

92^{ed} **China Electronics Fair**

Held in conjunction with
16th China International Semiconductor Exhibition (IC China)

Shanghai New International Expo Center

Oct.31-Nov.2, 2018



A Gateway to Enter the World's Fastest Growing
Electronics & ICT Markets

Organizer:

China Electronic Appliance Corporation (CEAC)

Produced by:

China Electronic Exhibition & Information Communication Co., Ltd. (CEEIC)

No.1 Electronics Fair in China

China Electronics Fair (CEF) is the largest and most comprehensive exhibition of electronics and information industry in China. With its debut in 1964, CEF has grown up with China's fast-growing economy and witnessed the transition and development of China's electronics and information industry from planned economy to market economy.

CEF is composed of spring, summer and fall edition held in Shenzhen, Chengdu and Shanghai respectively with a total exhibition area of 180,000 square meters each year. CEF serves applied fields including 3C, industrial control and automation, lighting and display, automobile, new energy, rail transit, defense industry, power supply, Internet of Things, cloud computing, etc. It helps your companies tap into the world's fastest growing electronics market.

CEF is a member of Asian Electronics Exhibition Conference Confederation (AEECC), which was established in 1997 to encourage mutual promotional cooperation activities among top 5 electronics and IT exhibition organizers in the Asia region. AEECC members include China Electronics Fair, CEATEC JAPAN, Hong Kong Electronics Fair, Korea Electronics Show and Taitronics.



A Gateway to Enter the World's Fastest Growing Electronics & ICT Markets

Shanghai is the biggest economy city in China and a famous international harbor city, which positions extremely importance in China. Named as China's '*economic growth pole and engine*', the Yangtze River Delta Area's electronic information industry is now developing into the new pillar industry of Jiangsu province, Zhejiang province and Shanghai, with its capital and technology intense. And this area has become one of the three information industry base, together with the Pearl triangle and Bohai Bay area, and a big investment area of IT manufacturing industry all over the world, after its industrial upgrading.

The Yangtze River Delta Area, centered with Shanghai and based with entire electronic information industry, has formed IT manufacturing, motor electronics, automobile manufacturing, industry control measurements, lighting electronics, power/energy, i.e. and located with many R&D centers of famous international enterprise, which has a strong demand of electronics sourcing.

Choose CEF, Tap Into the World's Fastest Growing Electronics Market

Demonstrate and launch new products in CEF, reach qualified buyers you are looking for



92^{ed} China Electronics Fair (CEF Shanghai 2017)

