

New Themed Exhibit “Personal Digital & Accessories”

Why Vietnam?

- ✧ Favorable Gov't Policy in terms of Tax Exemption as part of commitment entering WTO
- ✧ High Population (85 millions) – World's 13th highest
- ✧ High Young Population & Literacy Rate – quick & easy adoption of new technology products
- ✧ 6.23% GDP (in 2008) & Increasing disposable income
- ✧ New Technology Prompts e.g. 3G, WiMax, Wi-Fi ...
- ✧ Fast Growth & High Penetration Rate of Fixed, Mobile & Internet Subscribers
- ✧ Continuous High Turnover in Import & Export, esp. in Electronics Goods.
- ✧ High Demand from individuals, home-offices and enterprises
- ✧ Good market outlook (Intel, Foxconn, Samsung ... build factories in Vietnam & Sony Electronics import notebooks and electronics appliances to Vietnam.)

Why Vietnam Electronics/ Vietnam Comm 2009?

- **Largest Consumer Electronics, Electronics Manufacturing & ICT Event** in Vietnam
- 2008 Shows: 21.2% and 14.6% of visitors were interested in “Computers & Peripherals & Personal Digital” and “Electronics Components & Accessories” respectively.
- Extensive Promotion Coverage: over 400 pieces of Press/ Media Coverage (excluding advertisement) in 2008 in both trade and mass magazines, TV and Press Conferences, etc. ⇒ Increase brand exposure and double the pulling force to the target buyers.
- Strong Local Visitor Database for Visitor Invitation

Main Sponsor:

Ministry of Information & Communications, Vietnam

Organizers:

Vietnam Posts & Telecommunications Group
Adsale Exhibition Services Ltd.

Who should join?

- Mobile Phone/ Smart Phone/ PDA
- Computer Software/ Hardware/ Peripherals/ Accessories
- VoIP Devices
- Storage Devices (Memory cards, USB)
- Laptop/ Netbook/ UMPC
- Wireless Communications (WiMax, Wi-Fi, Bluetooth, WAP)
- AV & Gaming Products
- Battery, Charger, Headsets

Target Visitors:

- Importers/ Wholesalers/ Distributors
- Telecom Carriers/ Network Operators
- Manufacturers

Maximize Your ROI:

- Special Promotion Programs include: e-blast invitation under individual theme to the target visitor group with product info in “event preview” before the events, additional indication in exhibition hall and different event collaterals whenever applicable → **Double exposure opportunities**
- Free Consultancy Service + comprehensive promotion programs

JOIN NOW!

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Concurrent Event:

 **Vietnam Comm 09**
Vietnam Wireless • Vietnam IT

Website: www.Vietnam-Comm.com