



Taipei International Information Technology Show
COMPUTEX TAIPEI

June 3-7, 2008

WORLD'S LEADING ICT PROCUREMENT PLATFORM



COMPUTEX TAIPEI 2008 POST SHOW REPORT

June 3-7, 2008



WORLD'S LEADING ICT PROCUREMENT PLATFORM

Features in 2008

- The number of booths reached to a growth of **53%** and exhibitors **23%**.
- The number of overseas visitors grew by **5%**.
- Newly elected President Ma Ying-Jeou participated the Opening Ceremony and Best Choice Award Ceremony.
- “**WING**” standing for **WiMAX**, **ICT Crossover**, **New Generation NB** and **Green IT** became show themes this year.
- Opening new business was the main purpose of **75%** exhibitors participating the show. **91%** exhibitors expressed their satisfactory.
- Exhibit in both **Shinyi** and **Nangang** area for the first time.



OUTLINE

- ◆ About the Show
- ◆ Events
- ◆ On-site Services
- ◆ Featured Products
- ◆ Promotions and Marketing



✚ About the Show-Show Info

TIME	2008.06.03-2008.06.07
VENUE	TWTC Hall 1,Hall 3, TICC, Nangang Exhibition Hall 
SCALE	1,725 Exhibitors; 4,492 Booths The booth number increased by 53%
NUMBERS OF VISITORS	Total Visitors: 106,517 Overseas Visitors: 34,685 (from 136 countries)
EXHIBITION AREA	<p>Hall 1: Communication, Peripheral, Mega Trends (Green IT, Low-Price PC, Medical Electronics, Wireless Wideband, Car Electronic Devices, Embedded Products, IC Application, Bluetooth, miCARD, ViTA Forum, Japan), Media</p> <p>Hall 3: Display & Digital Entertainment Products</p> <p>TICC: Stellar Exhibitors</p> <p>Nangang Upper Level: Components & Parts, Data Storage, Software</p> <p>Nangang Lower Level: System, Motherboard & Add-on Cards, Overseas Exhibitors, Cross-Strait Exhibitors</p>

