The only partner of CES in China

2006 China International Consumer Electronics Show

Qingdao, China

www.sinoces.com

The top one consumer electronics show in Asian and Pacific area
SINOCES

The China International Consumer Electronics Show (SINOCES) is an event sponsored by the Ministry of Information Industry, the Ministry of Commerce, the Ministry of Science and Technology and Shandong Provincial People’s Government, in collaboration with the Consumer Electronics Association (CEA), USA, with a view to pushing the internationalization of China’s consumer electronics industry and setting up a platform for communication between consumer electronics companies and targeted market.

**Why to take part in the SINOCES?**

China is becoming the world largest consumer electronics consumption market. It is estimated that the country’s sales revenue of consumer electronics in 2006 will reach USD 70 billion, with a year-on-year growth rate of 20%.

SINOCES is the best approach for consumer electronics companies to know about the development tendency of China’s consumer electronics market.

SINOCES is an excellent platform for consumer electronics enterprises to deepen internationalization.

SINOCES is increasingly becoming an important event for consumer electronics companies in Asian and Pacific area to share experiences and promote business cooperation.

SINOCES is an annually grand show for consumer electronics organized by the China Electronics Chamber of Commerce and the Qingdao municipal government, and supported by the CEA. It is an influential specialized show jointly developed by industrial organizations, governments and professional associations in China and overseas.

Noted experts and elites in the consumer electronics industry will be invited to take part in the SINOCES, so it will be a super opportunity for business people to communicate with each other.

**Who are to participate in the SINOCES?**

More than 30 overseas delegations, 4,000 plus foreign business people, experts and organization leaders;

Nearly one thousand senior managers, marketing and R&D personnel from 500 consumer electronics companies;

CEOs of 20 consumer electronics companies from around the world;

Nearly 1,000 journalists from over 360 Chinese and foreign media;

Nearly one hundred distributors and suppliers from over 20 provinces and municipalities;

Personnel from colleges, universities and research institutions.

**What can you get from the SINOCES?**

Listening to reports by government officials and professional people on policies regarding the development tendency of China’s consumer electronics market.

Listening to reports and analysis by senior officials of overseas business associations on the development trend of the world’s consumer electronics industry.

Get information about regulations on entering the international market and products standards.

Opportunities to hold business talks and exchange opinions with top-level managers of the consumer electronics sector from home and abroad;

Knowing about the latest products, technologies, channels and market information in China’s consumer electronics sector;

Knowing about authoritative opinions and predictions on the industrial, technological and market development trend in China’s consumer electronics sector;

Experiencing the benefits brought about by consumer electronics in the future;

A grand annual gathering in China participated by large numbers of consumer electronics enterprises and influential media; Getting in close contact with target consumers.
2006 SINOCES

Date: July 7–10th, 2006

Venue: Qingdao, Qingdao International Convention Center, P.R.C.

Sponsors
Ministry of Commerce, P.R. China
Ministry of Information Industry, P.R. China
Ministry of Science and Technology, P.R. China
Shandong Provincial People’s Government

Overseas Sponsor
CEA-- Consumer Electronics Association of U.S.A

Organizers
China Electronic Chamber of Commerce
Qingdao Municipal People’s Government

Supporters
China Mobile Communication Union
China Electronic & Video Industrial Association
China Export& Credit Insurance Corporation
China Import & Export Bank
Hong Kong Trade Development Council

Contact
Office of the Organizing Committee of 2006 SINOCES

Exhibition Scale
Standard booths: 1,500
Exhibition area: 45,000 m²
Exhibitors: 600 companies
Professional visitors: 55,000

Exhibition Fees
(1) Standard booth:
Overseas: USD 1,960/3m×3m
Domestic: RMB 7,800/3m×3m

(2) Bare ground:
Overseas: USD 200/m² (Min.36m²)
Domestic: RMB 800/m² (Min.36m²)

Items on Show
Home video and audio products:
Necessities for modern life, and perfect combinations of new video and audio technology, such as
digital TV, flat TV, VCD players, portable media players, and stereo systems.

Home entertainment:
For recording great events in life and entertainment, including digital video recorders and players,
online game systems and consoles.
Home network:
A range of new networking products and technologies for homes, including home security systems, home appliances, and digital entertainment technologies.

Home Appliances:

Portable office equipment:
To facilitate your work, including office machinery, computer equipment and software.

Mobile communication equipment:
To show the development orientation of wireless communication, including mobile communication equipment, telecom and network services, and satellite positioning.

Movable storage devices:
To know about new information concepts, including flash memory devices, movable storage equipments.

Exhibition Profiles
Digital TV / HD TV / IPTV
Media players / High-End Audio / Home Theater
Intelligent and Environment-friendly Electronics Products
Notebook Computer / Learning Machine / Portable Information Equipment
Home Network / Information Home Appliances / Home Appliances Media Center
Wireless Communication / Telephony Equipments / VoIP
Digital Camera / Digital Vidicon / Image Printer
MP3, MP4 / Mobile Memory Equipments
Home/Personal Healthcare
Electronic Gaming and Software / Online Games System
Automobile Video and Audio Equipments / Vehicle Navigation Products
Home Security and Automation / Home Office
Electronic-commerce System and Service
3C Products System Solution Projects
3C Products Standards and Technology
Video Hardware and Software Technology
Audio Hardware and Software Technology
Broadband Technology / Blue tooth Technology / Wireless Network Technology
Computer Picture (digital flash) Technology
3C Products Industry Design Technology
Electronic Accessories / Appropriate IC / Blank Media

Channel Resources
Classification of Exhibition Halls
Hall No.1 (audio and video products, electronics products and technology)
Hall No.2 (communication devices, IT, small consumer electronics products and technology)
Hall No.4 (system plan and technical products)

Three-Dimensional Pictures of the Exhibition Halls
Review of 2005 SINOCES

Introduction

Under the theme of ‘3C Convergence & Seamless Life’, SINOCES influxes the most advanced consumer electronics technology, the most progressive consumer electronics products, and the most well-known top consumer electronics companies, in order to set up a perfect platform for products exhibition and technology exchanges for the domestic and overseas exhibitors. In particular, the successful cooperation between SINOCES and CES, the world greatest consumer electronics show, which promotes its reputation and impact greatly, further strengthens its status in consumer electronics industry in China even in Asia, and takes an active influence to the development of consumer electronics industry globally.

