

80th China Electronics Fair

Held in conjunction with
2012 Asia Electronics Exhibition in Shanghai

Shanghai New International Expo Center
October 30- November 01, 2012



2012

A Gateway to Enter the World's Fastest Growing
Electronics & ICT Markets

www.iCEF.com.cn

No.1 Electronics Fair in China

China Electronics Fair (CEF) is the largest and most comprehensive exhibition of electronics and information industry in China. With its debut in 1964, CEF has grown up with China's fast-growing economy and witnessed the transition and development of China's electronics and information industry from planned economy to market economy.

CEF is composed of spring, summer and fall edition held in Shenzhen, Chengdu and Shanghai respectively with a total exhibition area of 150,000 square meters each year. CEF serves applied fields including 3C, automobile, power supply and defense industry, etc. It helps your companies tap into the world's fastest growing electronics market.

CEF is a member of Asian Electronics Exhibition Conference Confederation (AEECC), which was established in 1997 to encourage mutual promotional cooperation activities among top 5 electronics and IT exhibition organizers in the Asia region. AEECC members include China Electronics Fair, CEATEC JAPAN, Hong Kong Electronics Fair, Korea Electronics Show and Taitronics.



A Gateway to Enter the World's Fastest Growing Electronics & ICT Markets

Shanghai is the biggest economy city in China and a famous international harbor city, which positions extremely importance in China. Named as China's "economic growth pole and engine", the Yangtze River Delta Area's electronic information industry is now developing into the new pillar industry of Jiangsu province, Zhejiang province and Shanghai, with its capital and technology intense. And this area has become one of the three information industry base, together with the Pearl triangle and Bohai Bay area, and a big investment area of IT manufacturing industry all over the world, after its industrial upgrading.

The Yangtze River Delta Area, centered with Shanghai and based with entire electronic information industry, has formed IT manufacturing, motor electronics, automobile manufacturing, industry control measurements, lighting electronics, power/energy, i.e. and located with many R&D centers of famous international enterprise, which has a strong demand of electronics sourcing.

Choose CEF, Tap Into the World's Fastest Growing Electronics Market

Demonstrate and launch new products in CEF, reach qualified buyers you are looking for



80th China Electronics Fair (CEF Shanghai 2012)

Organizer: China Electronic Appliance Corporation (CEAC)

Produced by: China Electronic Exhibition & Information Communication Co., Ltd. (CEEIC)

Supporting Media: *China Electronics Market* *China Electronics News* www.cntronics.com

Official Websites: www.iCEF.com.cn www.aeesshow.com

Venue: Shanghai New International Expo Center

Dates: October 30- November 01, 2011

Statistical Data: 57,500 sq.m, 1,400 exhibitors, around 60,000 buyers/visitors

Hall Plan:

Hall N5: Asia Electronics Exhibition in Shanghai (AEES 2012), Digital Electronics and 3D

Hall N4: Components, Electromechanical Components, Circuit Protection & EMC

Hall N3: Test & Measurement Instruments, Electronic Tools, Electronic Devices & Equipment

Hall N2: Power Suppliers & Batteries, Transformers, Top Hundred Components Companies, Defense Electronics

Hall N1: Semiconductors, LED, Internet and Things, Sensors, New Energy for Automobile



Asia Electronics Exhibition in Shanghai 2012

The 9th Asia Electronics Exhibition in Shanghai (AEES 2012) is a comprehensive electronics & IT show co-organized by five leading electronics exhibitions in Asia, namely, China Electronic Appliance Corporation, Hong Kong Trade Development Council, Japan Electronics and Information Technology Industries Association, Korea Electronics Association and Taiwan Electrical and Electronic Manufacturers' Association. With the theme "Asia leads the digital future", AEES focused exclusively on electronics and IT products for both consumer and industrial purposes.

Booth Layout



Booth Prices:

Standard Booth (3m × 3m): USD 2,520/booth

Raw Space (at least 36m²): USD 260/m²

Note: additional 10% charge for corner booths

What we provide is not only a booth, but the strong publicity campaign which will match the needs of buyers and suppliers!

