

	Mobiexpo China	26-28 November 2008	Shenzhen Convention & Exhibition Center
	第6届中国手机展	2008年11月26-28日	中国·广东·深圳会展中心

The 6th China International Mobile Phone Industry Exhibition & Seminar (Mobileexpo China 2008)

Date: 26-28 November, 2008

Venue: Shenzhen Convention & Exhibition Center

Fuhua 3rd Road, Futian District, Shenzhen City, Guangdong Province, China

【Brand Expo deserves your expectation】

Mobileexpo China was launched in Shanghai and has kept fast growing during the past 5 years. The brand expo will be moved to Shenzhen, the Capital of Mobile phone, from 26th to 28th November, 2008. Since its establishment, the expo has grown up to be a prestigious event in the industry. With approximately 500 exhibitors and 50,000 visitors in 2007, Mobileexpo China becomes the largest professional exhibition. It shows the developing trend of the industry and provides a large platform for the transaction and exchange of the insiders. With its high level of internationalization, it attracts attention of the media from home and abroad.

Thanks to the resources and successful experience accumulated during the past 5 years, Mobileexpo China will attract many international brand names to show their images and quality buyers from home and abroad will be invited to the event. We expect your appearance and share the brilliant success!

【 Why Moves to Shenzhen 】

Shenzhen is one of most important production bases for mobile in the world and has gained the honor of "The Capital of Mobile phone". At present, more than 600 mobile manufacturers, 100 mobile designers, 3000 mobile accessories producers and over 200 Bluetooth suppliers set factories, R&D centers or offices in Shenzhen. Moreover, about 1000 agents and distributors locate in Shenzhen.


Now Shenzhen has formed an industry chain, from accessories to handsets. In 2007, the turnout of mobile phones reached 500 million, and half of them were made in Shenzhen, which accounts for one-fifth of the global markets. Shenzhen has become the most influential and fascinating city for global mobile industry. The Organizing Committee will enlarge the publicity, invite more professional buyers and raise the service level based on the success achieved and the valued suggestions proposed by our customers. We are sure that Mobileexpo China in Shenzhen will reach a higher level and achieve a greater success!

【 Why Choose Mobileexpo China 】

1. Industry Support: Shenzhen is the producing base of handsets and mobile parts in China and even in the world. And it's also the R & D center and *concentration camp* of the buyers and sellers. Better effect will be achieved while Mobileexpo China moves to Shenzhen.

2. Scale Merit: The exhibition has a total size of 18,000 square meters with over 900 standard booths. As a professional gala event, the scale advantage of this exhibition is very obvious.

3. Professional Advantage: This exhibition will become one of major exhibitions of the mobile phone industry. Compared with the exhibitions of the same kind, it features outstanding theme and obvious professional advantage by taking "mobile phone" as a keynote to showcase all specialized

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technological accomplishments, advanced technologies and products. It has become a prime channel for the industry insiders to make business promotions and image publicity.

4. Experienced Organizer: The undertaker of the Expo, Shanghai Kuozhan Exhibition Service Co., Ltd., organizes more than 10 professional international exhibitions at home and abroad every year. It keeps close ties with over 20 government departments at all levels, 30 professional associations, 150 professional media, as well as international convention and exhibition organizations.

【Mobilexpo China 2007】

Last event from July 11 to 13, 2007 came to a close successfully at Shanghai Everbright Convention & Exhibition Center. The total show area increased from 6000 m² in 2006 up to 12000 m² in 2007. The number of exhibitors increased from 210 exhibitors in 2006 up to 486 exhibitors, creating the best historic record. The number of visitors increased from 28638 persons in 2006 up to 44862 persons. The high growth rate of the Expo has proved the leading position of the Chinese mobile phone industry in the Expo.

According to the survey of exhibitors made by the Organizing Committee during and after the exhibition, 82 % of exhibitors were satisfied with the exhibit effect, 80 % of exhibitors showed strong interest in participating in the next event continuously. 70 % of them thought that this Expo has much more advantages than other exhibitions of the same kind.

【Schedule of Mobilexpo China 2008】

Registration & Move-in: Nov. 25, 2008 (8:30-22:00)

Opening Ceremony: Nov. 26, 2008 (9:30 – 10:00)

Show Time: Nov. 26-28, 2008

Move-out: Nov. 28, 2008 (p.m.)

