

For immediate release

AV interest still growing in China InfoComm China 2009 ends on bright note

(Beijing, 22 December 2009) InfoComm China 2009 ended its three-day run in Beijing on 11 November, with its stakeholders highly satisfied with the outcomes. The experiences at the event indicate that interest in AV technology is still growing in China.

The organizer, InfoCommAsia Pte Ltd, is encouraged by the **higher attendance from both exhibitors and visitors**, especially in the light of current economic challenges. Exhibiting companies in InfoComm China 2009 numbered 238, marginally higher than the 226 in 2008, and 22% more than the 194 exhibitors in 2007. On the visitor front, the Show drew a total of 9,669 attendees, a hefty 34.4% increase over the 7,035 visitors in the 2008 InfoComm event held in Hong Kong. This is also 13.4% higher than the 8,525 visitors in 2007 when the event was held for the first time in Beijing.

The visitors for this year's event came from 29 countries although the vast majority (95%) were from China including Shanghai, Guangdong, Shandong and Liaoning besides Beijing. Outside of China, the visitors were mainly from Korea, Taiwan and Hong Kong. There was a good spread of visitors among the professional user groups which included government sectors such as defense, energy, security, and private sectors e.g. entertainment and corporate IT. Of the total visitorship, 22% were professional end-users, with systems integrators and channel distributors making up the other 78%.

The accompanying InfoComm Summit program also gathered sizeable interest, with 339 registrations for the Manufacturers' Presentations and 162 for the InfoComm Academy Seminars. The Technical Site Visits too were highly successful and popular with a total of 383 participants. They were treated to revealing insights on AV installations at Beijing Capital International Airport's Terminal 3, Grand Epoch City's G20 Conference Hall, the Beijing Planetarium, and the University of International Business and Economics (UIBE).

Mr. Richard Tan, General Manager of organizer InfoCommAsia said, "We are happy with these results but we are especially heartened by our exhibitors' experiences on the show floor. Many have exceeded their expectations of the Show. In fact, we already have many of them committing to return for the Show next year in Hong Kong."

Feedback from exhibitors showed that almost all the exhibitors were highly satisfied with their participation in the event. First-time exhibitors Chengdu Yuhong Technology and Shenzhen Createk

Technology were glad to have found a specialist platform like InfoComm China to increase their brand presence to their target markets. Chengdu Yuhong secured over 200 serious contacts from 16 countries while Shenzhen Createk met senior management and systems integrators from not only China but also Asia who showed a lot of interest in their products.

Returning exhibitor Dehao Electronics Technology said they had made useful contact with their existing customers as well as new enquirers. "We had systems integrators, engineers and decision makers come by our booth. We also received visitors from various industries such as defense and security, energy and entertainment. We're satisfied with the show scale, visitor turnout and quality. The show is well-organized and the show promotion is commendable," said a company representative.

Another returning exhibitor, Taiden Industrial was impressed by the quality of the visitors. Its Managing Director, Mr Zhou Qing Dong, said "InfoComm China 2009 has enabled us to enhance our image in the industry, and provided us with an avenue to explore new markets and expand our market share."

Veteran exhibitor, projectiondesign, was convinced that InfoComm China was the right platform for them. Said Mr Philip Hay, its Regional Sales Manager, "The three days at InfoComm China 2009 has been very exciting. There is so much interest in our technology from a wide spectrum of vertical market end-users as well as system integrators and we are hopeful that many of these will convert to new business for us. projectiondesign prides itself as being a leader in projector technology and InfoComm China brings the best brands together under one roof. It's the right place for us to be at, and we plan to return to this event."

That InfoComm China 2009 had been a worthwhile experience clearly resonates with the exhibitors. Extron, a company well versed with such trade exhibitions all over the world, summed it up: "Extron was pleased to participate in InfoComm China in Beijing. It was well attended by AV professionals and gave Extron a great opportunity to meet with our China partners," commented Mr Jeff Gibson, Vice President of International Sales and Marketing.

The next InfoComm event will be held in Hong Kong from 17-19 November 2010. InfoComm China and InfoComm Asia are projects of InfoComm International, which started its venture in Asia some 10 years ago. For more information, please visit www.infocomm-china.com and www.infocomm-asia.com.

Organizers

InfoCommAsia Pte Ltd is a joint venture between InfoComm International® and MP Asia Pte Ltd. It specializes in the organization of exhibitions and events for the pro AV, home automation and

systems integration industry in Asia. InfoComm International® is the organizer of InfoComm, the world-leading event for the AV industry, while MP Asia Pte Ltd, a founding partner of WEO, is committed to organizing regional events.

InfoCommAsia delivers professional knowledge to the industry by bringing together global solutions and world-class technology into the diverse and thriving markets in Asia. Besides showcasing a wide variety of products, every InfoCommAsia event also incorporates educational training, expert presentations, live pavilions and rare opportunities for networking to enable the exploration of new business opportunities in the global AV industry.

For more information, please visit www.infocommasia.org

Sponsors

InfoComm International® is a major international association for the pro AV and Infocomm industry. Founded in 1939, InfoComm International® has over 4,700 corporate and individual members from more than 70 countries. The members include: manufacturers, systems integrators, dealers and distributors, independent consultants, computer programmers, leasing and staging contractors, end-users and multimedia professionals. InfoComm International® is the main source of news and information for the AV industry. The association also provides education, training and certification for Certified Technology Specialist (CTS) and Certified Audiovisual Solutions Provider (CAVSP), setting a standard of excellence for professionals in the AV industry. It is the founder of InfoComm, which is the largest annual AV exhibition and conference in the world. InfoComm International® is also the sponsor for other integrated devices exhibitions, namely the Integrated Systems Europe held in Europe, InfoComm Asia held in Asia, and Integrated Systems China held in China.

For more information, please visit: www.infocomm.org

Domestic Organizers

China Center for Pharmaceutical International Exchange is a public institution directly affiliated to the State Food and Drug Administration. Its responsibilities revolve around the functions and priorities of the State Food and Drug Administration. It carries out international exchanges and cooperation, and organizes regional exchanges and cooperation between the domestic pharmaceutical industry and those in Hong Kong, Macau and Taiwan. Since its inception in 1989, the center has conducted extensive foreign exchanges and cooperation through private channels and established extensive cooperative relations with non-governmental organizations, academic institutions and advisory bodies from over 20 countries and regions. The institution has organized close to a hundred large scale international forums, summits and academic exchanges.

For more information, please visit <http://www.ccpie.org/>

Supporters

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For more information, please visit <http://www.ibc.org.cn/>

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