

For immediate release

NEPCON Malaysia 2010 returns amidst renewed confidence in Penang's electronics manufacturing industry

Malaysia, 8 June 2010 – NEPCON Malaysia 2010 is on track to return stronger and better with 24% more new exhibitors and 64 new products being showcased, amidst renewed optimism in the electronics manufacturing industry. To be held from 15 (Tue) to 17 (Thu) June 2010 at the Penang International Sports Arena (PISA), NEPCON Malaysia is the single largest sourcing ground for PCB/SMT, components, testing & measurement and support services sectors in Malaysia.

The return of NEPCON Malaysia 2010 is bolstered by new investments, strong orders and growth in Malaysia's manufacturing industry. Malaysia's economy is expected to grow at a faster rate of 5.7% this year, according to The World Bank, compared to its November forecast of 4.1% for 2010. The manufacturing sector, of which 43% is led by the electronics industry, recorded a strong comeback in the fourth quarter last year with a 5.3% growth. Fresh investments from multinational companies such as EQ Solar, First Solar, Infineon Technologies AG, National Instruments, Sun Bear Solar, Tokuyama and Twin Creeks Technologies Inc among others have also been announced in Malaysia in recent months.

Penang has been selected as the venue of choice for NEPCON Malaysia 2010, as it is best known as the Silicon Valley of Malaysia and is often regarded as the backbone of Malaysia's industrial manufacturing revolution particularly in the electrical and electronics industry (E&E).

“Penang has progressed from an economy dependent on agriculture and trade to a state-of-the art manufacturing-based economy, driven by cutting edge technology. As Penang moves up the value-chain, incorporating higher value-added activities that incorporate research and development (R & D) and design and development (D & D),

NEPCON Malaysia 2010 will be the perfect platform for industry professionals to discover the latest knowledge and technology," commented Ms Michelle Lim, Managing Director of exhibition organizer, Reed Exhibitions.

More than 301 exhibiting companies from 23 countries have confirmed their participation at NEPCON Malaysia 2010. The continuing international presence from China, Japan, Germany and Singapore, alongside key exhibitors including Crest Systems, Long Shine, Misumi, Panasonic, Saki, Siemens, SIP and TransTechnology marks the industry's renewed confidence in NEPCON Malaysia and Malaysia's electronics manufacturing industry. All these bode well for the upcoming 11th edition of NEPCON Malaysia 2010, where buyers and sellers can look forward to three fruitful days of business, learning and networking.

"We received good response from our participation in NEPCON Malaysia last year and recognize NEPCON Malaysia as one of the key avenue for us to reach out to our customers. NEPCON Malaysia is definitely important for us to build on our market presence," says Mr. YC Lye, Director of SIP Technology.

With the theme of ***Freshness from Within – A Taste of New Products, New Technologies, New Businesses all at NEPCON Malaysia!***, NEPCON Malaysia 2010 is the only electronics manufacturing exhibition in Malaysia for industry professionals to gain firsthand knowledge on the latest technology development, see the latest products and learn more at the Technology Forum and technical workshops held alongside the exhibition. Knowledge Group of Companies will be organising a National Electronics Packaging Conference with topics on Solar Energy, Components, Integrated Circuit, Printed Circuit, Semiconductor and SMT Manufacturing, with many luminary speakers including A. Vijayendra from India's Industry Association Training Center, Bhanu Sood from USA's University of Maryland's Center for Advanced Life Cycle Engineering, Bong Kong Liang from Malaysia's Applied Breakthrough Technologies, Dr. Jennie Hwang from USA's H-Technologies Group and Dr. Thomas Dory from USA's Arizona State University.

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About NEPCON Malaysia 2010

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.

Key event details:

15 (Tue) – 17 (Thu) June 2010

Penang International Sports Arena (PISA)

Penang, Malaysia

Website : www.nepcon.com.my

Email : nepcon@reedexpo.com.my

About Reed Exhibitions

Reed Exhibitions is the world's leading events organiser, with over 440 events in 36 countries. In 2009 Reed brought together over six million active event participants 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 35 fully staffed offices.

Reed organises a wide range of events, including trade and consumer exhibitions, conferences and meetings. Its portfolio of over 440 events serves 44 industry sectors, including:

Aerospace & aviation, automobiles, beauty & cosmetics, broadcasting, building & construction, electronics, energy, oil & gas, engineering & manufacturing, food service & hospitality, gifts, healthcare, interior design, IT & telecoms, jewellery, life science & pharmaceuticals, machinery, marketing, business services & training, medical education, printing & graphics, 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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