- 📌 New products release: Publish your company's new products and news through the CEF's official website as well as preferred 50,000 buyers and 100 qualified media.
- 📌 Press conference: Take the opportunity to release their latest news in CEF's press conference.
- 📌 Exclusive interview: Make an appointment with the senior journalists of electronics industry invited by CEF.
- 📌 Buyer invitation: Enjoy a high quality of services to your preferred customers free of charge.
- 📌 Online Advertising: A half year of free online booth at supporting website.
- 📌 CEF show daily: Inform visitors what to expect from exhibiting companies and facilitate purchasing decisions at the show floor.

High-level Seminars

A series of high-level conferences and technical seminars which traced the latest market trends and technical development in the electronic industry will be held during the show period.

- § 2012 China Internet of Things Seminar
- § Award Ceremony of China Leading Electronics Components Manufacturers
- § 2012 China Leading Electronics Components Manufacturers Summit
- § 2013 ICT Industry Prosperity Forecast
- § 8th China 3D Stereoscopic Video Forum
- § 17th International Electronic Test & Measurement Seminar and New Energy Automobile Test Technology Summit
- § 2012 Green Manufacturing and Certification Workshop (Shanghai)
- § Circuit Protection and EMI/EMC Solutions Conference
- § Electronic Capacitor Application and Selection Conference
- § 10th Automobile Electronics Forum 2012 (Shanghai)
- § 2012 Embedded Technology Innovation and Application Summit
- § 8th China International Electronics Purchasing Conference



Media Report

78th CEF & AEES 2011 attracted more than 250 journalists during the show period. There are about 1,000 released and reprinted articles reporting the show.

TV and Broadcasting

China Business News of Shanghai TV Station, China National Radio……

Overseas Media

Electronics For You (India), ECN (Singapore), EMAsia (Singapore), Electronic Components (Global Sources), Euro-Trade, Compu-Trade, Components, All products, Made-in-China, Alibaba, TradeKey, Easy2Bid, Electronics Ktn, Hello Trade, EMS Now, TradeB2B……

Newspaper/Magazine

China Electronics News, China Electronic Market, Electronic Engineer Times China, Electronic Supply & Manufacturing China, Electronic Design & Appliance World, EDN china, Electronic Products China, Application of Electronic Technique……

Internet

Sohu.com, Sina.com, yesky.com, Tencent, 163.com, IT168, PCHOME, Xinhua Net, China News Service, Zhejiang Online, alighting.cn, eastday.com, online.sh.cn, chinabyte.com……

Post-show Report

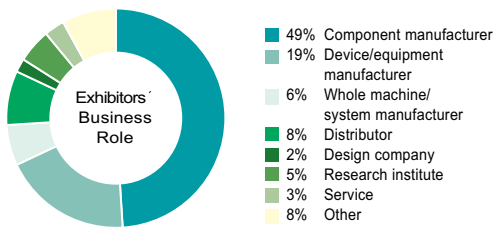
Exhibitors at 78th CEF & AEES 2011 Around 2,000 Exhibitors

The exhibition lasted three days and attracted nearly 2,000 exhibitors. The effective exhibition scale was increased by nearly 10%, which includes four exhibition halls and 18 professional areas. Besides components, electronic equipment, electronic devices, defense electronics, semiconductor, power supply, connector / relay / switch and other classical sections, CEF also tracked the hotspots and set up popular sections such as healthy internet of things, RFID / sensor, 3D stereoscopic video and LED lighting etc.

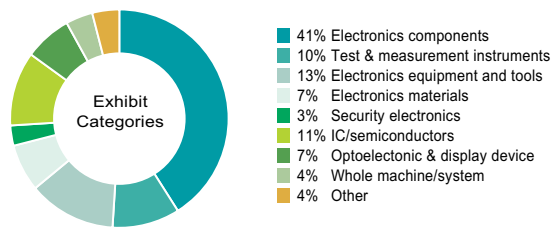
1. Exhibitors' Satisfaction

89% of the exhibitors are satisfied with 78th CEF & AEES 2011 and 67% of the exhibitors booked the booth for next year's show on-site.

2. Exhibitors' Business Role



3. Exhibit Categories



CEF & AEES Key Exhibitors:



Testimonial from Exhibitors

We've participated CEF for the past 13 years. As a leading manufacture of connectors and terminal block, we are appreciated the overall organization of the exhibition. More than 80% of business cards collected from this event will generate sales leads. We've already reserved bigger exhibition booth for the next year event.