Venue: Shanghai New International Expo Center

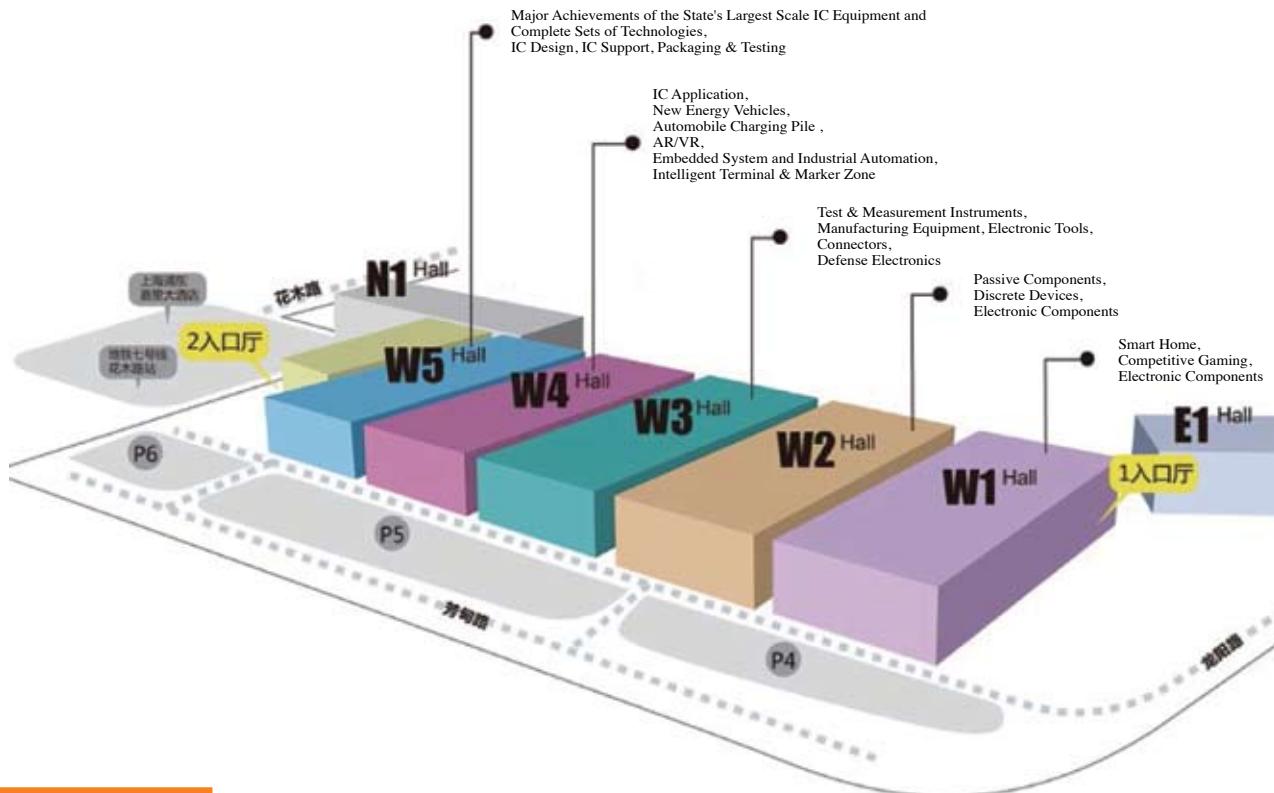
Dates: Oct.25-27, 2017

Statistical Data: 60,000 sq.m, 1,300 exhibitors, around 60,000 buyers/visitors

16th China International Semiconductor Exhibition (IC China)



The semiconductor industry plays an important role in the national economy, information technology, energy saving, national defense and security. Organized by China Semiconductor Industry Association, *IC China* has become a grand event of semiconductor industry both home and abroad, it covered domestic and world renowned companies on design, manufacturing, packaging and device materials of IC field. As visitors and participants increased year by year, the event has become a platform for exchanging and communicating ideas for industrial insiders.



What we provide is not only a booth, but the strong publicity campaign which will match the needs of buyers and suppliers!

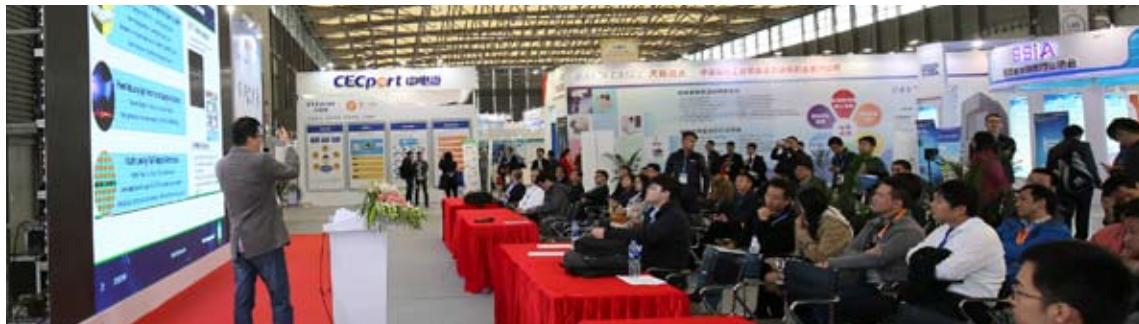
- **New products release:** Publish your company's new products and news through the CEF's official website as well as preferred 50,000 buyers and 100 qualified media.
- **Press conference:** Take the opportunity to release their lastest news in CEF's press conference.
- **Exclusive interview:** Make an appointment with the senior journalists of electronics industry invited by CEF.
- **Online advertising:** A half year of free online booth at supporting website.
- **CEF show daily:** Inform visitors what to expect from exhibiting companies and facilitate purchasing decisions at the show floor.

