

MESSE MÜNCHEN
INTERNATIONAL



2008

Update

China's platform for the electronics community



**electronica &
Productronica China**

With PCIM China

March 18-20, 2008

Shanghai New International Expo Centre (SNIEC)



Global
electronics

www.global-electronics.net

Featuring LASER. World of Photonics China
Collocated with Semicon China and CPCA Show

China's platform for the electronics community

The Chinese electronics market is expected to grow at a rate of 19 percent over the next five years. By 2010 it will account for a considerable share, i.e. 30 percent, of the world market. China is by far the largest sales market for electronic components. Given the large share of consumer electronics that China manufactures, it has become a mammoth consumer of electronic components. In 2005, Chinese consumption of electronic components was an estimated \$106 billion, or 26 percent of the global components market – according to the experts, a new record.

Would you like to participate in this rapidly growing market? If so, **electronica & ProductronicaChina** in Shanghai from March 18 – 20, 2008 is the perfect platform for your company.

Exhibits

The Chinese electronics industry's entire value-added chain

electronicaChina

7th International Trade Fair for
Components and Assemblies
with PCIM China

- General semiconductors
- Power semiconductor components
- Embedded systems and modules
- Sensors
- MEMS
- Relays, switches and interconnection technology
- Passive components
- Motors/drives
- Cables
- Assemblies and subsystems
- Microwave technology
- Displays
- Power supplies
- Optoelectronics

ProductronicaChina

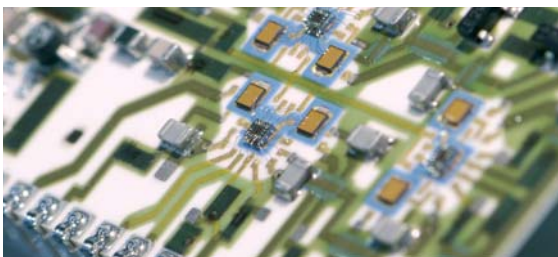
7th International Trade Fair for
Production Technologies

- Materials processing
- Semiconductor and display manufacturing
- MEMS manufacturing
- Component manufacturing
- Manufacturing equipment and logistics for PCBs and other circuit carriers
- Production logistics and material-flow technology
- Technologies in cable processing
- Soldering technology
- Manufacturing equipment and logistics for assemblies, modules and hybrids
- Test and measurement technology for semi-finished goods and finished products
- General operation aids and production subsystems
- Production-related services

Visitor target groups

Exhibitors can look forward to meeting-decision makers from the following sectors:

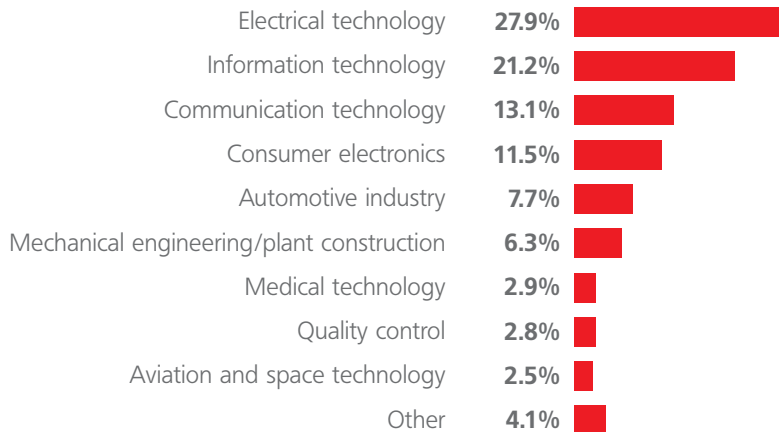
- Information technology
- Communications technology
- Medical technology
- Electrical engineering and electronics
- Machinery and plant construction
- Automotive industry
- Aviation and space technology
- Quality control
- Consumer electronics



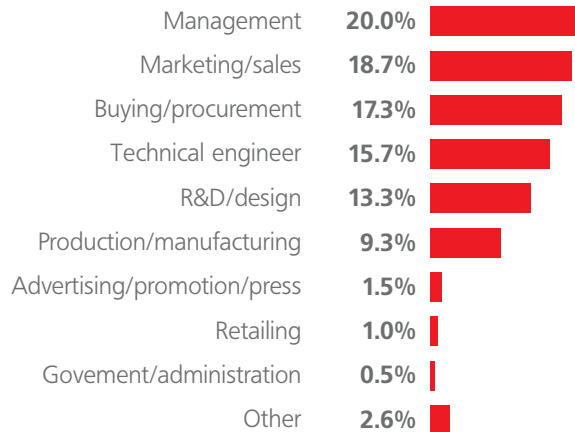


The number of exhibitors and visitors at electronica & ProductronicaChina has increased steadily every year since 2002, and even greater results are expected for the show in 2008.