✚ About the Show- On the Scene

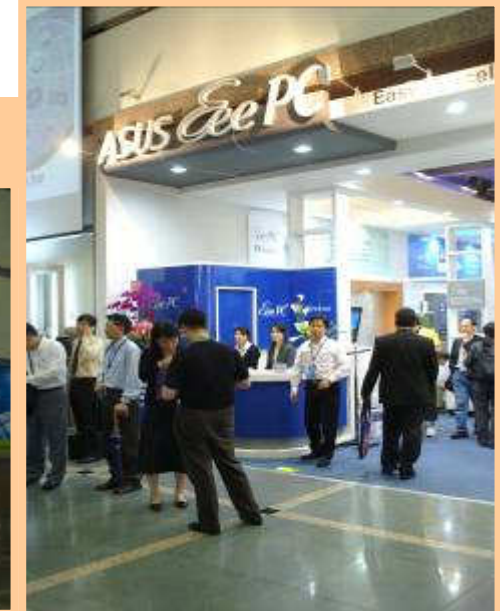
Hall 1



Nangang
Exhibition Hall



TICC

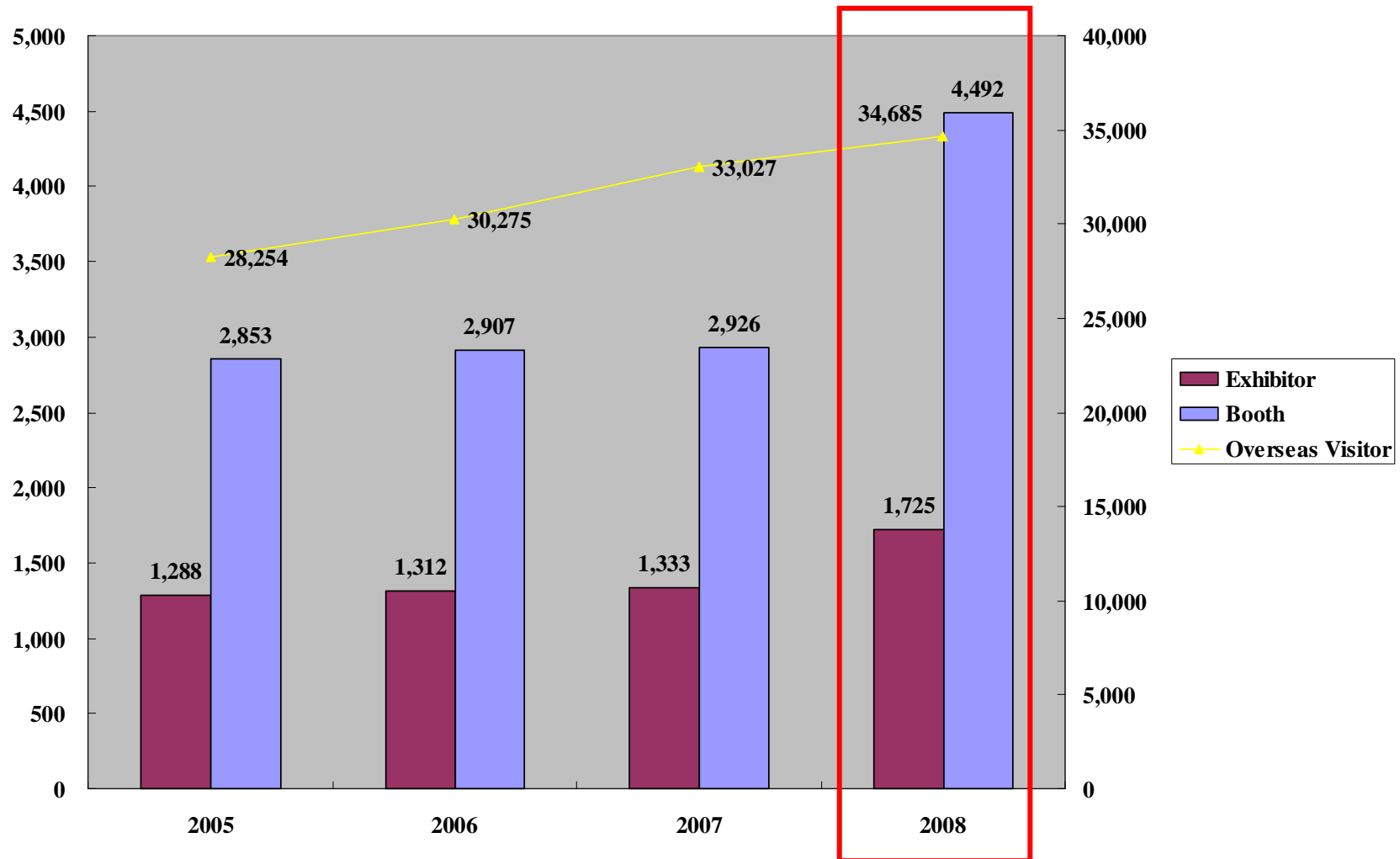


