

Trade expos help ready firms for recovery

(20-03-2009)

HA NOI — Participation in international trade exhibitions will allow Vietnamese businesses to update necessary technology and learn how to bounce back once the global economy recovers, according to Reed Tradex Co managing director Nichapa Yoswee.

Yoswee told a press conference yesterday that such exhibitions would help the firms make lucrative connections and expand their business network. The director called for domestic enterprises to join an exhibition on electronics **manufacturing** technologies, **Nepcon Viet Nam 2009**, to be held in Ha Noi from May 28-30.

The **expo** is part of the **Nepcon** series of events being organised in eight countries across Asia. It will feature 250 brands of electronics from 20 countries and territories including Japan, Germany, Korea, Thailand, mainland China, Singapore and Taiwan.

Nepcon Viet Nam 2009 is expected to support the development of the local electronics **manufacturing** industry by introducing innovations in the sector, said the event organiser.

The Viet Nam Electronics Industries Association general secretary, Tran Quang Hung, said local electronics manufacturers and distributors anticipated fiercer competition when restrictions on foreign distributors and retailers were lifted early this year pursuant to the country's WTO commitments.

They were facing challengers brought on by the global economic downturn, Hung said, emphasising the importance of closer co-ordination between local electronics manufacturers and distributors.

He also said electronics manufacturers should raise product quality and focus on product design to turn out more lucrative items.

The event will run alongside the Viet Nam **Manufacturing Expo 2009**, which showcases machinery, auto industry technology, plastics and rubber. — VNS