Visitor structure by industry sector



Visitor structure by job function



Trade show success

electronica & ProductronicaChina 2007 in numbers:

Exhibitors: 374 (47% international)

Visitors: 23,512

Exhibition space: 17,000sqm

Highly satisfied exhibitors and visitors at electronica & ProductronicaChina 2007

Overall assessment "good to excellent":



Recommend exhibiting in/visiting electronica & ProductronicaChina



electronica & ProductronicaChina offers advantages compared to other trade fairs



Exhibit/visit again in 2008



Economic situation

93% of visitors and 87% of exhibitors describe the current economic situation as good to excellent.

71% of visitors and 71% of exhibitors feel that it will continue to improve.



First-rate conference program

Mr. Gaosheng Song, Senior Manager, MITSUBISHI ELECTRIC: "The show is perfectly organized. We distributed 30% of the promotion materials more than last year. The first reason is that we expanded our booth, another reason is that the visitor promotion is very effective. The quality of visitors is very high and perfectly matched our target group which is the R&D Managers of leading companies. It's very worthwhile for us to be here. No other shows can compare to this one in China"

Mr. Miura Toshikazu, General Manager, Shinmaywa (Shanghai) Trading co., Ltd., said "Shinmaywa has been attending this exhibition since 2005. We know there are many people who consider the Chinese market to be the world's leading market. We are here because our customers are located here, and we are here for those customers. I think that the co-location of four electronics shows is very useful to us"

The high-caliber conference program is organized together with competent industry partners and is an important contributor to the success of **electronica & ProductronicaChina**. In 2007, 80% of all visitors said that they felt the accompanying conference program was important. Its themes reflect the most important growth sectors of the Chinese electronics market.

Events in 2007:

International Symposium on Trends and Future Requirements in Automotive Electronics

Organizers: Munich International Trade Fairs
ZVEI - German Electrical and Electronic Manufacturers Association
Co-organizer: Shanghai Jiaotong University, Shanghai

International Connector/Component Technology Forum

Organizer: Electronic Engineering & Product Worlds

PCIM China

International Conference for Power Electronics

Organizer: Mesago PCIM GmbH

Senior Seminar on IC Design and Application of Mobile Communications

Challenges in new mobile communications era

Organizer: Electronic Design & Application World

China Electronics Summit

Panel of top level executives representing the business community, the industry and the government

Organizers: Munich International Trade Fairs
China Electronics News





Synergies

As of 2007, **electronica & ProductronicaChina** with PCIM China was held in conjunction with LASER. World of Photonics China and Semicon China and had a new partner – the China Printed Circuit Association (CPCA) and the CPCA Show. Together with its partners, SEMI and CPCA, Munich International Trade Fairs has created the **largest platform** for the presentation of electronics in China.

- The CPCA Show, ProductronicaChina, and Semicon China showcase the entire sector for electronics production.
- electronicaChina with PCIM China focuses on the entire range of electronic components, covering everything from semiconductors and passive components to interconnect technology.
- LASER. World of Photonics China is the region's most important industry event for applications in the field of photonics.

This allows you to benefit from unique synergy effects, especially when it comes to visitors.

LASER. World of Photonics China

International Trade Fair and Conference for Optical Technologies

Established: 2006
 Next event: March 18 – 20, 2008 (annually)
 Location: Shanghai New International Expo Centre SNIEC
 Exhibitors 2007: 144 (53% international)
 Visitors: 9,088
 Exhibition space: 6,000 sqm

Range of products:

- Lasers and optronics
- Optics
- Sensors, testing and measurement
- Manufacturing technology for optics
- Optical systems by sectors
- Laser systems for production engineering
- Optical measurement systems
- Biomedical optics and technology
- Imaging

Location

Welcome to the Shanghai New International Expo Centre (SNIEC) – The perfect location for world-class trade fairs

