



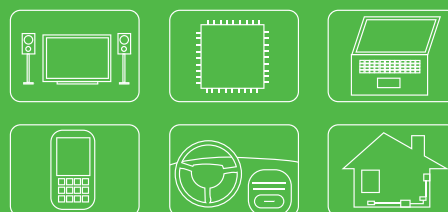
 **China
Electronics
Fair**
Since 1964
CEF Shanghai

Asia
Electronics Exhibition
in Shanghai

2015 Asia Electronics Exhibition in Shanghai



Nov. 11-13, 2015
Shanghai New International Expo Center



www.aeesshow.com
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2015
上海亚洲电子展



Asia Leads the Digital Future

2015 Asia Electronics Exhibition in Shanghai

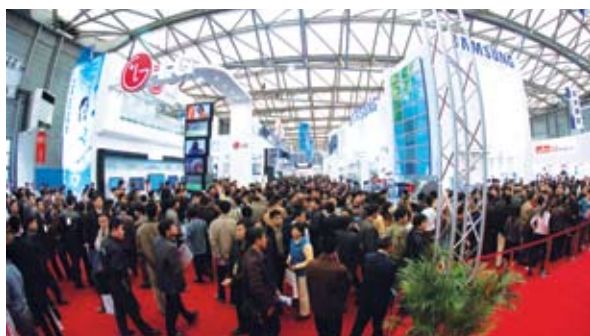
Nov. 11 (Wed.)-13 (Fri.), 2015



JEITA



AEES, the comprehensive electronics & IT show co-organized by organizers of 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. AEES focus exclusively on electronics and IT products for both consumers and industries purposes.



AEECC

Asia Electronic Exhibition Cooperation Conference inaugurated in 1997 to enhance mutual cooperation and expedite information exchanges among Asia electronics exhibition organizers. It consists of the host of five leading electronic shows in Asia.



China Electronics Fair



Hong Kong Electronics Fair



CEATEC JAPAN



Korea Electronics Show



Taitronics

Co-located Events

86th China Electronics Fair



Comprehensive and professional electronics fair. 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.

Perfect strategy arrangement. 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.

IC China



China International Semiconductor Expo (IC China) has been an influential pageant globally after 10 years development. IC China is a global platform of integrated circuit design, chip processing, packaging & testing, semiconductor equipment, material, and discrete device for international manufacturers to showcase their brand new products and solutions. Its summit forum and seminars have won a prestigious remark for being rich content including discussion of innovation on structure, model and technology.



Exhibits Range

Consumption Electronic Products

- Home Entertainment
- Automobile Electronic Products
- Personal Computers (PC) and Personal Information Products
- Network Computing Products

Commercial & Industrial Electronic Products

- Electronic Devices
- Electronic Components
- Communication Equipments

Seminars

- 2015 Automobile Electronics and High Efficiency Design Seminar
- 6th Electronic Capacitor Application and Selection Conference
- 3rd Test & Measurement Instrument Selection Technology Forum
- 18th Circuit Protection and EMC Seminar
- 2015 Electronic Pollution Prevention and Control Forum
- 13th Automobile Electronics Forum (Shanghai)
- 8th China LED Summit Forum
- 2016 ICT Industry Prosperity Forecast



Reasons to Exhibit at AEES 2015

- 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.

Korea Pavilion



There were more than 40 Small and medium-sized enterprises participated the Korea Pavilion in AEES 2014. They exhibited products including wearable Electronics, optical sensors, naked-eye 3D, etc. Moreover, Gyeonggi-do, Seoul National University of Science & Technology (SeoulTech) and Korea Electronics Technology Institute (KETI) also organized companies to join the show. Gyeonggi-do plays an important role in Korea's economy. 20% total foreign trade volume of Korea is from Gyeonggi-do. And the head offices of some large corporations such as Samsung are also located in Gyeonggi-do. Established in 1910, SeoulTech trained numerous outstanding persons in the past years. KETI focus on the electronic & IT technical innovations in Korea, enhance the national competitiveness

Taiwan Pavilion



Recently, the electronic industry of Taiwan is developing rapidly in Asia, it is mainly toward on digitized and green products, and internationalization industry. The signing and carrying out of Economic Cooperation Framework Agreement (ECFA) paved the road for the corporation between Mainland China and Taiwan. Electronic enterprises can get more chance of communication via AEES, expand industry cooperation in new territory, and inject energy through the show. The products of Taiwan pavilion covers electronic materials, tools, diodes, switches, relays, test & measurement instruments, power module, etc.

Hong Kong Pavilion



Electronics industry is very important for Hong Kong's economy development; it occupied 59% of export in the year 2013. The statistics showed that from January to July, 2014, the electronic products export from Hong Kong raised 5% compared to the last year, the export to European Union and the US were also raised steadily.

