

NEPCON ASIA

ONE PASS. SIX SHOWS. CREATING ASIA'S VERY OWN ELECTRONICS MANUFACTURING INDUSTRY ONE-STOP SOLUTIONS PLATFORM

2019.08.28-30

Shenzhen Convention & Exhibition Center



In conjunction with



NEPCON ASIA 2019

A TRIUMPHANT MOMENT OF DIGITAL GLORY

60,000m²

Exhibition area

54,503

Total visitors

5,100

Conference audience

- ◆ The **2,938** TAP guests represented procurement decision-makers from companies with clear procurement plans.
- ◆ The **12,335** VIP guests represented senior managers with direct procurement influence.
- ◆ An additional **6,897** visitors arrived in delegations, representing industry elites from leading electronics manufacturing companies.

* TAP refers to the targeted attendee program. TAP buyers are chairmen, presidents, general managers, deputy general managers, directors, factory directors and chief engineers from the electronics industry who participate in procurement decision-making.

Organiser:



CCPIT Electronics & Information Industry
Sub-council
中国国际贸易促进委员会电子信息行业分会



Reed Exhibitions®
励展博览集团

NEPCON ASIA 2019 — ONE PASS. SIX SHOWS. CREATING ASIA'S VERY OWN ELECTRONICS MANUFACTURING INDUSTRY ONE-STOP SOLUTIONS PLATFORM



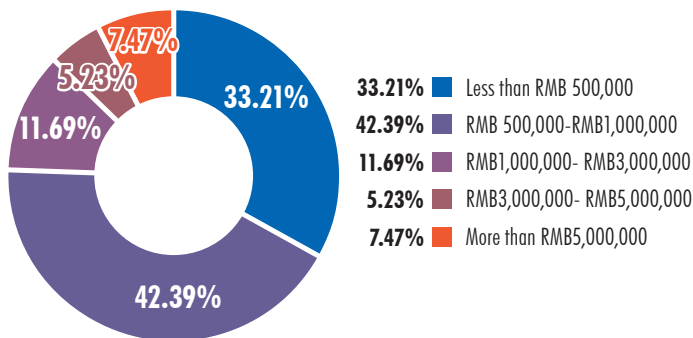
1. A new upgrade to NEPCON ASIA, positioned to be a leading industry exhibition in Asia;
2. One pass. Six shows. Creating Asia's very own electronics manufacturing industry one-stop solutions platform;
3. PCB, PCBA, Assembly, and Test: covering the entire smart manufacturing industry chain;
4. Covering 5G, automotive, new energy, smart home, safety and security, and other hot electronics manufacturing solutions;
5. Gathering all the leading brands from home and abroad to offer a one-stop procurement platform in Asia.

Visitor Data Analysis

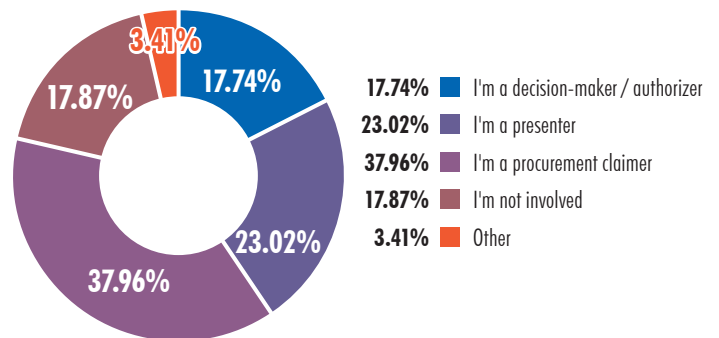


Total visitors: **54,503**

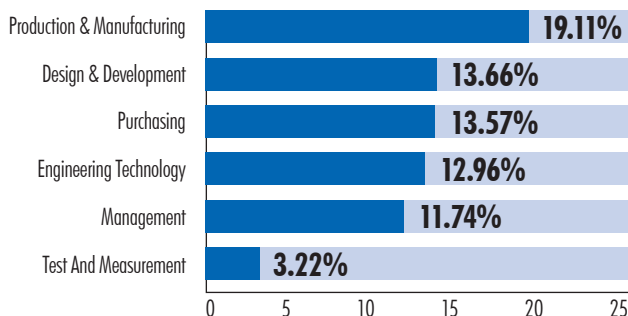
Visitor Breakdown by Purchasing Power



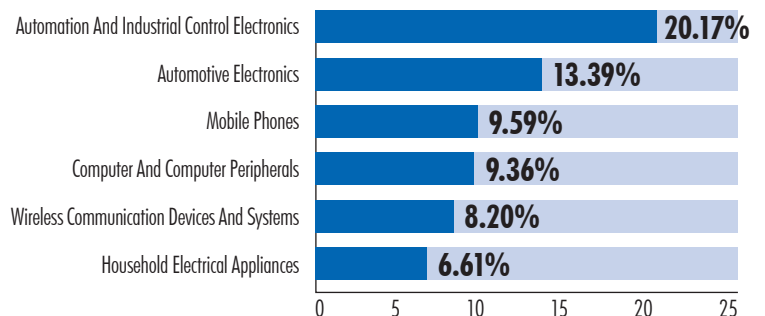
Procurement Analysis



Top 6 Visitor Positions



Top 6 Visitor Industries



Matchmaking Review



- ◆ Match Me Booth served **667** visitors, resulting in **16,283** exhibitor recommendations.
- ◆ **5,812** business matchmaking sessions successfully took place.
- ◆ **160** exhibitors used the Reed App to match up with **3,936** visitors onsite.
- ◆ **9,454** visitors viewed contents provided by the NEPCON directory.



