

FOR IMMEDIATE RELEASE

**Demand for Consumer Electronics to Boost Asia's Leadership in
Electronics Manufacturing**

*- GlobalTRONICS 2008 Provides Insights to Innovations in the Electronics
Manufacturing Industry -*

SINGAPORE, 9 September – According to the Consumer Electronics Association (CEA), global consumer electronics revenue is projected to grow by almost 10% in 2008 to reach a staggering \$700 billion. The continuing strength in the electronics manufacturing sector as a whole in emerging markets in the Asia-Pacific region is providing a level of resiliency that ensures the demand for new technology remains robust. GlobalTRONICS 2008 will be a choice platform for industry professionals and analysts to congregate and share ideas on how to ride on the wave of demand.

This appetite for new consumer electronic products, ranging from consumer electronics such as LCD television sets, video camcorders, computers, DVD players and navigation devices to mobile handsets is a welcome trend, given the shadow of gloom over the global rise in oil prices, accelerating inflation in both China and India, and the health of the U.S. economy. This bodes well for Asia's electronics manufacturing sector, since the World Bank's World Development Indicators online database estimates that East and Southeast Asia accounts for more than 40 per cent of the world's combined GDP for exports of manufactured products (*June 2007*).

Asia's electronics manufacturing sector is holding up because of the strong, consistent demand from countries such as Brazil, Russia, India and China, which collectively form the BRIC cluster of markets with particularly high demand for consumer electronics. The need for newer technology for the latest electronic devices and mobile phones helps fuel demand for semiconductors, which is a critical component of electronics. In a projection by the Semiconductor Industry Association (SIA), which represents the U.S microchip manufacturing industry, global chip sales is forecasted to grow by 6% in 2009.

"Like everywhere else, there's a nervousness in the region over potential further slowdown in the global economy in the second half of the year. But overall, the electronics industry has been riding out the storm so far," said Mr. David Cohen, Director of Asian Economic Forecasting at Action Economics at a recent roundtable discussion organised by Reed Exhibitions as a lead up to GlobalTRONICS 2008.

Given the boom in consumer electronics, manufacturers are tasked with the challenge of employing improved manufacturing technologies and streamlined processes to minimize costs and optimize manufacturing. Overcoming these challenges will in turn aid in shortening the time-to-market period in order to meet the constant demand from consumers who desire the latest devices.

The continued expansion of the electronics manufacturing services (EMS) suppliers' role in terms of design for manufacturability, innovation, operational excellence and sustainability, are key factors for the future growth of the industry. This can also be achieved by adopting cost-saving measures like energy-efficient manufacturing and initiatives to decrease the harmful effects to the global environment, and to uphold health and safety directives. This comes at a time when environmental and pollution prevention issues are adopted and taken seriously in the manufacturing sector and manufacturers have to constantly re-evaluate their processes and refine them.

"Going green is fundamentally a co-operative process. A vast majority of successful green initiatives is based on improving work processes with suppliers, partners and logistics providers. The push towards going green will also encourage companies to adopt new and more advanced processes, potentially improving financial ROI as well as enhance corporate social responsibility awareness." says Ms. Michelle Lim, General Manager for Reed Exhibitions, Singapore and Malaysia.

"We see new opportunities in the electronics manufacturing industry to evolve and rise above the many challenges in the global economy. We are confident that Asia will maintain its strength in the core electronics manufacturing competencies and grow strength-to-strength in providing a cost-effective, skilled workforce to meet these manufacturing needs. This also poses a challenge to identify the higher value segments in the electronic components market, for example integrated circuits, testing and

development of components and even design, which require higher levels of skilled workers to utilize advanced manufacturing technology” she continued.

“Reed Exhibitions is proud to host GlobalTRONICS 2008 in Singapore. It is a major event that brings together leading industry players and decision makers from the different electronics manufacturing segments, all under one roof. Through our series of conferences, seminars and workshops, these industry professionals can gain valuable insights on the issues, trends and developments of the industry that impact their businesses,” added Ms. Lim.

One of the highlights of this year’s GlobalTRONICS is the inclusion of national pavilions from six countries, namely China, Germany, Malaysia, Singapore, Taiwan and United Kingdom.