Hall 3

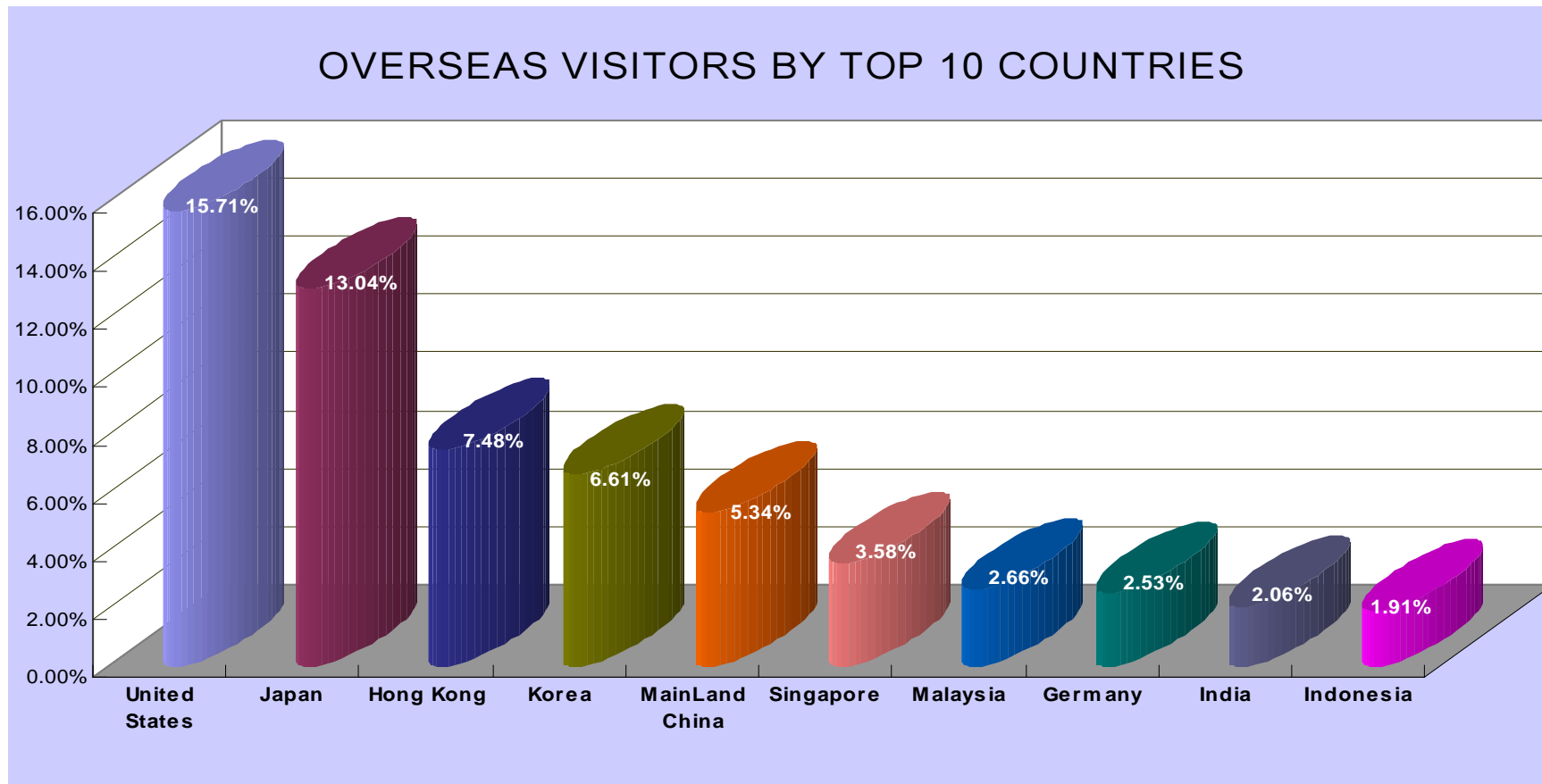




About the Show- Number of Exhibitors/Booths/ Visitors

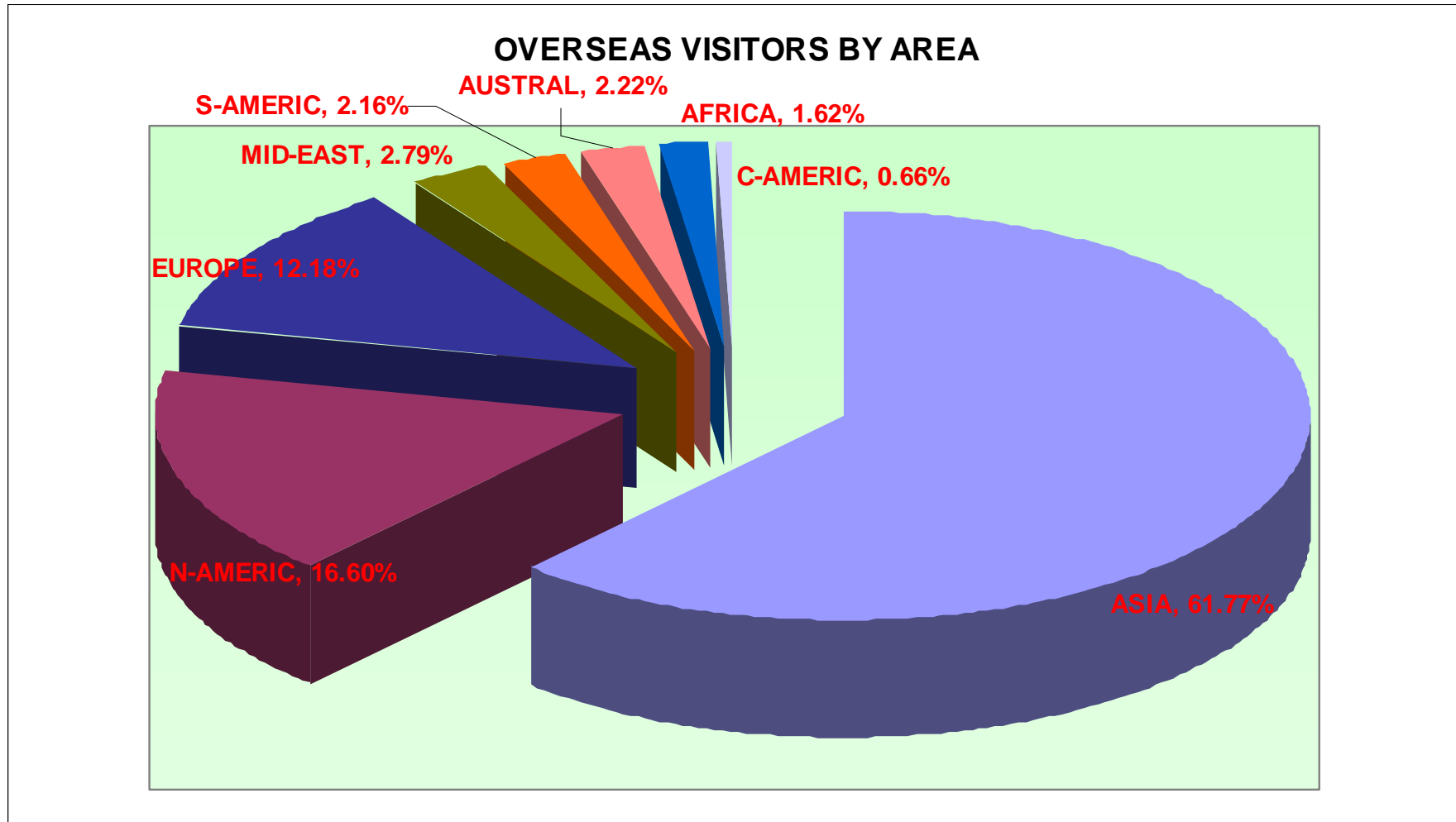