【Organizers】

Sponsors:

Guangdong Institute of Electronics

Korea Mobile Industry Association

Japan Mobile Interactive Alliance

Hong Kong Kuozhan Group

Units Invited:

Professional Committee of Value-added Service under CIC, CEA, CTC, CNC, CTT, CMCC, CUC, NGN

Undertakers:

Shanghai Kuozhan Exhibition Service Co., Ltd.

Supporter:

Shenzhen ZJY Network Technology Co., Ltd.

SJ OEM.com

Media Partner:

<http://www.ci800.com/>

Website Supporters:

<http://www.mob-acc.com/>

<http://www.1mp.cc/>

<http://cn.fpdisplay.com/>

<http://www.0755b2b.com>

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<http://www.cnii.com.cn/>

<http://www.cww.net.cn/>

<http://www.cnii.com.cn/>

<http://www.cww.net.cn/>

<http://www.t800.com.cn/>

<http://www.cnmb.cn/>

<http://www.itb2b.com.cn/>

<http://www.handsetinfo.com/>

Media Supporters:

Global Communications, Mobile Circle, Handset Info, Mobile & Accessory, Digital Network Info, Communication Special Issue, China Telecom World News, New Electronics, Electronics Today, Global Optoelectronics & Display, Mobile Manager, etc.


【 Scope of Exhibits 】

1. Mobile Terminals:

Mobile phone brand manufacturer, design company, ODM, OEM, EMS manufacturer, outsourcing processor, manufacturer for handset, PDA, digital camera, palm PC, and mobile TV, etc.

2. Related Parts & Accessories:

1. Semiconductor parts & IC circuit: chip, chip design, image sensor, electric silicone, modem, semiconductor part, integrate circuit telecom, digital communication network application technology.
2. Display parts: mobile phone display, LCD, LCD back light source, back light module, reflector, PMMA, PC, LCM, LCD and module, metal mask, filter, len module, mobile phone len, and all sorts of sheet materials for decoration, etc.
3. Packaging accessories: adhesive tape, sealing pad, optic acryl sheet, communication part, coating product, filming, labeling, label, nameplate, trademark, panel, back-light protection screen, paper printing, mobile phone outer pieces, leather case, hanging adornments, and antistatic packaging products, etc.;
4. Rubber & plastic products and configuration parts: mobile phone module, mobile phone shell, mobile phone key, electric membrane, plastic product, plastic mould, rubber and silicone product, membrane switch, module-cutting product, stamping and printing ink coating, mobile phone glass window, plastic plating part, and mould design, etc.;
5. Circuit board connection: soft circuit board, flexible circuit board, print circuit board, PCB, FPC, base, connector, wiring, conductive silver paste, insulated material, optic material, face panel, computer and related OEM product, SMT, etc.;
6. Power supply & batteries: power supply product, high-frequency product, battery, battery core, power switch, mobile phone charger, etc.
7. Electronic components: capacitor, resistor, loop, filter, light part, sensor, optic component, loudspeaker, diode, triode, crystal oscillator, resonator, antenna, electrets capacitive microphone, sheet, magnetic material, mobile phone microphone, earphone, and receiver, etc.;
8. Connectors and inserters and accessories: receiver, speaker, socket, connector, insert base, terminal, vibrating motor, motor, data cable, mobile phone lens and camera module, wire module, encoder, electronic switch, etc.;
9. Metal products & stamping pieces: precision mould, metal product, precision metal stamping piece, plating, precision plastic injection, assembly and package, back light source, conductive board, hardware part, axes, shield device, etc.;

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10. Related equipment and others: automatic equipment, inspection equipment, marking machine, laser cutter, die cutter, test equipment, membrane material, plastic and chemical material, other related equipment and machinery, etc.

【 Promotion and Visitor Inviting Plan 】

We will invite:

- ※ Government officials, authorities of the industry and professionals in the line;
- ※ Brand names of oversea mobile manufacturers and designers;
- ※ Wholesalers, distributors and dealers of mobile electronic component;
- ※ R&D centers, colleges and research institutes;
- ※ Oversea operators and merchants of mobile handsets, accessories, etc;
- ※ Wholesalers, distributors, dealers and customization team of mobile phone;
- ※ Venture Capitalists who are focus on the mobile industry;
- ※ Headquarters of Operators, value-added service providers and SP representatives;
- ※ Related professional and mass media from home and abroad;
- ※ Local buyers and consumers.

