

Press Release Contact Information:

Manliza Chan
Adsale Exhibition Services Ltd
Marketing Communications Dept
6th Floor, 321 Java Road
North Point
Hong Kong
E-Mail: [Email us Here](mailto:manliza@adsale.com)
Website: [Visit Our Website](http://www.adsale.com)

Vietnam Electronics 2008 - Your Gateway to the Booming Vietnam Electronics Market

Vietnam Electronics 2008 is the official event sponsored by Ministry of Information and Communications (MIC) and jointly organized by Vietnam's largest operator Vietnam Posts & Telecommunications Group (VNPT) and Adsale Exhibition Services Ltd.

/24-7PressRelease/ - HONG KONG, February 14, 2008 -- International Exhibition in Vietnam on Electronics Products 2008 (Vietnam Electronics 2008) will be held in HoChiMinh City, SR Vietnam during 26 - 29 November 2008.

With a population of 82.2 million, a fast growing economy \uparrow Vietnam, demonstrates itself as the most promising electronics market in Southeast Asia. Vietnam's electronic industry targets US\$4-6 billion in production value and US\$3-5 billion in export turnover by 2010. By 2020, the electronics industry would become a chief driver of the nation's economic development. IT hardware production in Vietnam is becoming more attractive to foreign investors. For example, the world's leading computer processor manufacturer announced to build the largest assembly and test site in Vietnam that will be operational in 2009 and raise its investment to US\$1 billion. Moreover, the Ministry of Finance announced to lower the average import tax on electronic parts from 9.41% to 6.36% in accordance with commitments made under ASEAN Free Trade Area (AFTA) agreement, which would encourage the import of electronic components and the assembly of the computers within the country. Duty on complete built unit electronic products, which have a local content of at least 40%, from ASEAN countries have been reduced down to between 0-5% from the previous 20-30%, that would have impacts on local production protection. Vietnam's admission into the World Trade Organization (WTO) since January 2007 provides an important boost to the economy and ensures the continuation of free-market reforms followed by new opportunities for companies both locally and abroad.

Vietnam Electronics 2008 has received strong support from the Vietnam government authorities and industry influencers. The exhibition is sponsored by Ministry of Information and Communications (MIC) and jointly organized by Vietnam's largest operator Vietnam Posts & Telecommunications Group (VNPT) and Adsale Exhibition Services Ltd. It also gains support from Ministry of Trade - Industry, Ministry of Science \uparrow Technology, Ministry of Planning & Investment, Vietnam Chamber of Commerce & Industry (VCCI), Hochiminh City People's Committee, Vietnam Radio and Electronics Association, Vietnam Association for Information Processing, Vietnam Electronics Industries Association and Hochiminh City Television.

The event is dedicated to be a platform for participants to capture the fast growing electronics market, enhance the company image and brand awareness as well as obtain latest market intelligence about industry trend and competitors. Scope of Exhibits include 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 Others, etc.

In the last event in 2006, there were totally 182 exhibitors from 21 countries / regions. Occupying the exhibition area of 6000 sq.m., the event attracted over 18,000 trade visitors.

Concurrent Event \uparrow Vietnam Telecom 2008

Vietnam Telecom 2008 will be concurrently held with Vietnam Electronics 2008. It is for the showcase of telecom / IT products and services include:

(Telecom) Access Technologies, Antennas, Towers and Earth Station, Broadband Network, Cable, Connectors & Accessories, Communication Management Systems and Services, Data Communications, IC Cards and Smart Cards Technology, LAN/MAN/WAN, Mobile Communication Networks & System, Mobile Phones and Portable Communications, Mobile Entertainment, Mobile Value added Services (SMS, MMS, WAP), Networking Equipment and Technologies, NGN, Optical Networking, Peripherals/Components, Power Supply Equipment, Satellite Communications, SMS / MMS, Testing and Measurement Equipment, Value-added Services and Applications, Wireless Technologies.

(IT) B2B/ B2C and G2B/ G2C Solutions, Billing System, Broadband, Computer Hardware & accessories, Computer Network Solutions, Computer Telephony Integration, Content Management, Data Management Solutions, E-Commerce/ M-Commerce, Enterprise Solutions, Information Security Solutions, IP Technology, IT Training, Postal Services & Equipment, Software Developers & Vendors, Storage & Database Management, Web Services and more.

For more information about Vietnam Electronics 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 or visit our website: www.2456.com/vne.

For press enquiry, please contact:

Ms. Kathy Wong

Marketing Communications Department

Adsale Exhibition Services Ltd

Tel : (852) 2516 3372

Fax : (852) 2516 5024

Email: publicity@adsale.com.hk

Adsale Industry Portal: www.2456.com

Email: publicity@adsale.com.hk

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.