About the Show- Visitor Analysis by country





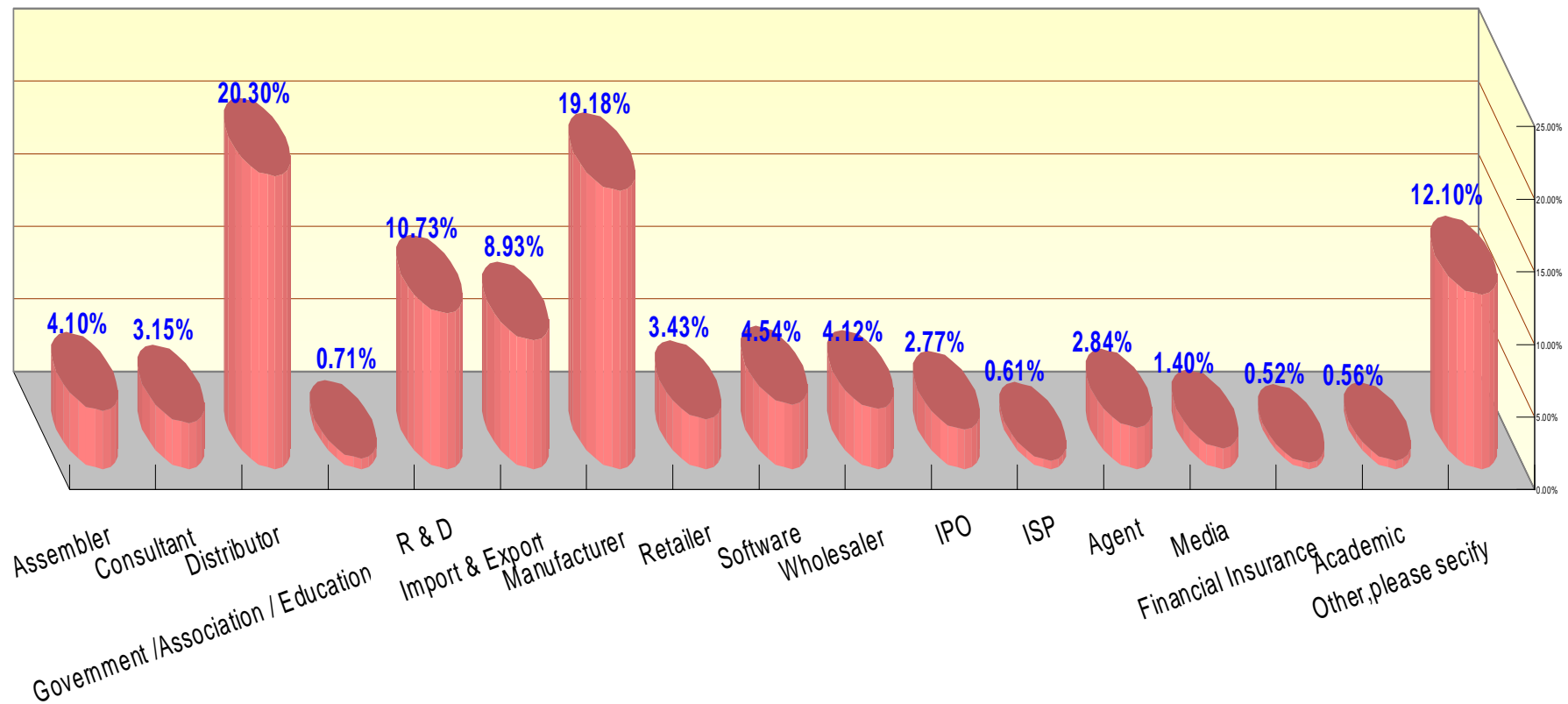
About the Show- Visitor Analysis by area





