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2012

China Electronics Fair

The Fastest Way to Enter the Chinese Market

China

The World's Fastest Growing Electronics Market



China
Electronics
Fair

Since 1964
中国电子展·西部

Summer Edition

Aug 16-18, 2012

New International Convention &
Exposition Center Chengdu Century City



China
Electronics
Fair

Since 1964
中国电子展·上海

Fall Edition

Oct 30-Nov 01, 2012

Shanghai New International
Exhibition Center
Held in Conjunction with
Asia Electronics Exhibition in Shanghai



China
Electronics
Fair

Since 1964
中国电子展·深圳

Spring Edition

Apr 10-12, 2012

Shenzhen Convention & Exhibition Center
Held in Conjunction with China Consumer
Electronics Fair



Organized by
China Electronic Appliance Corporation (CEAC)

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

Supported by
Ministry of Industry and Information Technology
Ministry of Commerce



General Information

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 helps your companies tap into the world's fastest growing electronics market.

A Member of AEECC

The Asian Electronics Exhibition Cooperation Conference (AEECC) 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.



Show Schedule



Spring Edition:

Show Dates: Apr. 10-12, 2012

Venue: Shenzhen Convention & Exhibition Center

Scale: 80,000 sq.m, 1,800 exhibitors, 80,000 buyers

China LED Fair, China Lithium Battery New Energy Fair,

Held in conjunction with China Consumer Electronics Fair

Theme: One-stop Sourcing Destination for New Technology and New Products



Summer Edition:

Show Dates: Aug. 16-18, 2012

Venue: New International Convention & Exposition Center Chengdu Century City

Scale: 20,000 sq.m, 500 exhibitors, 12,000 buyers

Theme: Explore New Business Opportunities in West China



Fall Edition:

Show Dates: Oct. 30-Nov. 1, 2012

Venue: Shanghai New International Expo Center

Scale: 57,500 sq.m, 1,800 exhibitors, 60,000 buyers

Held in conjunction with Asia Electronics Exhibition in Shanghai

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



Reasons to Exhibit at CEF

- Meet face-to-face with qualified buyers
- Gain access to the key decision makers recruited by central government and local governments from fields of aviation, telecommunication, broadcast & television, shipping, automobile, military, etc
- Reach the extensive publicity platform including advertising, TV show, broadcasting, media column, press conference and guest interview, etc
- Develop critical business contracts with invited industrial associations
- Demonstrate and launch new products and services to your potential clients with the help of buyer invitation program

Exhibits Range

Electronic component, optoelectronic device, LED, IC, power module, sensor, battery, embedded system, electronic material, electronic manufacturing equipment, electronic tool, test & measurement instrument and industry automation control system, 3D display, consumer electronics

Exhibitor Package Pricing Information

Standard booth (9 sq.m) USD 2,520

Ground area (at least 36 sq.m) USD 260/m²



Value-added Service

PR Activities

Press releases, press conferences, interview, feature write-ups to increase public awareness for exhibitors and the event.

E-newsletters

Regular editorial coverage including hundreds of B2B/B2C media allows exhibitors to publicize newly launched products and services. Advertising Programs: Comprehensive Ad plan including various media channels to publicize exhibitors and attract buyers.

Show Updates & Previews

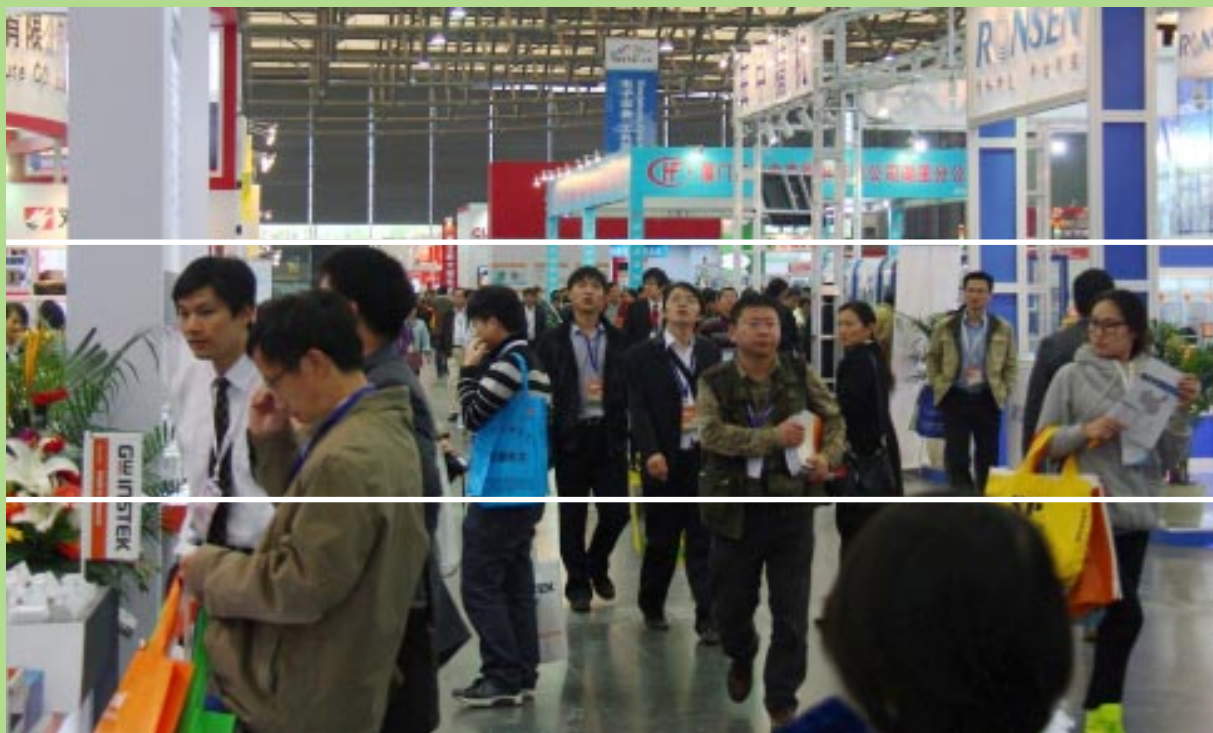
These updates inform visitors what to expect from exhibiting companies and facilitate purchasing decisions at the show floor.

