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**Vietnam Telecom 2008 - A Definitive Show for Establishing Your Foothold in the Booming Vietnam ICT Market**

*With the huge success of the past several events, the organizers, Vietnam Posts & Telecommunications Group (VNPT) and Adsale Exhibition Services Ltd (AES), are pleased to launch the next event, Vietnam Telecom 2008 which will be held in HoChiMinh City, SR Vietnam during 26-29 November 2008.*

**/24-7PressRelease/** - HONG KONG, February 14, 2008 -- With the huge success of the past several events, the organizers, Vietnam Posts & Telecommunications Group (VNPT) and Adsale Exhibition Services Ltd (AES), are pleased to launch the next event, The 12th International Exhibition in Vietnam on Telecommunications and Information Technology (Vietnam Telecom 2008) which will be held in HoChiMinh City, SR Vietnam during 26 - 29 November 2008.

Vietnam, as one of the most promising ICT Markets in Southeast Asia, was ranked as the world's 2nd fastest growing telecom market. Vietnam's ICT growth rate was double that of average in the Asia region and triple that of the world average in 2006. Total broadband Internet subscribers in 2007 are likely to reach 1 million. It is expected to see a boom of 6 million new users in mobile phone service. The country marked a year-on-year increase of 188% new telephone subscribers, which brought the total number of telephones in Vietnam to 25.8 million. Vietnam's admission into the World Trade Organization (WTO) helps increase the market's demand and make the whole economy developing even faster, thus creating opportunities for the overall ICT development. Moreover, IT hardware production in Vietnam is becoming more and more attractive to foreign investors.

Vietnam Telecom is the most influential ICT event in Vietnam with strong support from the Vietnam government authorities, industry influencers and players. The exhibition is sponsored by Ministry of Information and Communications (MIC) and jointly organized by Vietnam's largest operator VNPT and AES. The event is dedicated to be a gateway for top-notch ICT product and service providers to meet potential buyers and develop business network in Vietnam.

The last event Vietnam Comm 07 in Hanoi, with an exhibition area of 6,000 sqm, attracted 178 exhibitors from 17 countries / regions to showcase their robust technologies and equipment, received widespread supports from the global leading companies such as Alcatel-Lucent, Cisco, Ericsson, Huawei, Motorola, Nokia Siemens, NTT DoCoMo, Orange from France Telecom, Qualcomm, PCCW Global, SK Telecom, UTStarcom, ZTE as well as the Vietnamese telecom operators such as EVN, Mobifone, SPT, Viettel, Vinaphone, VNPT and many more. Vietnam Telecom is highly recommended by the industry, 91% of exhibitors indicated they have successfully enhanced their company image in Vietnam, and 83% of them were able to make known the products they offered.

**Concurrent Event ¡V Vietnam Electronics 2008**

Vietnam Electronics 2008 will be concurrently held with Vietnam Telecom event. It is for the showcase of Electronics Components & Accessories, Home Entertainment & Appliances, Measuring, Testing, Manufacturing Equipment and Electronic Manufacturing Process, Multimedia / Electronics Gaming, Office Automation & Equipment, Personal Care / Beauty / Healthcare Electronics, Security Products, Audio & Visual Products, Computer & Peripherals / Personal Digital and more.

For more information about Vietnam Telecom 2008, please contact Ms. Helen Ho or Ms. Cathy Tsang at Tel: (852) 2516 3528 or 2516 3359, Fax: (852) 2516 5024, email: [telecom@adsale.com.hk](mailto:telecom@adsale.com.hk) or visit our website: [www.2456.com/VNC](http://www.2456.com/VNC) .

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#### About Adsale Exhibition Services Ltd

Established in 1978 in the same year when China formally adopted the open-door policy, Adsale will be celebrating this year our 30th Anniversary! Over these years, our businesses have been growing both in scope and scale. With the extensive support from our business associates and clients, Adsale has now become the major international trade media group in Asia Pacific region, dedicating to satisfying customers' needs in cost effective integrated marketing programs through exhibitions, trade magazines and online media in over 20 related industries for the China and Asian markets. Furthermore, Adsale is the first exhibition organizer in Asia to receive the ISO 9002 certification.