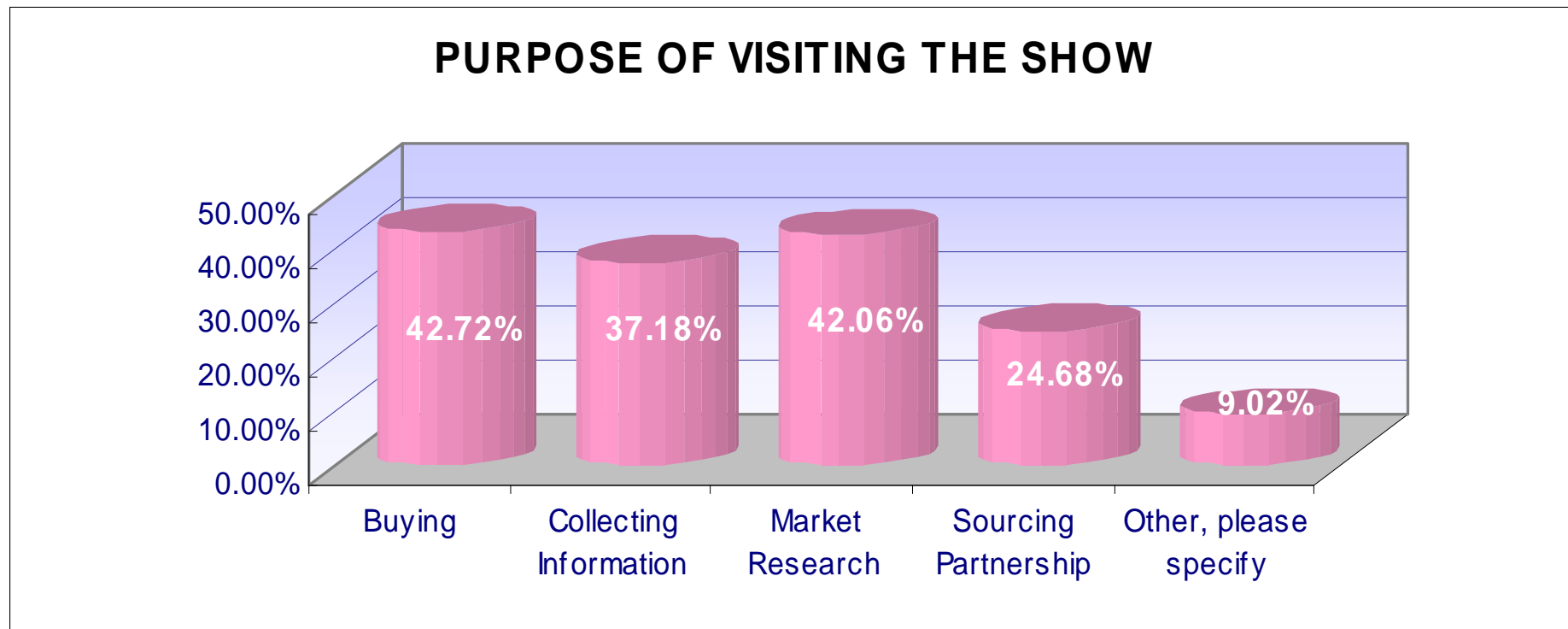
About the Show- Visitor Analysis by business nature

BUSINESS NATURE





About the Show- Visitor Analysis by Visiting Purpose

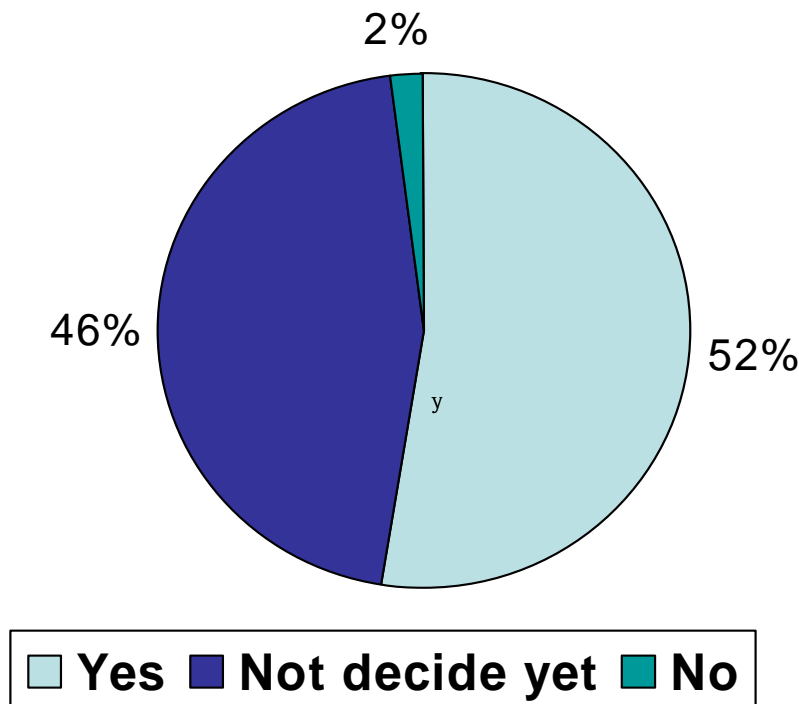


About the Show-Leading Brands



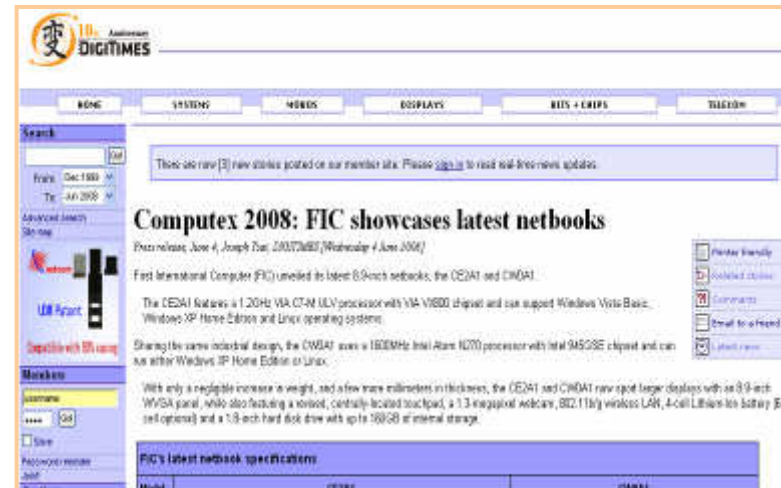
About the Show - Exhibitor Analysis

Participation in COMPUTEX 2009



- 91% exhibitors approved the services of COMPUTEX TAIPEI 2008.
- 68% exhibitors evaluated positively of Mega Trends Area.
- 75% exhibitors viewed this show as a main platform to open new business.
- 71% exhibitors took a positive attitude toward the economy of the following year.