Event Website

iCEF show website provides unrivaled marketing platform that enables people to access the show at any time any place.

Direct Mailing, Direct Phone Invitations

Brochures and invitations will distribute to qualified industry professionals selected from massive database of 100,000 records. Direct phone call to invite 6,000 VIP buyers each year.



About the Organizing Committee



China Electronic Appliance Corporation (CEAC)

Previously a Department of Ministry of Electronics Industry in charge of sales of electronic products in the planned-economy.

Key Fully-funded Company of China Electronics Corporation

At present belonging to China Electronics Corporation (CEC), the largest State Owned Conglomerate in the filed of electronics and IT directly under the administration of the Central Government.

The Scope of Business

Currently serving as one of the three largest trading enterprises in the electronic industry in China, mainly engaged in the business of electronic components distribution, telecommunication business, imports and exports trade and exhibition services.



CEEIC

China Electronics Exhibition & Information Communication Co., Ltd. (CEEIC), the exhibition division of CEAC, is not simply about organizing trade shows. Our goal is to serve the entire industry chains to match the needs of buyers and suppliers.

Come and Join the Industry Giants at CEF

6 out of World Top 10 electronic components suppliers



40 out of Top 100 electronic components suppliers in China



Famous consumer electronics suppliers



Other distinguished exhibitors



Visitors from Various Industries



International Buyer Program

CEF will provide you an amazing opportunity to profoundly understand the fast-growing Chinese market. Services and benefits included in the International Buyer Program cover:

- **VIP Badge to Attend the Exhibition:** VIP Badge offers complimentary access to the exhibit hall and conferences/seminars held in conjunction with CEF.
- **On-site International Business Center:** Designed to be your on-site office, the business center provides computers with internet access as well as semi-private meeting rooms to meet privately with prospective suppliers and business partners.
- **A Personal Schedule of Appointments with Exhibiting Companies:** The organizing committee will search for related exhibitors according to your interest and pre-arrange appointments on-site.
- **Customer Service:** A dedicate contact will assist with all pre-show and on-site logistics, providing pre-register assistance, answering your questions about the show, helping reserving English-Chinese translators on-site, and being available as a resource during the show.

EXHIBITORS & VISITORS Analysis

CEF Shanghai 2011 (77th China Electronics Fair)

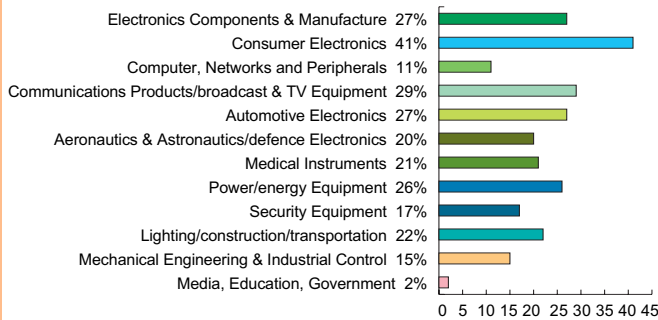
Exhibitors Analysis

Total of 2,000 Exhibitors

1. Exhibitors' Satisfaction

92% of the exhibitors are satisfied with the quality of the visitors, 86% of the exhibitors view CEF as an efficient platform to find sales leads, 53% of the exhibitors have reserved the 79th CEF booth on site.

2. Exhibit Application Field (multiple-choice)



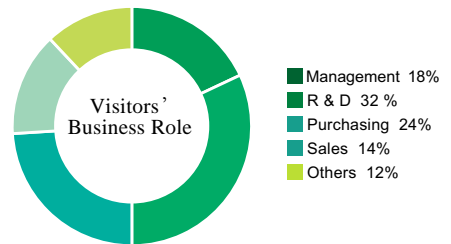
Visitors Analysis

Total of 73,276 Visitors

1. Visitors' Satisfaction

87% of the visitors are satisfied in terms of meeting their objectives, 91% of the professional visitors are likely to return to next year's show.

