

## **New Products and Technologies on Showcase at NEPCON Malaysia 2011**

The Single Largest Sourcing Ground for Electronics Manufacturing Products and Services in Malaysia

*Malaysia, 14 June 2011* – Today marks the opening of the 12<sup>th</sup> edition of NEPCON Malaysia by Yang Amat Berhormat Tuan Lim Guan Eng, Chief Minister of Penang. NEPCON Malaysia is the only electronics manufacturing exhibition in Malaysia that caters to the entire supply chain and plays a significant role in driving the local electronics manufacturing industry. It brings international brand names to the heart of the Silicon Island of the East – Penang and introduces new products and technologies to the local and regional market.

NEPCON Malaysia 2011 grows by 10% with a total of 332 international exhibiting companies from more than 26 countries. The growth in the exhibition reflects the positive sentiments in the economy as the Malaysian economy registered a growth of 4.6% in the first quarter of the year. Manufacturing sales in March 2011 also posted a strong growth of 19.1% at RM8.4 billion from February 2011, according to the Department of Statistics (DOS).

In line with the steady growth, many international suppliers hasten to promote their new products at NEPCON Malaysia 2011. Leading exhibiting companies such as CFL Industries, Crest Systems, FESTO and SIP Technology recognise NEPCON Malaysia 2011 as the ideal platform to introduce their new products and technologies to the market and a total of 45 new products that were recently launched in Asia will be highlighted on the show floor.

More exhibitors are also recognizing NEPCON Malaysia as an essential platform to gain mindshare and competitive edge during present times of stronger competition. 57% of the exhibitors are first time participants, thus providing visitors with more sourcing options.

“NEPCON Malaysia is well recognised in the industry as the platform to reach out to local and regional buyers. Thus, we feel that it is important for us to maintain our competitive edge by having a presence at the exhibition and also to introduce our new products to the market,” remarked Ms Lisa Ong of FESTO Sdn Bhd, a new participant at NEPCON Malaysia 2011.

Strong market growth has also brought about rising opportunities and the need to introduce new technologies and applications that add value to the supply chain. This makes it timely for two new features to be highlighted at NEPCON Malaysia 2011 - Light-emitting diode (LED) and Semiconductor.

### **LED Feature**

The total revenue of global LED packagers in 2010, reached US\$12.8 billion or a growth of 57% over the previous period and the LED market is expected to grow at 29.5% per year, reaching US\$19 billion by 2014.

3 of the world's top 5 LED makers are situated in Penang and as Penang continues to strengthen its hold as the LED hub of the region, the introduction of a LED feature in the exhibition will further develop this sector in Malaysia.

“We hope that newer promoted sectors such as LED will be profiled more extensively at NEPCON Malaysia, to bring world class players into Penang to promote the sector to Malaysians as well as to the regional countries in South-East Asia,” remarked YAB Tuan Lim Guan Eng, Right Honourable, Chief Minister of Penang at the Opening Ceremony of NEPCON Malaysia last year.

36 international exhibiting companies will be carrying products that target the LED market at NEPCON Malaysia 2011, of which companies such as Accutac and Kami Electronics will be releasing new products namely the LED Optical Meter TM6101 and Switching Mode Power Supply for LED Lighting respectively among other new launches.

### **Semicon Feature**

The global semiconductor sales continued its strong growth in February 2011 with an increase of 13.6%yoy to USD 25.2 billion and the semiconductor industry is expected to witness a boom in production and hiring in 2011. Malaysia is currently among the world's leading sites for semiconductor assembly and testing and it aims to strengthen the sector by promoting value-added activity and enhancing the supply chain.

In line with these developments, NEPCON Malaysia sees it timely to collaborate with SEMI Singapore to highlight the Semicon feature this year as it aims to help reinforce Malaysia's reputation as one of the world's leaders in semiconductor design and manufacture. NEPCON Malaysia 2011 will be featuring 49 companies carrying semiconductor products.

"NEPCON Malaysia is always at the forefront of the latest technologies and developments in the market. It offers a platform for industry professionals to come together at this event to share new knowledge and exchange ideas, thus benefitting the growth of Malaysia's E&E Industry. NEPCON Malaysia is also the one-stop sourcing ground for industry professionals to experience the latest products and technologies," commented Ms Michelle Lim, Managing Director of Reed Exhibitions.

Visitors can also gain new insights about the latest technologies with NEPCON Workshop Series organized by Knowledge Group of Companies. Topics include presentations on Components, Printed Circuit Board, Semiconductor and Surface

Mount Technology. Industry professionals are able to seek advice from experts such as Bhanu Sood from USA'S University of Maryland's Center for Advanced Life Cycle Engineering, Bong Kok Liang from Malaysia's Blue Ocean Data Solutions, Dr. Jennie Hwang from USA's H-Technologies Group, Joe Belmonte from USA's ITM Consulting and Dr. Thomas Dory from USA's Arizona State University.

NEPCON Malaysia will return from 14<sup>th</sup> – 16<sup>th</sup> June 2011 at Penang International Sports ARENA (PISA) as the only complete electronics manufacturing exhibition and the single largest sourcing ground for components, LED, PCB/SMT, semiconductor, support services and testing and measurement sectors in Malaysia. Learn more about the latest technologies and network with more than 5,000 industry professionals from over 30 countries at NEPCON Malaysia 2011.

#### **About NEPCON Malaysia 2011**

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

#### **NEPCON Malaysia 2011:**

14 – 16 June 2011 (Tue – Thu)

10am – 6pm daily

Penang International Sports Arena (PISA)

Penang, Malaysia

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### **About Reed Exhibitions**

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Reed organises a wide range of events, including trade and consumer exhibitions, conferences and meetings. Its portfolio of over 460 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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