Hong Kong Pavilion in AEES exhibited latest products such as telecommunication, electronic accessories, computer-related products and cellphone accessories to buyers.

Japan Pavilion



Japan is the 3rd largest economy in the world, and also the major business trade partner of China. CEATEC is an advanced level exhibition. It becomes the most representative and biggest expo in electronic & ICT in the past 10 years in Japan. There are more than a hundred thousand of buyers visited the show every year.

In AEES 2014, CEATEC award products exhibited in Japan pavilion, such as Full-Spec 8K LED Display from Sharp and Real-time Demand Response Technology of Large Numbers of Consumers' Batteries from NEC Corporation.

Companies Exhibited at Past AEES

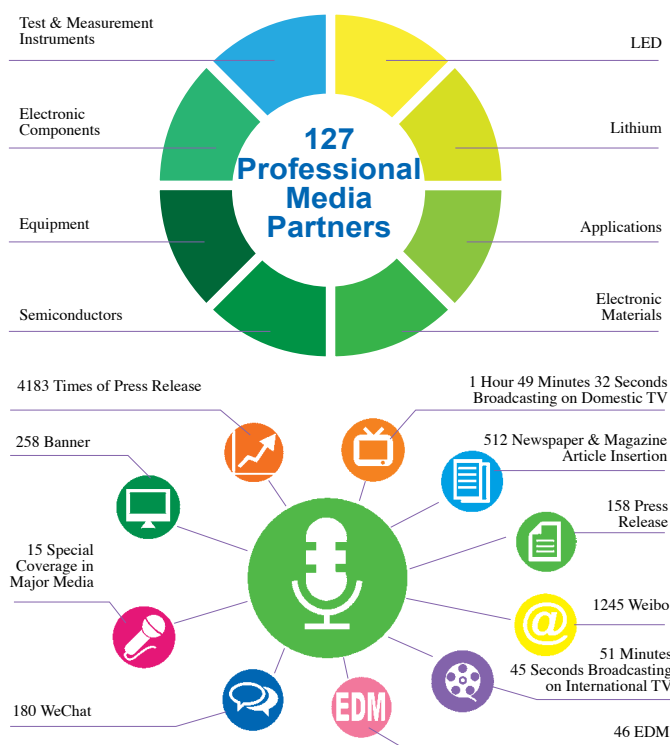


Intensive Marketing Campaign

- PR Activities: Press releases, press conferences, interview, feature write-ups to increase public awareness for exhibitors and the event.
- E-Newsletters: Regular editorial coverage 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 the show floor.
- Event Website: AEES show website provides unrivaled marketing platform that enables people to access the show at any time any place.
- Direct Mailing & Invitations: Brochures and invitations will distribute to qualified industry professionals selected from massive database.

Media Report

AEES 2014 & 84th CEF attracted 250 journalists during the show period. There are about 1,000 released and reprinted articles reporting the show.





The Korea stage is not only a highlight for traditional performance such as dancing, singing and taekwondo, but also the spot for new products release.

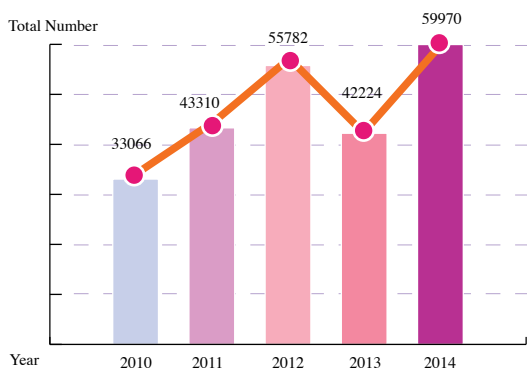
As co-organizer of AEES, Japan Electronics and Information Technology Industries Association (JEITA) brought CEATEC Award winner companies to exhibit their latest products, technologies and services. Those companies include Sharp, NEC, EPSON, ROHM, Toshiba, Murata and Omron. An introduction conference was designed to attract professionals to share view and find business opportunities.



Buyers Program

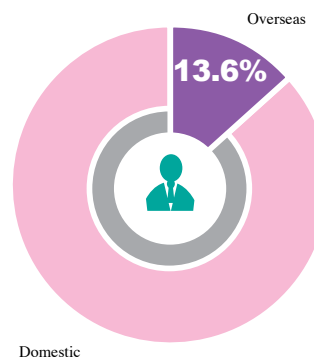
The on-site business matching programs provided an open platform for information exchange between suppliers and buyers. It solved the problem between supply and demand. The scale of group buyers for AEES 2014 & 84th enlarged a lot, including Panasonic, Foxconn, KONKA, CETC, LG, TOSHIBA, etc. The buyer groups communicated with exhibitors face to face and achieved agreement.

