

For Embargo until Monday, 15 June 2009

NEPCON MALAYSIA 2009 - THE LAUNCH PAD FOR GREEN ELECTRONICS AND NEW INNOVATIONS IN MALAYSIA

15 June 2009, Malaysia – NEPCON Malaysia opens today by The Right Honourable Mr. Lim Guan Eng, Chief Minister of Penang. The electronics industry professionals can get a first-hand experience on the latest green products at this year's NEPCON Malaysia. 2009 marks the 10th edition of NEPCON Malaysia 2009 in Asia's Silicon Valley – Penang. Since its inception in 1992, NEPCON Malaysia has evolved with the industry and strengthened with time. It is now widely regarded as the ideal launch pad for new innovations and technologies and with the latest buzzword on green manufacturing.

With a maturing electronic manufacturing industry in Malaysia, the move towards green manufacturing, specifically, photovoltaic (PV) solar cell manufacturing will be a potential area for growth. In fact, Malaysia is expected to become one of the world's leading manufacturers of solar cells. Key manufacturers in the world like First Solar GmbH, Q-Cells AG and SunPower Corp have invested and set up photovoltaic cell manufacturing plants in Malaysia in recent years, thus signaling a development towards the growth of the PV industry in Malaysia.

In fact, Mr Shamsudin Khalid, President of the Malaysian Photovoltaic Industry Association (MPIA) is confident of the PV developments in Malaysia and its contribution to the global industry. He commented, "The PV industry in Malaysia is developing at an encouraging pace. With the set-ups of PV related industries in the country, Malaysia is set to make an impact in the global PV industry by 2011/2012".

Light-emitting diode (LED), which is 10 times more efficient than normal incandescent light, presents another potential key industry in Malaysia as the world moves towards ways to save energy and to increase the use of cleaner energy. In fact, Malaysia is gaining prominence as the centre of gravity for LEDs and Penang is touted to be the LED Valley for Malaysia. Island Optical Systems, LED Illumination and Mobicon-Remote

Electronic are some of the exhibitors showcasing their LED products at NEPCON Malaysia 2009.

In line with the recent industry developments toward these green practices, an inaugural Go Green feature will be the highlight of NEPCON Malaysia, with some 25 companies showcasing products that are environmental-friendly. These include RoHS-compliant products; recyclable materials; waste reduction and scrap removal services; energy-saving LEDs; and many others.

Ms Michelle Lim, General Manager of Reed Exhibitions commented, "NEPCON Malaysia prides itself on being at the forefront of presenting the newest industry developments and the Go Green feature this year is a testament to NEPCON Malaysia's commitment in showcasing the latest cutting edge technologies. With the current progress into the PV industry and the recent investments in Penang, we believe that the electronic manufacturing industry in Malaysia will be able to rise above the challenges presented by the global economy."

Partnering with the MPIA for the first time this year, the collaboration will pave the way for NEPCON Malaysia to grow with the PV industry and establish itself as a platform to showcase the latest PV developments.

"We see great synergy in partnering with Reed Exhibitions for this Go Green feature. MPIA's support and involvement in this reflects our commitment towards representing, developing and supporting the growing solar PV industry in Malaysia and we believe that NEPCON Malaysia is the key platform for us to raise awareness and promote the adoption of Solar PV," commented Mr Khalid.

Widely regarded as the platform for launching new innovations, some 48 exhibitors will be displaying their new products and services at NEPCON Malaysia 2009, making it the best educational platform for industry professionals to gain new insights, upgrade themselves and keep abreast with the industry developments. This year will also see some 46 of the exhibitors as first-time participants, exemplifying that NEPCON Malaysia is an effective marketing channel, especially in this challenging time.

Held from 15 to 17 June 2009 at the Penang International Sports Arena (PISA) – NEPCON Malaysia will bring a dedicated showcase of products and services by 321 exhibiting companies from 21 countries. Two country pavilions from China and one from Singapore will continue to share their knowledge on the latest technologies. A series of workshops themed “Electronics Advancement with Cutting-Edge Technologies”, which will focus on new technologies and methodologies to keep up with the rapid evolution of the electronic manufacturing industry will also be held alongside NEPCON Malaysia 2009.

NEPCON Malaysia 2009 is expected to bring together some 7,000 industry professionals to Malaysia's only electronic manufacturing event, the largest single sourcing ground and the most effective meeting platform for international suppliers and local buyers to network, exchange ideas and grow their businesses in Malaysia's electronic manufacturing industry.

- ENDS -

About NEPCON Malaysia 2009

NEPCON Malaysia is the single largest sourcing ground for PCB/SMT, components, testing & measurement and support services sectors in Malaysia. It is well recognized by the electronics industry in Malaysia as the most effective platform for international suppliers to launch their new products and services to the local buyers, gain new contacts and grow new businesses. NEPCON Malaysia is part of the NEPCON family of events which are held in China, India, Japan, Korea, Singapore, Thailand and Vietnam.

About Reed Exhibitions

Reed Exhibitions is the world's leading events organiser, with over 470 events in 37 countries. In 2008 Reed brought together over seven million industry professionals from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East and Asia Pacific, and organised by 38 fully staffed offices.

Reed organises a wide range of events, including exhibitions, conferences, congresses and meetings. Its portfolio of over 470 events serves 44 industry sectors, including:

Aerospace & aviation, automobiles, broadcasting, building & construction, electronics, energy, oil & gas, engineering, manufacturing, environment, food service & hospitality, gifts, healthcare, interior design, IT & telecoms, jewellery, life science & pharmaceuticals, machinery, medical education, printing & graphics, property & real estate, security & safety, 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.

Reed Exhibitions is part of Reed Elsevier Group plc, a FTSE-100 company and world-leading publisher and information provider. In 2007, Reed Elsevier made an adjusted profit before taxation of £998 million on turnover of £4,584 million.

For media enquiries, please contact:

Ms HAN Jia Ni

Senior Marketing Executive

Tel : +65 6780 4589

Email : jjiani.han@reedexpo.com.sg