

Held In Conjunction with:



# POST SHOW REPORT

## Visitors' Company Size

Less than 100	30.78%
101 - 200	13.81%
201 - 500	13.36%
501 - 1,000	10.15%
1001 - 2,000	8.69%
More than 2,000	23.21%

## Visitors' Main Job Function

Production / Manufacturing	26.53%
Purchasing	13.65%
Design & Development	15.04%
Management	16.32%
Test and Measurement	6.39%
Retailing	16.03%
Engineering and Technical	1.85%
Sales and Marketing	1.39%
Others	2.81%

## Visitors' Main Industry

Consumer Electronics and Household Appliance	26.54%
Computer, System and Peripherals Equipment	14.03%
Communication Systems	12.12%
Control, Safety, Test & Medical Equipment	8.52%
OEM / ODM	18.34%
Aviation Electronics and Defense Electronics	11.18%
Medical equipment	2.91%
Others	6.35%

## NEPCON ends with a great success

- **30%** high quality visitors pre-registered online
- **16%** increase in the number of VIP visitors
- **128%** increase in the number of Buyers

Daily Visitors Breakdown of NEPCON South China 2008

	Day1	Day2	Day3	Day4	Total
Diamond Club Member	52	68	27	12	159
VIP	1050	942	561	207	2760
Buyer	285	219	129	69	702
Normal Visitor	5251	5359	3985	1695	16290
Total	6638	6588	4702	1983	19911

## Outstanding Buyer Statistics

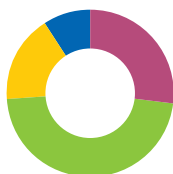


99% Visitors want to visit NEPCON/ EMT South China again in 2009.



93% Visitors agree that this event is fully representative of the industry.

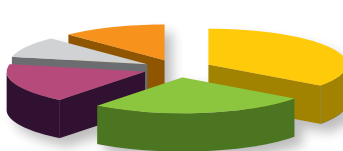
## Visitor's role in decision making



Decision making / Authorizing	24.83%
Recommending / Influencing	46.95%
Specifying	18.19%
Not involved	10.03%

## Visitor' company annual purchasing amount

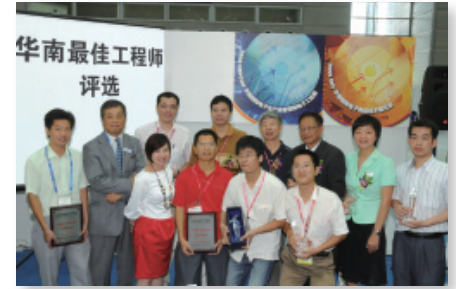
Monetary Unit: US Dollar



Less than 500,000	34.75%
500,000 - 1,000,000	25.50%
1,000,000 - 5,000,000	17.88%
5,000,000 - 10,000,000	9.31%
More than 10,000,000	12.55%

## Program Highlights

- SMTA China South Conference has ended successfully this year. The technical conference and engineer certificate Courses are very popular and were very well received among the engineers.
- Best SMT Engineer Award was launched successfully for the first time, which attracted extensive attention and gained support among engineers. Four awards were presented at NEPCON South China. Xian Fei of FiberHome Technologies was named "Best SMT Engineer in South China". Li Deping of BYD Company, Che Guyong of HYT Science & Technology and Shi Jianwei of Sun East were named "Outstanding SMT Engineer" during the award ceremony.



Group picture of organizers, judges, award winners and nominees.

## Exhibitors' Comments



### Assembléon Senior Director of Business Support and Marketing, Asia Pacific, Erik van de Ven

NEPCON South China 2008 exceeds my expectation in visitor numbers. Although the market is not so strong for this year, NEPCON South China 2008 still attracted so many visitors, which impressed me most.



### Indium, Corporate Communications Director, Richard H. Short

NEPCON South China is one of the world's most important and effective electronics assembly exhibitions. The show management provides excellent promotion and execution, delivering high quality show floor traffic.



### MYDATA Asia Pte Ltd Managing Director, David TP Koh

NEPCON South China is one of the leading SMT events in South China. The show is getting more popular and attracting more attention in the region. With the wide range of visitors, local and foreigners attending the show, it is an important venue for MYDATA to showcase our latest development and technology to the market. We have an overwhelming turnout at the show with many enquiries on our products. We look forward to the strong organizing strength of the Organizer to bring another year of success for NEPCON South China 2009. We have confidence that the show will continue to attract visitors from all over China including foreigners from the region.



### Siemens Electronics Assembly Systems Ltd. Key Account Management Director, Wang Kin Keong

We supported NEPCON South China for a long time, mainly because it is a representative show in SMT industry. In addition, Reed Exhibitions really did a good job and a lot of visitors were attracted this year.



### Henkel, Marketing Communication Manager Asia Pacific, Adhesive Technologies Electronics, Qunce Fu

We have participated both NEPCON China and NEPCON South China every year. NEPCON is the largest show brand in the electronic manufacturing industry, which not only allows us to meet our key customers such as Foxconn, Nokia, Flextronics, but also brings potential customers. NEPCON brings visitors with new technologies and products of all segments, as well as displays our new offerings.



### Fujitsu Electronics Assembly Equipment Division International Sales & Marketing Department No.2, Account Manager, Yohei Sato

FUJITSU Headquarters' participated for the first time at NEPCON South China. The show gathered many of our customers which gave us an opportunity to communicate with them face to face and understand customers' needs well. Our customers hope to witness FUJITSU's innovations. It's a win-win show both for customers and suppliers. We are 100% satisfied with the organizer's service, spacious venue and the nice seminar. We'll definitely return next year.



