

**For Immediate Release****PROMISING SIGNS IN PENANG – THE DRIVING FORCE BEHIND  
MALAYSIA’S ONLY ELECTRONIC MANUFACTURING EVENT,  
NEPCON MALAYSIA 2009**

29 May 2009, Malaysia - As Malaysia's manufacturing sector moves up the value chain, NEPCON Malaysia becomes even more important as the platform to facilitate exchange of ideas, networking and establishing business contacts.

The recent injection of R&D facilities and activities into Malaysia, particularly in Penang, presents great opportunities for the Malaysian economy. For instance, Altera recently unveiled a new RM100million R&D technical centre in Penang. Seagate operations in Penang play a key role in developing the next generation of read and write heads for hard disk drives. Despite its closing of two test facilities in Penang, Intel is moving its higher-end works to the state of Penang.

“Penang's manufacturing sector has evolved to include higher value added activities such as research, design and development, as well as distribution and business development. Likewise, the spectrum of manufactured and assembled products has augmented beyond semiconductors to include medical devices, LED and avionics,” said Dato' Lee Kah Choon, Chairman, Executive Committee of the Board of Invest-in-Penang Berhad.

Held from 15 – 17 June 2009 at the Penang International Sports Arena (PISA) - the largest single sourcing ground and the most effective platform for international suppliers and local buyers to gather and grow their businesses in Malaysia's electronic manufacturing industry, NEPCON Malaysia will present an exciting array of products and services by some 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.

In addition, NEPCON Malaysia brings new suppliers with the aim of injecting new sparks to the Malaysian electronic manufacturing industry. This will not only stimulate new ideas, but also generate new businesses for the suppliers and buyers. This year, some 46 of the exhibitors are first-time participants - a testament to the importance of NEPCON Malaysia as an effective marketing channel.

Alongside NEPCON Malaysia 2009 is a series of workshops themed "Electronic 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. This will be the perfect educational platform for industry professionals to upgrade themselves and keep abreast with the industry developments.

The Electrical and Electronics (E&E) sector is not at a standstill. In fact, manufacturers have seen improvement in orders in the recent months. According to the Federation of Malaysia Manufacturers, exports have gone up and there is a trend of rising demand. Intel was reported to have received encouraging orders in the last few months.

"This is very encouraging for the industry. In fact, exhibitors who seize this opportunity to gain mindshare will stand to benefit in the long run." said Ms Michelle Lim, General Manager of Reed Exhibitions. "NEPCON Malaysia has come a long way since 1992. It has grown and evolved with the industry. Now, NEPCON Malaysia is the only event in Malaysia catering to the electronics industry."

"In an economy where the electronics sector is key in driving its GDP and amidst the backdrop of a robust electronics sector that has attracted many foreign investments over the past years, NEPCON Malaysia will continue its role as the key platform for establishing business contacts," continued Ms Lim.

This year, NEPCON Malaysia is celebrating its 10th edition on Asia's Silicon Valley – Penang. Since its inception in 1992, NEPCON Malaysia has strengthened with time. In celebration of this special occasion, NEPCON Malaysia will showcase some of the finest AOI, packaging, pick-and-place, printer as well as soldering equipments presented by

key players like CFL Industries, Future Tech Peripherals & Hardwares, Hibex Trading, Le Champ, Panasonic Industrial and SIP Technology at the Partners' Pavilion.

Also in line with recent industry developments toward green practices, another focal point is an inaugural Go Green feature 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.

NEPCON Malaysia 2009 is expected to bring together some 7,000 industry professionals to Malaysia's only electronic manufacturing event whereby those associated with this industry can develop better relationships.

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#### **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.

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