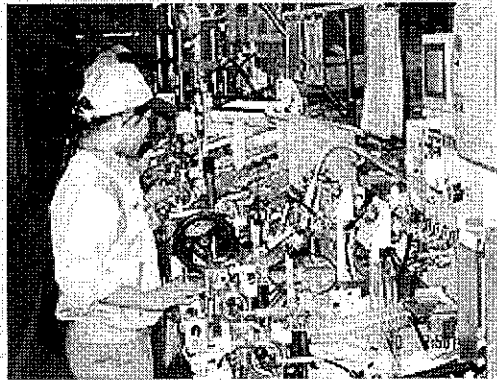




Fairs & Exhibitions

NEPCON Vietnam 2009: Rerouting Electronics Excellence



Reed Tradex, one of Thailand's and Indochina's leading exhibition and conference organizers, will organize NEPCON Vietnam 2009, Vietnam's only Electronics Event, on May 28-30, at Hanoi International Center for Exhibition (I.C.E. Hanoi).

NEPCON this year will not only answer to the rising needs of Vietnamese electronics manufacturing industry but also will influence further growth and induce the shift of direction of the supporting industry. It is the forum where the people who will orchestrate and the people who will profit from this phenomenal growth converge. An Electronics Manufacturing Technology International Trade Exhibition and Conference, more over 250 international technology providers and it is the destination of over 7,000 industrials from all over the country, and recognized by the industry as the place to learn, to network and to trade. Vietnamese who interested can visit www.nepconvietnam.com

"There are obvious reasons why NEPCON should be organized in Vietnam. The country is emerging as an important electronics manufacturing destination. Recent researches showed growth forecast in several areas like semiconductor consumption, computing and consumer electronics, EMS/ODM, and OEM. On its exhibitor list, NEPCON Vietnam will host technologies from China, Germany, Japan, Korea, Malaysia, Singapore, Taiwan and Thailand. The exhibitor list includes Vietnamese distributors and representatives of overseas technologies which will be of interest to foreign visitors looking for local partners" said Nichapa Yoswee, Managing Director of Reed Tradex.

Last year, NEPCON Vietnam 2008 welcomed 7,028 visitors, enthused by the opportunity to investigate, close up, technologies presented over 200 companies from 20 countries. NEPCON presented, for instance, the largest collection of Surface Mount Technology ever seen in Vietnam.

"No one can deny the evident growth of Vietnamese manufacturing. It is at the heart of the country's economy and seems to be Electronics will lead Vietnam's economy too. Vietnam has set its eyes on electronics industry to lead the nation's economy. The country expects the maximum growth of this industry by 2020. Vietnamese electronics manufacturing signifies opportunity to technology providers around the world. One of the Government's prioritized industries; electronics has huge room for growth, especially in the north. Under an Electronics and Informatics development plan (until 2015), investment is being rapidly targeted on Northern region in order to



establish cities Hanoi and Haiphong as leading electronics, IT and software centers. It is imperative that they continue improving their technological capabilities.

Mr. Tran Quang Hung, General Secretary of Vietnam Electronics Industry Association, said the government had determined to make electronics industry be the pillar in developing the nation's economy as this sector has gained gradual growth of 20 per cent each year and earning US\$ 2.75 billion from exporting. Initially, Vietnam needs US\$ 2 billion in funding in order to develop its electronics industry whereas 90 per cent of the investment money will come from foreign investments. Furthermore, the development on this industry will enhance the earnings and jobs to domestic labor. This, in turn, will bring new technology and administrative skills for the industry to domestic electronics manufacturers, thus allowing them to adopt and apply new methods to their businesses.

Mr. Takezo Yanagida, Japan External Trade Organization (JETRO), Executive Vice President, expressed Japan will give full supports to Vietnam after both countries sign an Economic Partnership Agreement. Japan will support Vietnam's automobile and electronics industries as the industries still have a bright future, and Vietnam has the potential to supply the parts to serve the global demand. These supports will stress on technical aspects such as providing workshops and trainings for Vietnamese executives to apply to their businesses.

Mr. Chris Kimble, Director of Sales, TransTechnology Pte Ltd. said the TRANSTEC is very excited with the Vietnam market. Its rapidly growing industry has influenced the company expansion in the country so much. Vietnam industry will grow stronger with new technologies. And NEPCON Vietnam 2009 will be the platform where "Vietnamese engineers can see different and more advanced technologies and new styles of machines. It is where people can connect with one another.

Mr. Tanemura Atsushi, General Manager of Factory Automation Group, Panasonic Vietnam Co., Ltd., said "Being at this exhibition lets people know more about the range of Panasonic products. We are showcasing our high-speed Chip Mounter since we are determined to show our best machines to Vietnam."

"The Vietnamese government is promoting growth in the electronics industry, so we have received great cooperation from the local government and trade promotion bodies. We have been out there visiting electronics manufacturers to get insight information on their needs. And we believe that NEPCON Vietnam will not only answer to their requirements but will also introduce new concepts, new trends, and new ideas, which will be complemented by new technologies and experts who can help them move forward and strengthen Vietnamese electronics supporting industry in the process. After the event, the level of electronics manufacturing industry should be up and there should be more electronics parts and components manufactured inside the country rather than importing them." concluded Ms. Nichapa Yoswee, Managing Director of Reed Tradex.

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