About the Show - News Coverage



Events - Opening Ceremony

President Ma Ying-jeou and other senior government officers participated the Opening Ceremony



Mr. Shih Yen-Shiang,
Vice Minister of MOEA



Mr. Wu Ching-ji,
Deputy Mayor of Taipei City



Events - Best Choice of COMPUTEX TAIPEI 2008 Award

550 products registered the competition.

39 products were awarded

- **New Categories in 2008**

- Data Storage Products
- Green IT Products
- Personal Entertainment Products
- Product Design-Innovation Idea Design
- WLAN Communication Products
- Best Choice of the Year
- Jury's Special Award



GX620 Notebook by MSI received
Best Choice of the Year
Awarded by President Ma Ying-Jeou

Events - Best Choice of COMPUTEX TAIPEI 2008 Award

Display Area



Award Plaque and Certificate



Award Guide Book



Event- Vote for Buyer's Choice

Events- Best Choice Award Winning Products



Events- COMPUTEX TAIPEI Forum

June 3rd Topics

1. Leading to a Bright Future with Technology
2. DRAMeXchange Forum

June 4th Topics

1. NGN Taipei 2008
Next Generation Networks
2. CE Summit

e21 Forum



DRAMeXchange

CE Summit



Events - IPO & Press Meeting

June 2nd

Domestic Press vs Overseas IPO

Purpose:

Talk about the main sourcing targets this year.

Venue:

Nangang Exhibition Hall Restaurant

June 3rd

Overseas Press vs Domestic IPO

Purpose:

Have more interaction with overseas press
by face- to- face meeting

Venue:

VIP Room in Nangang Exhibition Hall



June 3rd, IPO Events

Events- Press Interview

1. Nangang Exhibition Hall meets the international quality. The public space is commodious.
2. Compared to Shinyi, the route plan in Nangang is much better.
3. The show is more professional and complete comparing to CeBIT or CES.
4. I can always find what I want in COMPUTEX.