Booth Prices:

Standard booth (3mx3m): USD 2,520/booth

Raw Space (at least 36m²): USD 260/m²

Note: additional 10% charge for corner booths



High-level Seminars

A series of high-level conferences and technical seminars which traced the latest market trends and technical development in the electronic industry will be held during the show period

- 9th Electronic Capacitor Application and Selection Conference
- 2018 China International Intelligent Home Industry Innovation & Application (Shanghai) Summit Forum
- 2018 China Shanghai Embedded System Security Forum
- 2018 China Smart Manufacturing Technology & Industry Development Summit Forum
- 2018 Printed Electronics Technology Application Workshop——Shanghai Station
- 16th China Shanghai Automobile Electronics Conference
- 2018 America Electrostatic Protection New Standard Special Interpretation
- MEMS Special Performance-Industrial Sensors & Applications
- Maker Summit Forum
- 2018 Electronic Manufacturing Equipment Intelligent & Robots Conference
- 2018 IC China Summit Forum

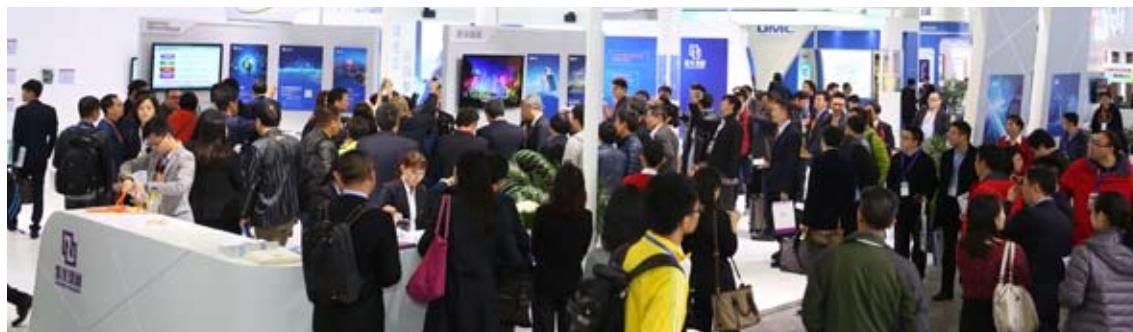


Post-show Report

Exhibitors at 90th CEF & IC China

More than 1,300 Exhibitors

A large number of electronic industry leaders from all over the world joined the 90th CEF with their newest and best products.



1. CEF & IC China Key Exhibitors



2. Exhibitors' Satisfaction

85% of the exhibitors are satisfied with the number of visitors, 85% of the exhibitors are satisfied with the quality of the visitors. 90% of the exhibitors are satisfied with the organizing of the exhibition. 85% of the exhibitors consider CEF as a good choice for finding new clients and improving company image. 73% of the exhibitors booked the booth for next year's show on-site.



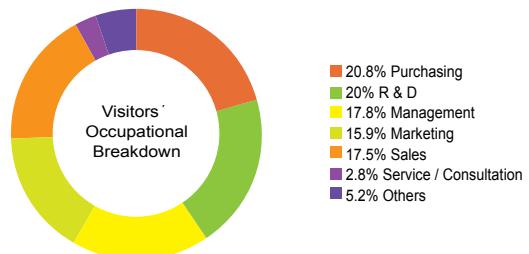
Post-show Report

Visitors at 88th CEF & IC China 59,021

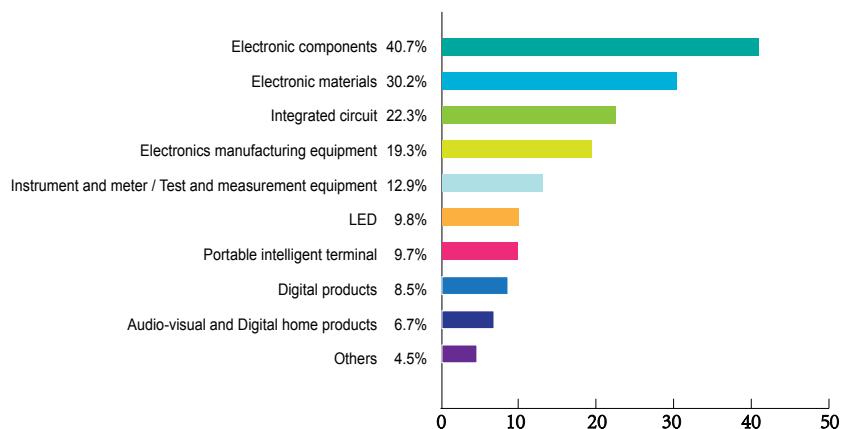
1. Visitors' Satisfaction

87% of the visitors are satisfied in terms of meeting their objectives, 88% of the exhibitors are satisfied with the organizing of the exhibition. 85% of the exhibitors consider CEF as a good choice for knowing new products and market trend. 80% of the visitors are likely to return to next year's show.