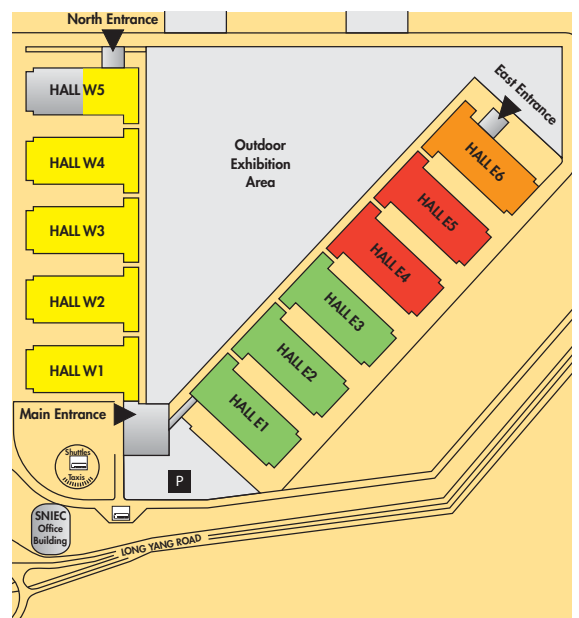
Built by the Shanghai Pudong Land Development Corporation and three of the largest German trade fair companies (Munich, Hanover and Duesseldorf), the Shanghai New International Expo Centre SNIEC offers you all the facilities and services of a modern trade fair centre. At SNIEC you can expect to experience world-class standards.

Strategically located in Pudong's key economic development zone, the exhibition centre is only 600 meters from the Longyang Rd subway station and only a 7-minute ride from Shanghai Pudong International airport by maglev/Transrapid train. SNIEC is also located directly next to the Inner Ring, which means easy access to the heart of the city.

Your advantages

SEMICON®
China2007

CPCA
SHOW



electronica & ProductronicaChina with PCIM China



Semicon China



CPCA



LASER. World of Photonics China

A wide range of services

**Before, during and after the fair.
We provide more than just space – our services include:**

Mr. Andy Lau, General Manager, Komax (Shanghai) Co., Ltd: "This year's exhibition covers wider areas and attracts more customers through the co-location of four shows. Almost all the competitors in our industry attend the exhibition. Many foreign colleagues from our company come and join the show. They appreciate the atmosphere of the exhibition and highly praise MMI's organization work. We are very satisfied with the exhibition and will definitely participate again next year."

Mr. Chen Liu, Distribution Business Manager, China, AVAGO Technologies: "We are very happy to be here, actually it's the 6th time that AVAGO or as Agilent before participates in ePChina. I think that **electronica & ProductronicaChina** is a leading trade fair in the industry, most of our competitors have attended the exhibition and we attach importance to this. We have received a lot of information and enquiries from potential customers these days."

Stand construction – for presentations in optimum surroundings

We offer a wide range of solutions and services for your individual stand design, including the following attractive stand packages:



Trend \$65/m²



Success \$70/m²



Communication \$120/m²



Prestige \$130/m²

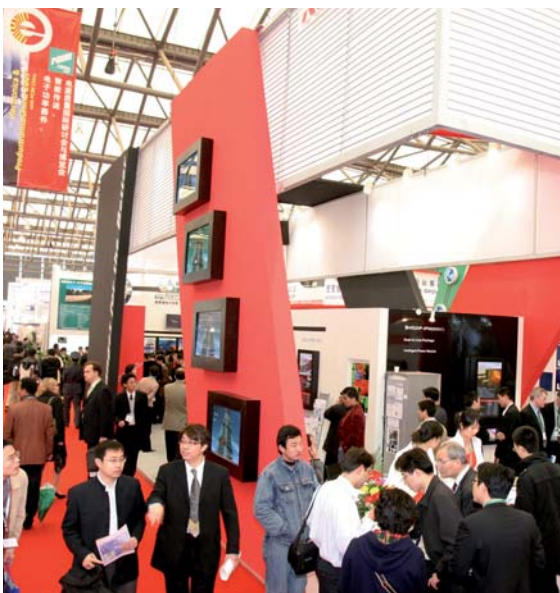
Marketing and communication before, during and after the show

We provide more than just space – we want your exhibits at **electronica & ProductronicaChina** to be as successful as possible, and that takes more than just an attractive exhibition stand.

Make things easier and trust our tried and tested recipes for success!

The marketing packages that we have preconfigured for you make it possible. Our marketing services brochure gives you an ideal overview of all the marketing services that we offer – including services that you can enjoy free of charge. Please download the marketing services brochure at www.global-electronics.net.

Experience has shown that exhibitors who use our marketing services have crowded stands. Please take the time to check which services are right for you. It's worthwhile.



The marketing services brochure is ready for download at www.global-electronics.net.