Rui Zhang, Bear Eye, China



Arnau Rovira Cortada/
Victor Caballero de Tineo, Noticias 3D, Spain



Alexander Mitrofanov, 3D NEWS, Russia



Paul Hales, the Inquirer, England

On-site Services

Lounge



Shuttle Bus



Information

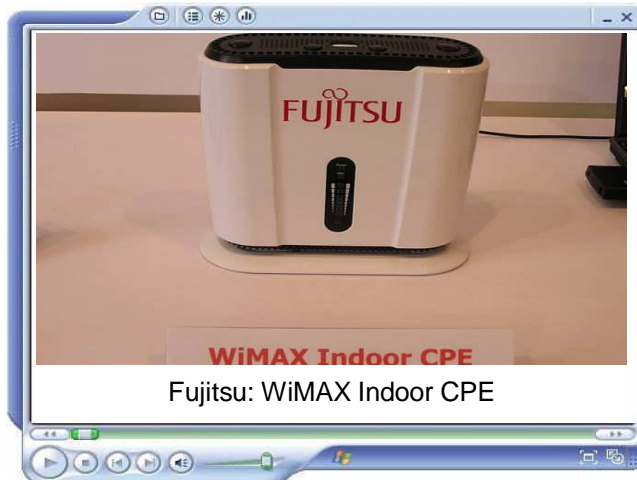


Bits from the show- Booth Decoration



Featured Products

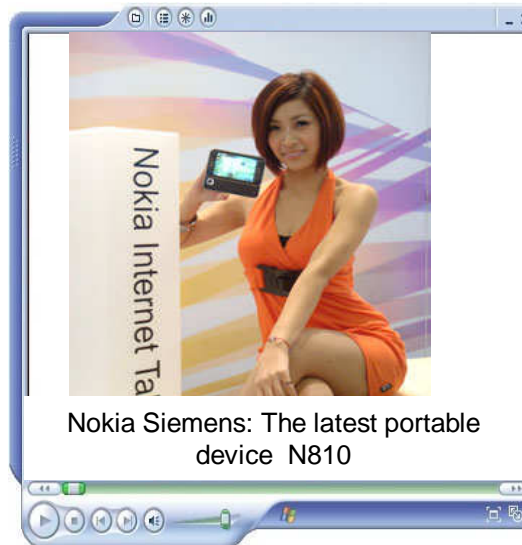
「W」「I」「N」「G」-WiMAX



WiMAX Indoor CPE
 Fujitsu: WiMAX Indoor CPE



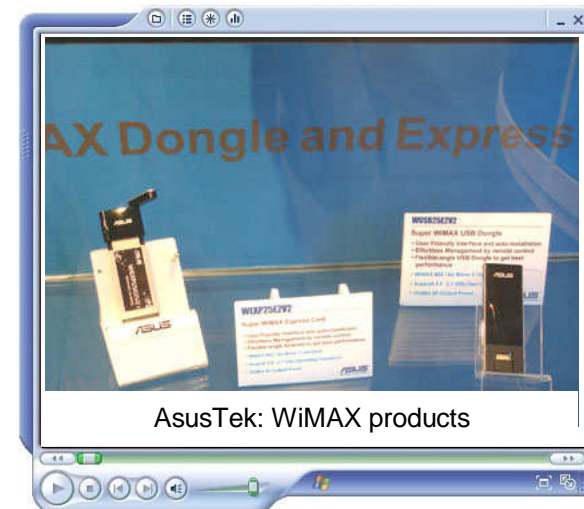
Qisda: WiMAX/EDGE Smartphone



Nokia Siemens: The latest portable device N810

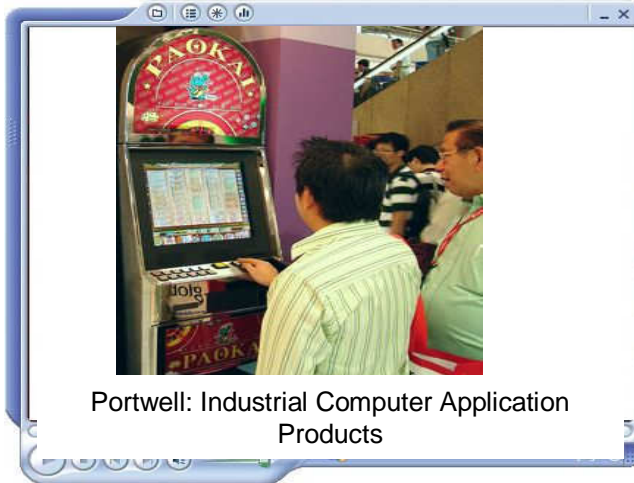


dmedia: G400 WMAX Mobile Internet Device (MID)