—Mr. Xie, Key Account Manager, Degson Electronics Co., Ltd. 

As the world leading manufacturer of specialized precision fan & motor and world top 5 radiator manufacturers, we've showcased fan blowers and radiator at last year's China Electronics Fair. When we choose an exhibition, organizer's efforts to publicity are always our first consideration. We are satisfied with the work provided by the CEF's organizing committee.

—Ms. Xu, Manager of Marketing Department, Sunonwealth (SUNON) Electric Machine Industry Co., Ltd. 

Post-show Report

Visitors at 78th CEF & AEES 2010

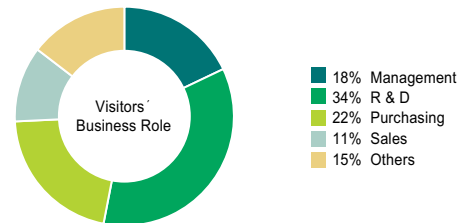
Total of 46,632 Visitors

During 3-day show period, CEF attracted total of 46,632 professional visitors, and the number of person-time reached 57050, which was 15% increasing comparing to the same period last year. A number of industrial zones, associations and electronic markets from Suzhou, Wuxi, Changzhou, Ningbo, Shanghai, Kunshan and other places formed visitor groups to participate at the exhibition., which includes Foxconn, Panasonic, BYD, Siemens, Sharp Electronics, Sony, etc. The on-site business matching programs provided an open platform for information exchange between suppliers and buyers. The program includes "one to one" format, "one to many" format and "many to many" format.

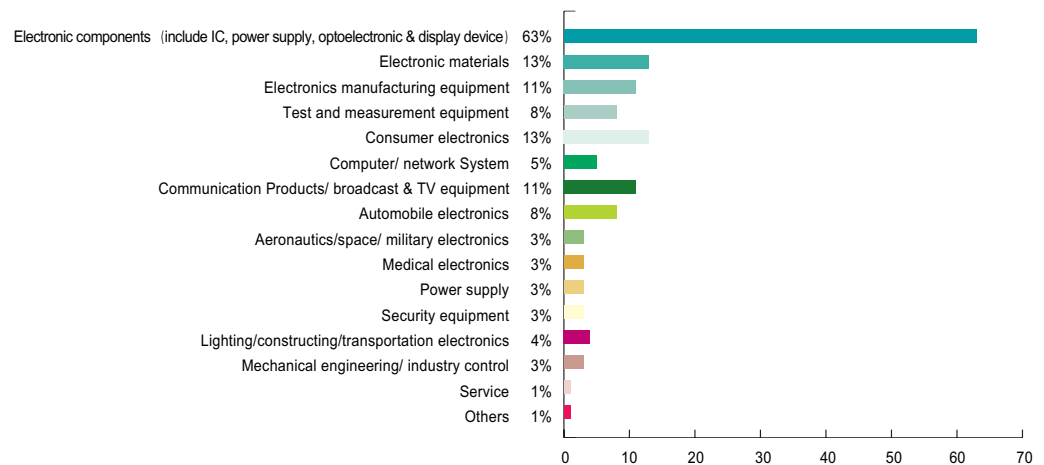
1. Visitors' Satisfaction

87% of the visitors are satisfied in terms of meeting their objectives and 80% of the visitors are likely to return to next year's show.

2. Visitors' Business Role



3. Visitors Interested Products (Multiple choice)



Testimonial from Visitors

This is the first time that we come to CEF. Our visit group from purchase and R&D department focuses mostly on components. We just attended the product introduction meeting by Brightking and we learnt a lot. We will make further communication with the company and we would like to thank the organizing committee. Please inform us if there's similar program and we would like to join in again.

—Mr. Hu, Purchase Manager, Siemens Manufacturing and Engineering Centre **SIEMENS**

We would like to thank the organizing committee for the warm welcome and reception. More than 30 people of development department and air-condition department come and visit the exhibition. Various activities during the exhibition save us much time and we can meet fact-to-face with suppliers. We find that very helpful.

—Mrs. Chen, Panasonic R&D Center Suzhou Co., Ltd. **Panasonic**
ideas for life



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