The 2005 SINOCES totaled an area of 26,500 square meters, and had over 310 companies participated, which included 93 overseas companies. The great fair attracted 41,000 specialized visitors, including more than 4000 overseas purchasers. The exhibitors came from Europe, America, Japan, Korea, Hong Kong, Taiwan and the mainland of China respectively. The exhibition has attracted lots of world top 500 companies participated, including Hitachi, Toshiba, Samsung, Sony, LG, Apple, China Mobile, and many distinguished enterprises, such as, Epson, Lenovo, Changhong, TCL, Kodak, Haier, NEC, Sony Ericsson, Hisense, Creative, SVA, Aucma, Tsinghua Tong Fang, Shinco, etc. And domestic enterprises mostly come from Shenzhen, Beijing, Guangzhou and Shanghai.

The great fair has attracted 64,300 people from China and abroad, including 41,000 specialized visitors, which takes a part of 64.2%. Over 4,000 overseas purchasers attended. Purchasers of the exhibition covered large-chain consumer electronics companies, well-known top enterprises, high-level consumer electronics industry managers, and transnational purchasers, nearly all over the world.

2005 SINOCES had run several excellent major theme forums, namely, International Consumer Electronics Industry Development Forum, Information Appliances Forum of Asia, Asia Electronics Forum, 2005 China International Mobile Phone Communication Components Purchase Conference, Flat-Panel TV Industry Forum, Chinese Government Procurement Forum, and AVS Forum. These forums get high appraise and concern from a great number of professional attendees. Some distinguished guests, such as, Gary Shapiro, president and CEO of Consumer Electronics Association (CEA), Zhang Ruimin, CEO of Haier Group, Yang Xu, president of Intel Asian-Pacific Area, Cheng Tianqiao, chairman of Shanda, and Zhou Houjian, president of Hisense Group, etc, were all invited to make a speech or present at this great fair.

Chinese government has long attached great importance to this fair, and Prime Minister Wu Yi was present at the opening ceremony. The American side also paid much attention to the CES ‘s cooperation with SINOCES. The pattern of “CES in winter and SINOCES in summer” is becoming preliminarily shaped, and the glamour of SINOCES is gradually shown. Such as Wei Jianguo, vice minister of Commerce says, ‘SINOCES is an exciting exhibition with unlimited vitality.’
Exhibitors

SONY 三星 Anycall LG TOSHIBA HITACHI

lenovo 联想 Haier AUCMA

TCL 澳柯玛 Sony Ericsson

三洋索尼 TOSHIBA HITACHI

Haier AUCMA

TCL 澳柯玛 Sony Ericsson

Exhibitors

Visitors Analysis of 2005 SINOCES

<table>
<thead>
<tr>
<th>Classification of Visitor</th>
<th>Year 2005</th>
<th>%</th>
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<tbody>
<tr>
<td>Visitor</td>
<td>64,300</td>
<td></td>
</tr>
<tr>
<td>Of which: Professional Visitor</td>
<td>41,300</td>
<td>64.2%</td>
</tr>
<tr>
<td>Domestic Visitor</td>
<td>37,300</td>
<td>90.4%</td>
</tr>
<tr>
<td>Overseas Visitor</td>
<td>4,000</td>
<td>9.6%</td>
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<tr>
<td>Individual Visitor</td>
<td>23,000</td>
<td>35.8%</td>
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Visitors Analysis of 2005 SINOCES

Government official 6%
High-level Company Managers 5%
Company Executives 8%
Engineering, Technology Service and QC Personnel 9%
Sales & market Development Personnel 10%
Purchasers 20%
Others 16%
R&D Personnel 10%
PR & Media 4%
Buyers 20%
Sales & market Development Personnel 10%
Media attended 2005 SINOCES

Media attended-------about 600 people from 280 media
Media that reported on the exhibition-------320 media
News released--------24,000 pieces
Direct advertisement released---150 pieces

Professional press media (88 people from 78 media)

Common Press Media (72 people from 57 media)
American Common Broadcasting Channel <Today’s Finance>, Nippon Economic News Agency, China Economic Newspaper of Korea, The Segye Times of Korea, International News Agency of Turkey, National Broadcasting Channel of Indonesia, etc.

Professional magazines (72 people from 41 magazines)

Media invited by exhibitors (75 people from 67 media)
TCL invited 30 people from 26 media. SONY invited 8 people from 8 media. And
TCL: Guangzhou Daily, Yangcheng Evening News, Information Times, China Electronics News, South Weekend, China Quality News, Beijing Evening News, Beijing Times,

Local media (103 people from 15 media)
Qilu Evening News, Common Daily, Jinan Times, SDTV, Qilu TV, Life Channel of SDTV, QDTV, Economic Channel of Qingdao People’s Broadcasting Channel, News Channel of Qingdao People’s Broadcasting Channel, Traffic Channel of Qingdao People’s Broadcasting Channel, Qingdao Daily, Qingdao Morning News, Qingdao Evening News, Peninsula News and Qingdao Financial News, etc.

Independent media (21 people from 7 media)
BIZ, Shanghai E Weekly, China Business News, etc.

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