Moreover,

- ※ 600 thousand entrance tickets will be mail to professionals and buyers based on the database.
- ※ Associations, institutes, societies of the industry and official visitors, purchasing mission and experts will be invited to the event.
- ※ Promote the expo in the related exhibitions, organizing potential exhibitors and visitors.
- ※ Post the information and advertisements of the event on TV, Xinming News 365, JF Daily, ※ News Morning, Youth Daily and Global Time, etc.
- ※ Press release and product introduction meetings will be organized during the expo.

【 Participation Fees 】

(Note: A 20 % surcharge will be levied for reservation of booths with 2 facades.)

1. Standard Booth: 9 sq. m. (3m × 3m)

Domestic enterprises: RMB11,800/Booth

Joint-venture enterprises: RMB 16,000/Booth

Overseas enterprises: USD3,800/Booth

Each standard booth consists of 3-sided partitions (white color), fascia board with company name in Chinese and English, 1 power socket (no more than 500W), 2 fluorescent lamps, 1 information table, 2 folding chairs, carpet and wastepaper basket, etc.

2. Raw Space: (Minimum 36 sq. m.)

Domestic enterprises: RMB 1,200/Sq.m.

Joint-venture enterprises: RMB 1,600/Sq.m.


Overseas enterprises: USD 380/Sq.m.

The raw space consists of a show area, carpet, security and booth cleaning service.

3. Exhibition Service Fee: Each attendee is charged RMB500 Yuan for exhibition material, exhibitor's badge, lunches, souvenirs and seminar tickets, etc.

【 Show Catalogue & Other Ads 】

The specification of the Show Catalogue is 210mm x 285mm. Please send the film or design layout to the Organizing Committee before Oct. 10, 2008.

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Front cover RMB 25000	Back cover RMB 20000	Inside front RMB 15000
Inside back RMB 10000	Fly page RMB 12000	Colored full page RMB 6000
Black-and-white full page RMB 3000	Full text page RMB 2000	Arches RMB 2000/Day
Balloons RMB 1000 /Day	Banners RMB 2000/ Expo	Letters of invitation RMB10000/30,000 pcs.

【 Technical Seminars 】

During the exhibition, the Organizing Committee will arrange for many sessions of technical seminars to conduct technological and trading exchanges, product promotion and presentations. All enterprises can make applications to host their seminars. They must select their own topics and submit them to the Organizing Committee with the *Application Form* so that the Committee can arrange in advance for seminar location and equipment, and the organization of professional audience.

Rate: ¥10,000 Yuan/session/2 hours

Equipment provided: Conference room, tables and chairs, 1 projector, 2 microphones, 1 screen.

【 Participation Procedure 】

- ①The applicant selects the show area and determines the booths location.
- ②Fill in the Booth Application Form before signing and stamping on it, then submit the form to the Organizing Committee by fax.
- ③The Organizing Committee initially confirmed the application for booths .The exhibitors shall remit the participation fees in 50% as down payment or in full to the bank account of the Organizing Committee within 7 working days so as to eventually confirm the booths application. The balance of payment shall be remitted before October 1, 2008.
- ④Within one week after the payment of the deposit, exhibitors should send the enterprise profile (200 words) to the Organizing Committee via E-mail or fax, so that the Show Catalogue could be compiled, proofread and printed.
- ⑤The organizing committee will send the Exhibitor's Manual to exhibitors one month before the exhibition.
- ⑥Exhibitors who need water, power and compressed air for demonstration shall submit their applications one month in advance.
- ⑦Register and move in on time.

Notice:

1. The booths arrangement is according to the principle of first come, first serve.
2. The exhibitors shall remit the participation fees to the bank account of the Organizing Committee within 1 week after their submitting the Application Form. Exceeding the time limit, the Organizing Committee will not keep the reserved booths. Without the prior consent of the Organizing Committee, the exhibitors shall not withdraw the participation application, or the down payment paid shall not be refunded.
3. The submission deadline of the enterprise profile is October 10, 2008. Exceeding the time limit, the enterprise company profile will not be guaranteed to publish in the Show Catalogue.
4. In order to comply with the overall arrangement, the undertaker has the right to make some adjustment to some booths when necessary.

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【 Contact the Organizing Committee Now 】

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