



Exhibition to power up electronics sector

An exhibition and conference in Hanoi in late May is set to recharge local and foreign manufacturers and investors in the electronics sector.

The second Electronics Manufacturing Technology International Trade Exhibition and Conference (NEPCON Vietnam 2009) which will take place between 28 - 30 May, 2009 at the Hanoi International Centre for Exhibition (ICE Hanoi) and Cultural Palace, hosting technologies from China, Germany, Japan, South Korea, Malaysia, Singapore, Taiwan and Thailand.

NEPCON Vietnam 2009, one of the world-renowned NEPCON series of events organised across Asia, will showcase the largest and most comprehensive range of electronics technologies. It will attract more than 250 international technology providers from 20 countries, is the destination of over 8,000 industrialists from all over the country and is recognised by the industry as the place to learn, network and trade.

According to the event's organisers, NEPCON Vietnam 2009 will be co-located with four international exhibitions including InterPlas Vietnam, InterMold Vietnam, Automotive Manufacturing Vietnam, and Automation Vietnam.

"You will experience new advancements from such international pavilions including the China Pavilion, India Pavilion, Singapore Pavilion, Taiwan Pavilion, and Thailand Pavilion," said Nichapa Yoswee, managing director of Reed Tradex Company, one of Thailand's and Indochina's leading exhibition and conference organisers.

A representative of the Association of Electronics Industries in Singapore (AEIS) said: "Vietnam is an up and coming market. Exhibitors felt that Vietnam would be the right place and time to expand their businesses."

The AEIS said it would bring in more than 20 companies to exhibit in the Singapore Pavilion to establish or advance relationships with Vietnamese buyers. China and Japan are also bringing in large groups of companies.

Reed Tradex is one of Thailand's and Vietnam's leading exhibition and conference organizers. It is a member of Reed Exhibitions, a world leader in creating high profile, targeted industry events where buyers and suppliers come together to do business.

The company's global portfolio includes over 500 events serving 47 industry sectors in 38 countries. In Thailand and Vietnam, it organized 18 strong brands of international exhibitions and conferences.

For 23 years, Reed Tradex has been forming circles of business contacts for many industries using unique skills in event strategy, financial control, operations excellence, and integrated marketing communications that can only be excelled through experiences and connections.

Each year, exhibitors and visitors from around the world participate in Reed Tradex's marketing platforms which are highly regarded as the centres of business information and market access.

NEPCON Vietnam 2009 will not only answer the rising needs of Vietnamese electronics manufacturing industry but also will influence further growth and induce the shift of direction of supporting industries.

The Ministry of Industry and Trade (MoIT) plans to invest in advanced technologies, up to 45 per cent of the total production until 2020, in many industrial sectors, such as computer electronics, mechanical engineering and metallurgy, as well as to increase the funding for research into developing these industries.