The result: first-class presence in electronics markets around the world:

- More than 8,000 exhibitors
- More than 280,000 visitors
- More than 3,000 media representatives
- Strong local partners
- Combined expertise for trade fairs and the Internet

Up-to-date information, new customers and key contacts – around the world and around the clock

The internet portal at www.global-electronics.net is an online platform for the international electronics industry. At its core is a company index containing more than 7,500 registered international companies from all segments of the electronics industry. The portal gives you access to up-to-date industry news and market data directly from the companies as well as information about our trade shows.

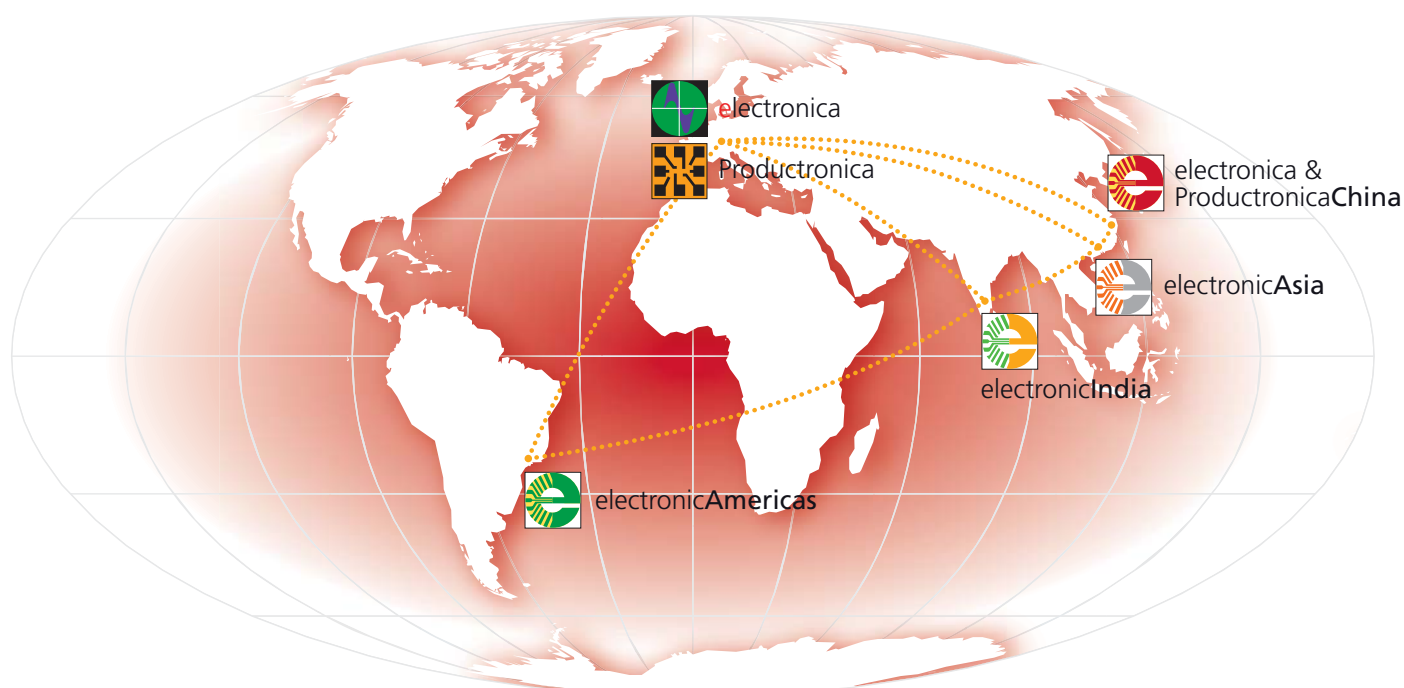
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Our multilingual, year-round platform for all electronics and photonics professionals throughout the world. www.ge-club.net

Global electronics: Trade fairs & Internet portal

**Get connected worldwide!
electronica & ProductronicaChina
is part of Global electronics,
Munich International Trade Fair's
network for the electronics
industry. It includes key national
and international trade fairs and
an efficient Internet portal.**

www.global-electronics.net



Organizers

Munich International Trade Fairs
Mesago PCIM GmbH
China Electronic Appliance Corporation (CEAC)
China National Electronics Import & Export Corporation (CEIEC)
Shanghai New International Exposition Centre (SNIEC)

Supporters

CCPIT – China Council for the Promotion of International Trade
CEC – China Electronics Corporation
CMCA – China Mobile Communication Association
SPECTARIS – German Industrial Association for Optical, Medical and Mechatronical Technologies Inc.
HKEPMSA – Hong Kong Electronic Packaging & Manufacturing Service Association
VdL – German Printed Circuit Association
VDMA – German Engineering Federation
ZVEI – German Electrical and Electronic Manufacturers Association

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