Shanghai Visitors Statistics



Overseas Visitors Statistics

13.6% of the visitors came from overseas, they were mainly from more than 80 countries and regions including Korea, Japan, the US, Germany, Russia, Italy, Thailand, India, Singapore, Indonesia, Iran, etc.



Visitors / Exhibitors Analysis

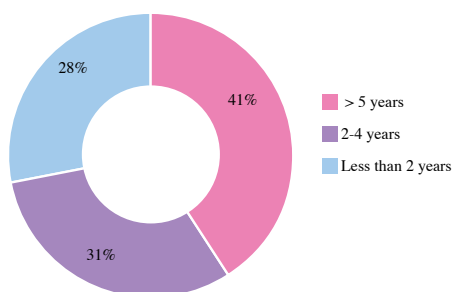
There were nearly 1,300 exhibitors showcase their latest products and service at the AEES 2014 & 84th CEF. The event attracted more than 50,000 visitors.

Exhibitor Analysis

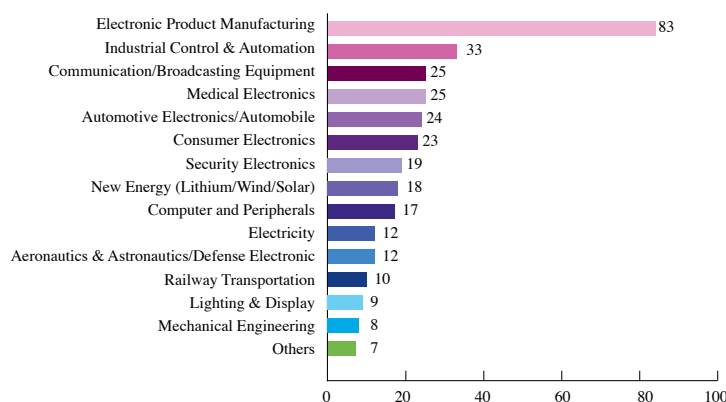
1. Exhibitors' Satisfaction

90% of the exhibitors were satisfied with AEES 2014 & 84th CEF, and 60% selected space for the AEES 2014.

2. The history of the exhibitors participated in the show



3. Products' application fields

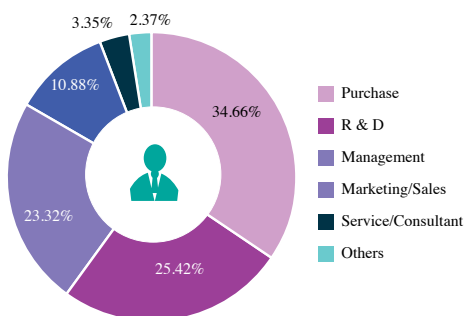


Visitor Analysis

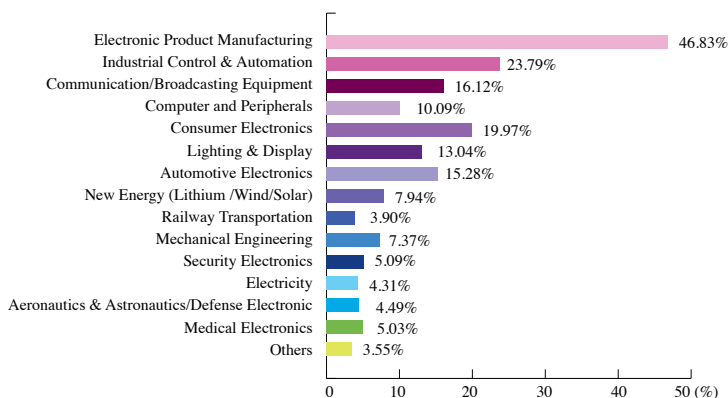
1. Visitors Satisfaction

86% of the visitors were satisfied with the exhibitors, 91% of them were satisfied with the organizing of the show, 83% of them thought AEES & CEF were good choices for knowing the latest products and the trend of the market, and 82% of them showed the interests in visiting next years show.

2. Visitors Occupation Breakdown



3. Visitors Industry Breakdown



Exhibition Booth Price

International enterprises

Standard booth ($3\text{m} \times 3\text{m}=9\text{m}^2$) USD 2,520

Ground area (36m^2 at least) USD 260/ m^2

Domestic enterprises

Standard booth ($3\text{m} \times 3\text{m}=9\text{m}^2$) RMB 15,000

Ground area (36m^2 at least) USD RMB 1,500/ m^2



www.aeesshow.com



AEES 2015

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