Devices, Mobile Phone, Smart Phone, PDA, VOIP Devices, Headsets, MP4, MP3, PMP, Battery & Chargers etc.

- **AV & Entertainment Equipment**

Audio-Visual products, TV, AV Equipment, VCD & DVD etc.

- **Computer Hardware, Peripherals & Accessories**

Computer, Printer, Mouse, Keyboard, Computer Components, etc.

Comprehensive Promotion & Exhibitor Services

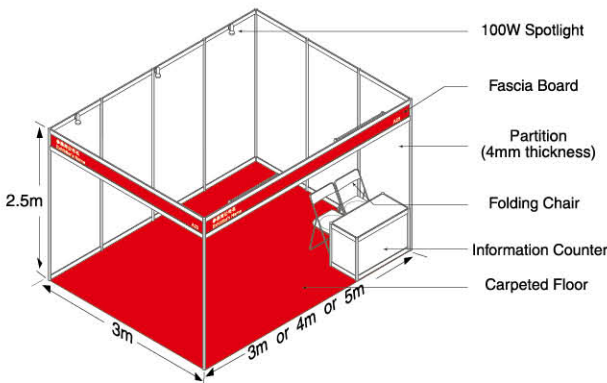
- Free Press Release Dispatch & Media Interview Line-up
- Consultancy Services
- Networking Opportunities
- Comprehensive and Quality Database
- Online Marketing – Non-stop Virtual Exhibition
- Advertisement/ Publicity on Trade Media
- Detailed Listing on Exhibits Preview & Show Catalogue
- Direct VIP Invitation and VIP Programme



Decision Makers from:

- Manufacturer
- Buying Office / Importer / Distributor / Wholesaler / Reseller
- Ministry / Government Department / State Enterprise
- Public Utility
- Enterprise / Corporate Users
- Telecom Carrier / Network Operator / Service Provider
- Press / Media
- System Integrator
- Value Added Service Provider
- IT / Software & Hardware Developer
- Internet Service Provider
- Consultant / Turnkey Solution Provider
- Satellite Operator / Service Provider
- Broadcaster / Broadcast Service Provider

Participation Details



Notes:

1. Package Stand (minimum 9 sq.m.) includes basic fittings:

- partitions
- carpeted floor
- one information counter
- one waste paper basket
- fascia board with company name in English / Vietnamese
- 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

For reservation, please fill in the "Space Reservation Form" and return to Adsale!

Option	Zone	Cost
Package stand (min. 9 sq.m.)	A	US\$420/sq.m.
	B	US\$360/sq.m.
Raw space (min. 30 sq.m.)	A	US\$370/sq.m.
	B	US\$310/sq.m.



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