

New Themed Exhibit “Modern Enterprise Communications”

Global Trend & Demand

- ✦ Increase in demand for mobility for business and also globalization leads to increasing needs of communications between different locations 7-24
- ✦ Demand for real-time communications and immediate information transfer for quicker decisions
- ✦ Satisfaction of ever-heightening customer expectations by quick, accurate and secure communications (that means, managed service, QoS, converged billing...)
- ✦ Strive for CAPEX/ OPEX reduction, increasing in operation efficiency & overall efficient resource planning (minimizing switching cost of hardware & software)

Why Vietnam?

- ✦ Strong Increase in FDI (US\$64 billion in 2008) & industrial establishment – A push for communications product/ solution, between people, data, machine ...
- ✦ Increase in Government Spending & eGovernment initiatives – Upgrade of hardware and software
- ✦ 3G & Wifi launch in major cities and WiMax in pilot stage – enabling more and advanced wireless communications

Why Vietnam Telecomp / Vietnam Electronics 2010?

- Modern Enterprise Communications (MEC) depends heavily on the advancement on ICT. The adoption of these sophisticated solutions requires support from the country’s readiness and telecom environment such as 3G, WiMax in trials/ commercialization, infrastructure (bandwidth), etc.
- Vietnam Telecomp / Vietnam Electronics 2010 – with Ministry of Information & Communications, Vietnam as the main sponsor, keen participation by the local operators and world’s brandnames with expertise in enterprise communications, well established with 18,000+ trade visitors - recognized as the prestigious ICT platform for visitors to source all the solutions/ services/ hardware on Enterprise Communications in 1-stop.

Organizers: Vietnam Posts & Telecommunications Group
 Adsale Exhibition Services Ltd.

Who should join?

Enterprise Network (WiMax, Wi-Fi), Mobile Solutions for Enterprise, Testing System and Solutions, Enterprise Managed Services, Unified Communications, Smart Card System, Cloud Computing (XaaS), Online Services(e-Government, e-Commerce, e-Banking), Data Center, IP VPN, VoIP, WLAN, Info Security, E-Commerce, Office Automation, Video Conferencing, Terminal (PDA, etc) ...

Target Visitors:

- Government Departments
- Public Utilities
- Enterprises
- Importer
- Consultants/ Turnkey Solution Provider
- Dealer/ Wholesaler/ Reseller

Maximize Your ROI:

- Special Promotion Programs include: additional indication in exhibition hall and different event collaterals whenever applicable, e-blast invitation under individual theme to the target visitor group with product info in “event preview” before the events
- **5% off Discount** for Theme Zone Exhibitors
- Free Consultancy Service + comprehensive promotion programs

JOIN NOW!

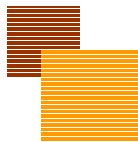
Adsale Exhibition Services Ltd. - Ms. Helen Ho / Ms. Catherine Kong

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Concurrent Event:



Website: www.VietnamElectronics.com



Vietnam 10-year plan in ICT (2010-2020)

Vietnam will mobilise USD8.5 billion to develop information and communication technologies (ICT) during 2010-2020 period in order to become a strong ICT country by 2020, according to a project drafted by the Ministry of Information and Communications.

Estimated Goals	2010-2015	2016-2020
Investment Amount	USD8.5 billion	
	USD3.2Billion	USD5.3 billion
Ranking list of the International Telecommunication Union	70	60
ICT Industry will contribute the country's gross domestic product (GDP)	17-20%	20-30%
Coverage of broadband internet services to communes and wards nationwide, optic fiber cables radio and TV broadcast technologies in five big cities	70%	90%
Households nationwide telephones coverage	100%	100%
Households will have computers and access to broadband internet services	20-30%	70-80%
Households have TV sets	90%	100%
Finish building ICT infrastructure	Urban Areas	Village Areas
Software outsourcing destinations and digital content producers	Top 20	Top 10

Sources: (*The Vietnam Nation*)