AsusTek: WiMAX products

Featured Products 「W」 「I」 「N」 「G」 - ICT Crossover



Portwell: Industrial Computer Application Products



Proton – Mobile Entertainment Products



MAiNNav - GPS Data Logger: MG-910D



Infosmart: GPS-4303

Featured Products

「W」 「I」 「N」 「G」 - New Generation NB



Featured Products

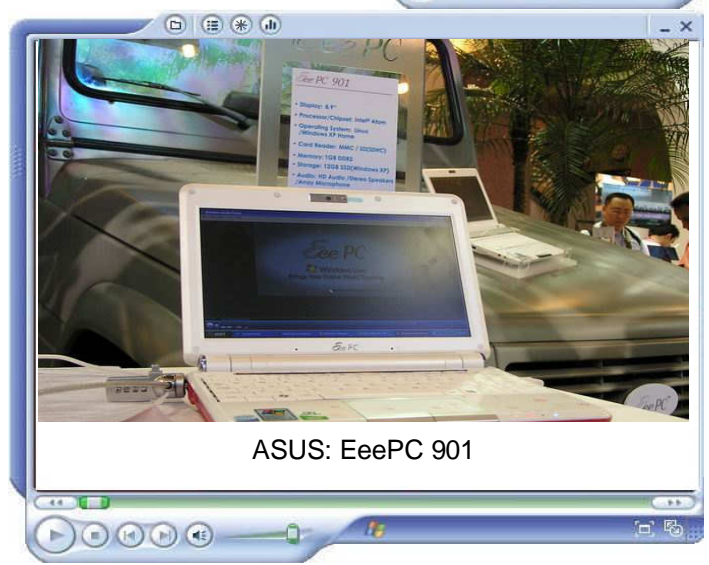
「W」 「I」 「N」 「G」 - New Generation NB



QUANTA: WiMAX ODM product – 7 inch UMPC



MSI: 10 inch WIND Notebook



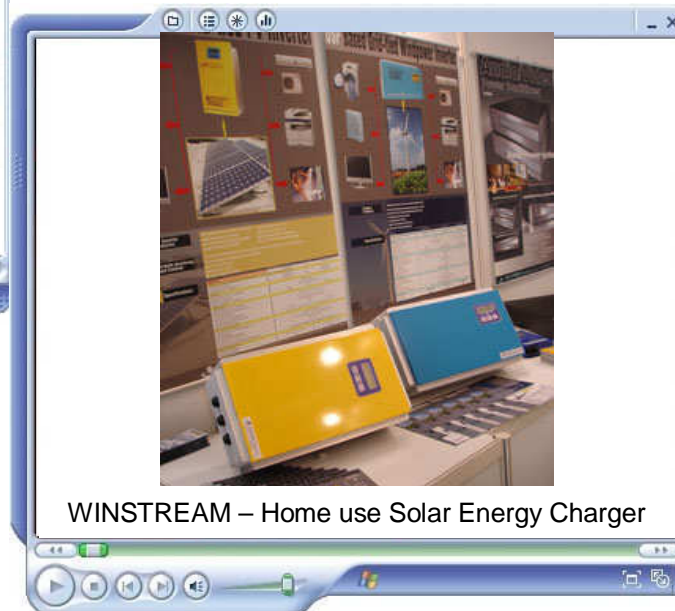
ASUS: EeePC 901



Acer: 8.9 inch Aspire One

Featured Products

「W」 「I」 「N」 「G」
- Green IT



✚ Promotions & Marketing

✓ Flags



✓ Skywalk Banners



✓ Air Balloons



✓ Shuttle Bus



+ Promotions & Marketing

✓ COMPUTEX TAIPEI Mascot- The Plug Family



✓ Energetic Staff



+ Promotions & Marketing



Promotions & Marketing

www.computex.biz

Photo Gallery



JUNE 3~7 2008 COMPUTEX TAIPEI

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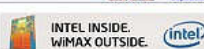
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Daily Photo Gallery

Home



computex.biz Catch the WiMAX

Connecting Taiwan ICT buyers and suppliers

422 new products posted last month - 0 items out

Computer & Peripherals Consumer Electronics Components & Semiconductor Car Electronics Communication & Networking

All categories Products Search Advanced Search Manual Categories

Hot Offer Digital Storage Player WiMAX Best Choice Mini NB

COMPUTEX TAIPEI

INTEL INSIDE. WiMAX OUTSIDE.

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Give you the latest information!

Feature Products

GPS Wireless Access Point Netbook Tablet PC WiMAX Evolution

Buyer Services

Trade Alert User Profile My Basket Help & FAQ Want to Buy

Supplier Services

Company Listing Marketing Website Help & FAQ

Product Categories

WiMAX Applications WiMAX Components WiMAX Services WiMAX System Products WiMAX Testbed

Computer & Peripherals

Accessories Tablet PC Components Desktop Data Cabinet

Consumer Electronics

Accessories Tablet PC AV Player Components Digital Camera

Components & Semiconductor

Connective Electronic Components Electronics Components Distributor Electronics Industry Storage IC

Industry News

Customer Releases Data on Data Center, Tablet PC, Filter

Safety Testing Taiwan, 2008 Taiwan

Homepage Banner : updated everyday from May 20th to June 10th

Headline News



computex.biz Catch the WiMAX

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Hot Offer Digital Storage Player WiMAX Best Choice Mini NB

COMPUTEX TAIPEI

Headline News

Perfect finale for COMPUTEX TAIPEI 2008 with exhibition size and number of buyers both achieving new heights (2008/06/09)

COMPUTEX TAIPEI 2008, the second largest ICT exhibition in the world, ended on June 7th. It was the first time ever that 4 exhibition halls have been used at COMPUTEX TAIPEI, namely TWTG Hall 1, TWTG Hall 3, Taipei International Convention Center and the brand new Ninggang Exhibition Hall. With this much capacity the scale of the exhibition has ... (More)

COMPUTEX 2008 Low Price PC Pavilion: Giving you the best bargain (2008/06/09)

From the fact that last close the opening day of COMPUTEX to hold their global launch event of Atom, it is foreseeable that low-price PC will dominate this year's exhibition. From Net PC to UWP-PC, it is really hard to keep track of the large variety of PCs that designate themselves as low-price, even if there exist some official standard specific ... (More)

Green technology is sweeping COMPUTEX 2008/06/09

The wave of green environmental products has reached the ICT industry. At this year's COMPUTEX, the most dominant color is "Green Green Green!" From decoration to product, you can see the claim for less energy consumption and less carbon dioxide everywhere thereby indicating that simultaneous with high technology, the protection of Earth is also ... (More)

Online gaming is driving the need for high capacity PC; the dream for gamers comes true at COMPUTEX 2008/06/09

With the ever growing popularity of online gaming, the gross output of global PC game sales is increasing annually. At COMPUTEX many manufacturers are hosting game competitions to demonstrate their high capacity computer systems, motherboards and peripherals. The gamer that uses the latest and fastest motherboard, notebook computer and cooling equi ... (More)

Intel announces the Atom processor on the opening day of COMPUTEX 2008/06/04

Intel held it's global presentation of the Atom processor on the opening day of COMPUTEX, drawing the attention of the media and industry alike. According to statistics reported during the presentation, by the year 2010, the shipment of global low cost PC is likely to reach 100 million units. A variety of PC that use the Atom processor were exhibit ... (More)

1 2 3 4 5 6 7 8 9 10 ...

Daily Headline News



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COMPUTEX TAIPEI

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See you at COMPUTEX TAIPEI 2009

June 2~June 6