This year’s German Pavilion comprises of eleven high-tech companies exhibiting their products and services that bear the "Made in Germany" tag that feature the latest developments in electronics production which appeal to Asian buyers. Showcasing in this exhibition are state-of-the-art manufacturing solutions, components, materials, software and services for the production of electronics such as semiconductors, printed circuit boards, surface mount devices, and assemblies, as well as solar panels (photovoltaics).

“We are excited about returning to showcase our innovation expertise and excellence at GlobalTRONICS 2008. The collaborative efforts between regional business partners and Germany in the field of electronics have always been a long standing tradition. Our repeated presence at GlobalTRONICS signifies a strong and sustained confidence in the very promising Southeast Asian electronics manufacturing market,” says Dr. Eric Maiser, Head of Verband Deutscher Maschinen- und Anlagenbau - German Engineering Federation (VDMA).

GlobalTRONICS 2008 will bring a dedicated showcase of six electronics manufacturing segments from 527 international suppliers from 28 countries, including key international participants from the United States of America, Germany, Japan, China, Hong Kong, Taiwan, the United Kingdom, Singapore and more. Almost 40% of companies participating at this year’s show will be unveiling their new products at the show and this

reinforces the level of exposure and importance of GlobalTRONICS as a launch-pad for their latest products and new technologies in the industry. Additionally, it will be the meeting ground for industry professionals to network, exchange views, as well as explore collaborations and business opportunities.

GlobalTRONICS 2008 will be held from 9 to 12 September 2008, at the SUNTEC Singapore, Level 4. This event will also include the EDN Asia Embedded Systems Seminar, GlobalTRONICS Supply Chain and Logistics Conference as well as workshops addressing on emerging technologies in the evolving market.

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About GlobalTRONICS 2008

GlobalTRONICS is an event dedicated to the electronics manufacturing industry in Asia, bringing together key industry professionals and decision makers of Asia. GlobalTRONICS 2008 offers the latest in electronics manufacturing technology, products and services. With 527 international suppliers from 28 countries and informative forums, workshops and conferences, GlobalTRONICS provides a one-stop sourcing, networking and education platform for the electronics manufacturing industry in Asia.

GlobalTRONICS is part of the NEPCON family of events which are held in China, India, Japan, Korea, Malaysia, Thailand and Vietnam.

About Reed Exhibitions

Reed Exhibitions is the world's leading events organiser. In 2007 Reed brought together over six million industry professionals from around the world generating billions of dollars in business. Today Reed events are held in 38 countries throughout the Americas, Europe, the Middle East and Asia Pacific, and organised by 39 fully staffed offices.

Reed organizes a wide range of events, including exhibitions, conferences, congresses and meetings. Its portfolio of over 500 events serves 47 industry sectors, including:

Aerospace & aviation, automobiles, building & construction, electronics, energy, engineering, entertainment, environment, food & hospitality, gifts, healthcare, IT, jewellery, life sciences & pharmaceuticals, property, manufacturing, medical education, packaging & converting, printing & visual communication, security, sports & recreation, travel.

Working closely with professional bodies, trade associations and government departments Reed ensures that each and every event is targeted and relevant to industry needs. As a result, many Reed events are market leaders in their field.

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Appendix: facts and figures

According to reports by In-Stat in May 2007:

- The Asia Contract Electronics Manufacturing (CEM) market will grow from US\$121.5 billion in 2006 to US\$281.8 billion in 2011.
- Asia will capture 55.1 per cent of the global EMS marketing in 2011, up from 45 percent in 2006.
- Although China will dominate the EMS and Original Design Manufacturing (ODM) market, India, Thailand, and Vietnam will emerge as new dominant players.
- With CEM in Asia rapidly growing beyond traditional locations, assembly capacities (manufacturing area in square footage) are increasing in Asian CEM destinations. In 2009, CEM capacity in Asia is projected to be 65 per cent of the global capacity, up from 52 per cent in 2005.
- EMS/ODM revenues in Vietnam are expected to grow at a CAGR of 63.1% from 2007 to 2012 to reach US\$1.5 billion by 2012.
- In February, research house, Gartner, reported that the demand for semiconductors for the top five major consumer electronics equipment types by EMS and ODMs in Asia will almost double between 2006 and 2011 from US\$11.3 billion to US\$20 billion.
- Electronics firms have produced about a third of Singapore's manufacturing output as reported in March 2008 by the Economic Development Board of Singapore.
- The world's largest manufacturing plant for making solar energy products will soon be built in Singapore and expected to start production of wafers, cells and modules used to generate solar power by 2010.