### Mirtec CEO / President, Chan Wha Pak

China has two biggest shows, that's NEPCON China and NEPCON South China. Guangdong area is very important to us. The size of NEPCON South China in Shenzhen increases fast. NEPCON keeps us in contact with our customer. NEPCON is one of our best promotion opportunities to contact our existing customers and new customers. We can bring more new technology to our customers.



## VIP visitors



**Quality Microelectronics International Co., Ltd.**  
Deputy General Manager Liu Qunli

NEPCON South China is high in quality and rich in exhibits. Both the concurrent events and pre-show promotion are excellent. NEPCON South China features high quality visitors who are professionals of the industry. I am very interested in the Best SMT Engineers Awards. Some of the candidates especially Xian Fei is very talented. He has written over 200 papers for the industry. NEPCON Across China is the best of its kind. And I'll visit it again in the future.



**Datang Telecom Technology & Industry Group, Vice Director of Industry Department, Science and Technology Institute, Dong Enhui**

NEPCON is the largest event in China in terms of visitors, exhibitors and equipment, and the most complete Surface Mount Technology and electronics manufacturing trade event in the region. It's located in the venue with good facilities and traffic. With the steady development of the electronics industry, I hope NEPCON becomes better every year!



**Alcatel Shanghai Bell Co., Ltd , Director of PBA Manufacturing Dept , Chairman of iNEMI China, Senior VP of SMTA China, Zhu Jian**

The show features the most complete list of exhibitor and the latest technologies in the SMT and electronic assembly sectors; in this aspect NEPCON is irreplaceable. At NEPCON, we can see all the latest products and technologies. I hope that NEPCON becomes better every year in the face of today's opportunities and challenges.



**China Putian Eastern Communications Company Limited, Deputy General Manager of the Manufacturing Department, Zhang Zemin**

The show is very large with many international exhibitors. Moreover, the technology and exhibits showcased from leading companies and the live demonstration is very helpful. The show is becoming larger and larger with more and more visitors. The organizer is professional and excellent in providing the highest standard.

## Diamond Members' Comments



**FOUNDER TELECOMMUNICATION CORP. LTD.**  
Vice General Manager  
Yue Bin

We are very satisfied with this show. NEPCON South China is an excellent platform for the electronics manufacturing industry of South China, it allows us to source the latest marketing information and technologies in the shortest period. The 2008 show was even better than last year's in terms of services and new displays. We hope NEPCON South China becomes better and better and we are sure to come back next year.



**Gionee Communication Equipment Co., Ltd.**  
Deputy General Manager  
Pei Rufeng

Generally speaking, NEPCON South China is very nice. It's greatly helpful for my business since I can gain latest technologies information of the industry. Our company purchased equipment with value of over RMB60 million in total. Hope NEPCON Across China become better year by year.

## Delegation List:

BYD Company Limited

Delta Electronics, Inc.

Dongguan Huaqiang Sanyo Motor Co., Ltd.

Elcoteq SE

Flextronics International

Foryou Multimedia Electronics Co., Ltd.

Foxconn Technology Group

Fujaim

Hasee Computer Co., Ltd,

Hua Wei Technologies Co., Ltd.

NOKIA

OMRON (Guangzhou) Automotive Electronics Co., Ltd.

SAE(Dongguan)

Samsung (Dongguan)

Shenzhen HYT Science and Technology Co.,Ltd

Shenzhen Institute of Advance Technology Chinese Academy of

Shenzhen mygodesign Co., Ltd

Shenzhen NS-TECH CO., LTD

Shenzhen Sang Fei Consumer Communications Co., Ltd.

Shenzhen Tifeng Technology

Shenzhen Wuzhoulong Automobile Co., Ltd.

Shinwa Industries (China)Ltd.

Siemens VDO

Surface Mount Technology Limited

TCL AV Technoly Electronics (HuiZhou) Co., Ltd.

TCL King High Frequency El.Co., Ltd.

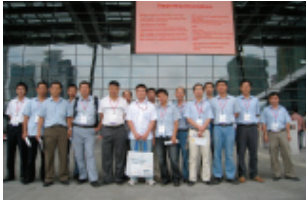
Varitronix

VTouch Technology Co. Ltd.

ZASTRON Electronic(ShenZhen) Co., Ltd.

ZTE Corporation

## Delegations



**TCL King Electrical Appliances (Huizhou) Co. Ltd**  
**Deng Jun**  
**Senior Engineer, Equipment Department**

We visited NEPCON South China as a delegation. The shuttle bus service offered by the organizer provided us with the opportunity to visit the show conveniently. It was a fruitful show for us as we mainly focus on SMT equipment, mounting machines and some related devices for the production line, such as lead-free soldering equipment. NEPCON South China 2008 was a great success and we will definitely come back next year.



**Foxconn Technology Group**  
**Luo Shijia**  
**QC Supervisor**

We visited NEPCON South China as a delegation and found the shuttle buses to be always on schedule and the service to be very good; we are very pleased with it. Our purpose this year was to find environmentally-friendly equipment and collect market information. We are excited that we have found the right devices to meet our demand. I look forward to visit NEPCON South China 2009.



**Nokia Telecommunications Ltd**  
**Luo Yuanrong**

We visited NEPCON South China as a delegation. We met a lot of top exhibitors, gained new market information and learned about the latest technologies. It has been a fruitful show for us. Additionally, we had a great impression of the organizer's service. They arranged shuttle buses with timely and friendly service. We look forward to return next year.

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**Thank you very much for your support!**