2. Visitors' Business Role



Conferences & Seminars

- 2011 China Electronics Technology Annual Forum
- New Energy Saving Design Technical Seminar
- Circuit Protection and EMI/EMC Solutions Conference
- 2011 China Consumer Electronics Channel Association Conference
- China Electronic Information Technology Standardization Summit Forum
- 2011 Smart TV Development Trend Seminar
- 7th China International 3D Word Forum
- 2011 Mobile World Forum
- 2011 China LED Industrial Forum
- 2011 Green Energy Application Seminar- Solar PV Technology Summit
- 2011 International Lithium Energy Summit Forum
- China Consumer Electronics Developer Forum



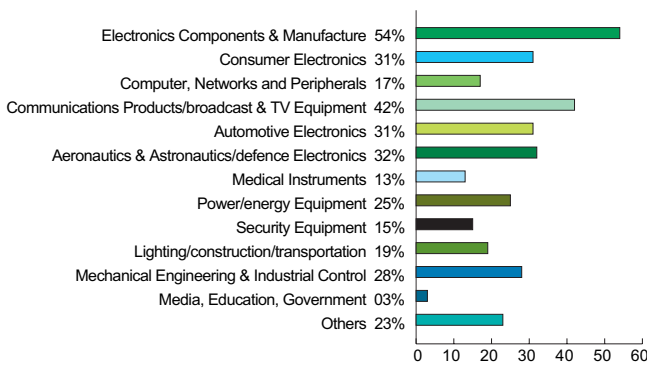
CEF West Show 2011

Exhibitors Analysis Total of 400 Exhibitors

1. Exhibitors' Satisfaction

85% of the exhibitors feel very or quite satisfied, 95% of the exhibitors consider CEF West 2011 as their first choice in electronics industry of west china.

2. Exhibit Application Field (multiple-choice)

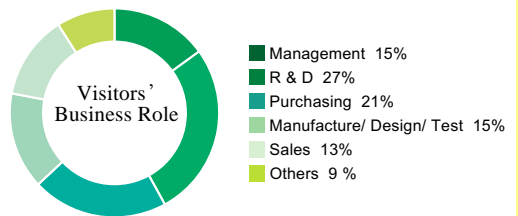


Visitors Analysis Total of 11,822 Visitors

1. Visitors' Satisfaction

91% of the exhibitors feel very or quite satisfied and 92% of visitors are likely to return to next year's show.

2. Visitors' Business Role



Conferences & Seminars

- 2011 West China Technology Annual Forum
- 17th International Electronic Test & Measurement Seminar
- China SMT International Forum-SMT Electronics Manufacturing Technology Seminar
- 2011 West China Electronics Connectors Seminar
- 2011 China Industry Electronics Design Seminar
- New Energy Saving Design Technology Seminar
- Circuit Protection Design Technology Seminar



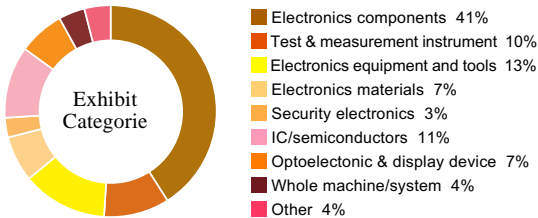
CEF Shanghai 2011 (78th China Electronics Fair)

Exhibitors Analysis Total of 2,000 Exhibitors

1. Exhibitors' Satisfaction

91% of the exhibitors are satisfied with 78th CEF & AEES 2011 and 47% of the exhibitors booked the booth for next year's show on-site.

2. Exhibit Category

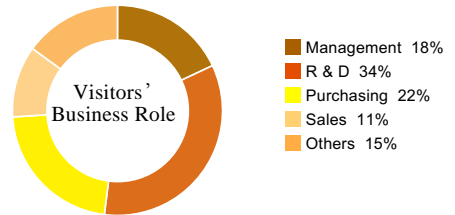


Visitors Analysis Total of 46,632 Visitors

1. Visitors' Satisfaction

81% of the visitors are satisfied in terms of meeting their objectives and likely to return to next year's show.

2. Visitors' Business Role



Conferences & Seminars

- 10th Circuit Protection and EMI/EMC Solutions Conference
- Electronic Capacitor Application and Selection Conference
- 2012 ICT Industry Prosperity Forecast
- 2011 Green Manufacturing and Certification Workshop
- India Electronics Industry: An Attractive Market For Chinese Firms
- 2011 Embedded Technology Innovation and Application Summit
- Innovative Sensor & Measurement Systems Seminar
- 2011 Sensor World Congress & IOT Application Summit
- 2011 China Green Internet of Things Seminar
- 8th China 3D World Forum
- 9th Automobile Electronics Forum (Shanghai)/New Energy Automobile Testing Technology
- 2011 China LED Industry Development Seminar (Shanghai)

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2012 The Year of the DRAGON

Dragons are legendary creatures in Chinese mythology and folklore. Chinese dragons traditionally symbolize potent and auspicious powers, particularly control over water, rainfall, hurricane, and floods. The dragon is also a symbol of power, strength, and good luck.

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