2. Visitors' Occupational Breakdown



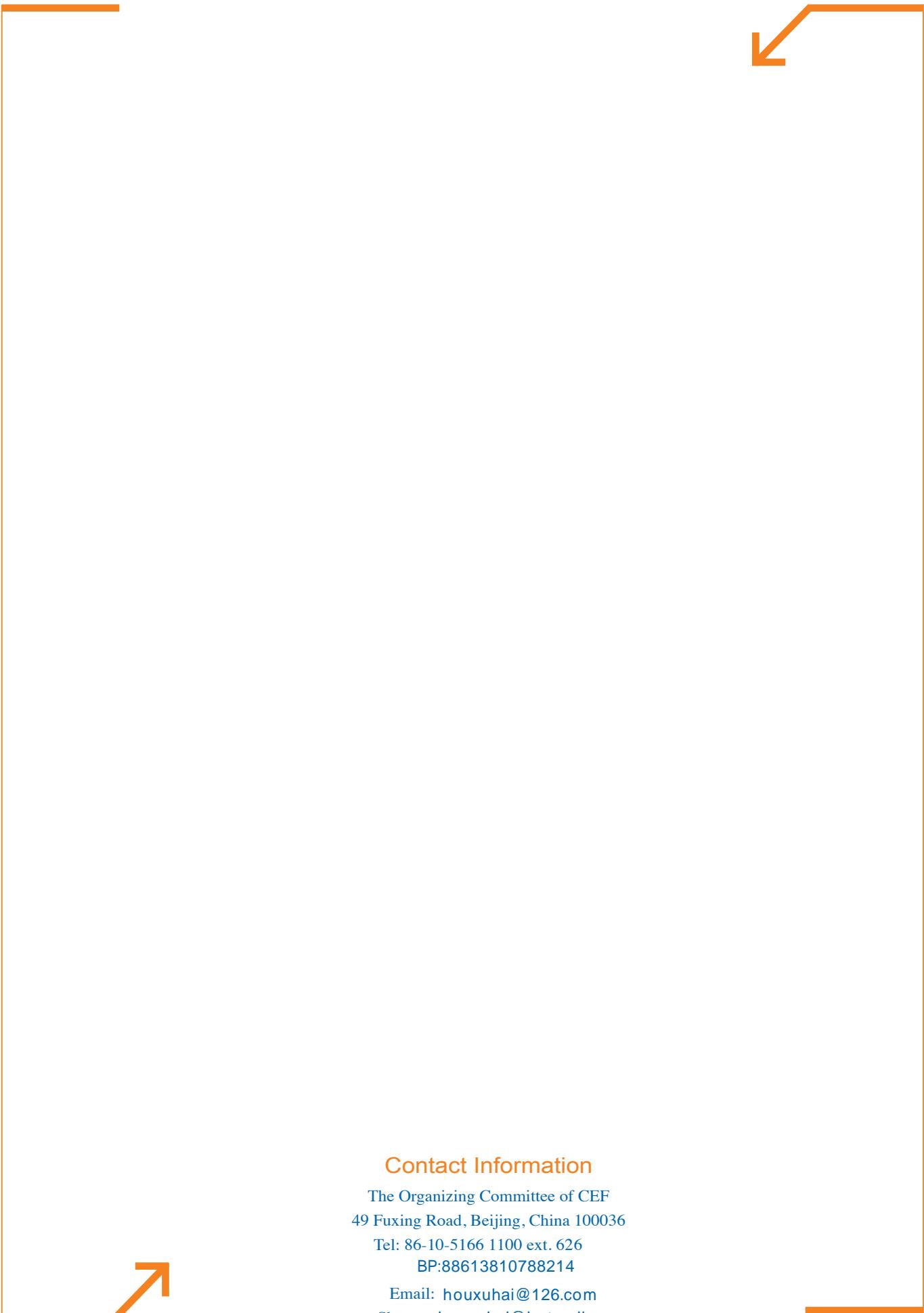
3. Visitors interested products (Multiple choice)



Media Report

90th CEF attracted more than 107 journalists during the show period. There are about Over 5,000 released and reprinted articles reporting the show. The organizing committee also released show daily information by printed material and email to over 300,000 professional visitors.





Contact Information

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