Exhibitor Testimonials



Kurtz Erschke Asia Limited, President, Bernd Schenker

There was particularly heavy visitor traffic on the second day of the event. The discussions around Industry 4.0 were lively. Many people had come to obtain new knowledge and understand new technologies. The quality of the visitors was high. We are moving forward with many new projects, and the industry continues to adapt to policy change.

Hanwha Techwin (Shanghai) Co., LTD, Sales General Manager, Andy Jin

This year, the revamped NEPCON Shenzhen event was renamed NEPCON ASIA. It was a big event in terms of scale and number of exhibitors present in Asia. We, as an exhibitor, were happy to come to the show so that customers could know more about our new products and technologies, which also got market exposure here too. We want to showcase our best. My best wishes to NEPCON ASIA for an even better future.



Dongguan Anda Automatic Equipment Co., LTD. Sales Director, Andy

We've come to NEPCON for around seven to eight years. Every time we come, there are new changes. More visitors come every year. The event has been growing more popular over the years. I hope our company will be even more popular among customers too.

Review of Leading Exhibitors



* The above are part of exhibitors, rank in random order

Visitor Testimonials

TAP Buyer Testimonials

First of all, I'd like to thank the organizer for my invitation. I'm honored to have taken part in the event. By coming here, I have enlarged my scope and enriched my experience. I've witnessed the progress made by China in terms of designing, manufacturing, and automatic test equipment. Though there is still much room to grow, the Chinese manufacturing industry will work hard and continue to deliver great wonders in the world. Let's meet in the next event.

Long Zhao, Equipment Procurement, Flextronics Electronics Technology (Shenzhen) CO. LTD.

As a leading global event for electronics manufacturing and SMT, the annual NEPCON ASIA event significantly benefits us by showcasing new equipment and technologies. Every time we come here, we further enhance our capacity. The professional service provided by the TAP team helps us obtain information more quickly and in a more targeted way. I'd like to thank the hard work and hospitality of the organizer. And I thank Reed for offering this platform, together with such good service. Best wishes to NEPCON to be even better in the future!

Ji Yong Li, SMT Senior Engineer, Dongguan Longjoin Electronics CO. LTD.

During the course of NEPCON ASIA, six events took place side-by-side, offering a great scale of events. We enjoy a more professional event. The quality of exhibitors was good. The products on display were comprehensive. And the onsite activities were rich and informative. I appreciate the hard work of the organizers that allowed us to enjoy such a great communications platform. I'd also like to thank the TAP team for its nice services and hospitality, which were key in enhancing our productivity. We came with clear targets. I look forward to the next show. Thank you.

Dong Zuo, General Manager, Shenzhen Jeidar Electronics CO. LTD.

List of Visitor Delegations – Non-Exhaustive

TCL Tonly Huizhou	Midea
Foxconn	Jabil Guangzhou
Foxconn Fine Industry Shenzhen	Dongguan Great Wall Development Technology
Kuka Robotics Guangdong	Vivo Mobile Telecommunications
USI Electronics	ASM Sehnzhen
Gree	Oppl Zhongshan
FZB Auto	TCL King Huizhou
Sanmina Shenzhen	Delta Electronics (Dongguan) Co., Ltd.
Shenzhen BYD Lithium Battery	Hytera Baolong Branch
Flextronics Zhuhai	Midea Kitchen Electronics Manufacturing
Blueway Huizhou	AT&T Dongguan Communications Equipment

* Displayed in random order

Visitor Testimonials

Visitor Delegation Testimonials



I'd like to thank the organizer for providing us with a great learning opportunity. At NEPCON ASIA, we got to see a lot of advanced equipment and technologies. The show also included upgraded versions of existing equipment, offering finer and easier operation. Pre-show organizing efforts, as well as in-show service such as the shuttle bus, were terrific. That is why I say, this is a professional event.

**Shenzhen FZB Auto
Quality Department, Engineer**



By witnessing the scale of the event and its exhibits on display, I know that NEPCON ASIA is a leading industry fanfare. A range of advanced production equipment has gathered here. We have achieved good results and have gotten an in-depth understanding of products and technologies. I'd like to thank the event for providing this learning opportunity. We will come again by joining the visitor delegations. Also, I thank the organizer for their pre-show organizing efforts, which ensured a smooth experience for us during the event.

**Gree Electric Zhuhai
Processing Department, Senior Engineer**



Thank you very much for inviting us to visit NEPCON ASIA. The exhibitors and products exhibited on site this year were all at the leading level in the industry, from which we knew the leading technologies and products in the industry. For the statistics of visitors, the allocation of buses and the preparation of badges were all in place, reflecting the advantages of professional exhibitions.

**Dongguan Kaifa Technology Co., Ltd
Purchasing Department**



A big thank-you to the organizer for inviting us to come. From pre-show efforts, such as recruitment and shuttle bus arrangement, together with other on-site services, everything was just perfect. We witnessed a comprehensive array of electronics equipment suppliers. We also got to see new equipment and innovative exhibits while onsite. We'll come to the show next year for sure.

**Combq Guangzhou
Quality Department, Engineer**



We experienced a great show this year, which gathered advanced technologies of the industry. We got to understand better industry trends. The show was well organized with beautiful booths and personalized services on offer. The AI presentation was perfect. Many companies offered mini-simulated demonstrations so that visitors could understand the technology in an immersive way. We've achieved good results by coming to the show and we look forward to the show next year. Thank you.

**USI
EQ Department, Desk chief**



Overall, I felt satisfied with the show this year. From the pre-show engagement to onsite reception, everything was smooth and in order. Throughout the process, we received guidance and maintained good engagement. The show offered a comprehensive array of exhibits, including advanced SMT equipment and robotics. The onsite activities offered enriched content. All of these helped with our work. NEPCON communicated industry information in an accurate and quick fashion. It's a professional event in the industry.

**ZTE
Processing Department, Engineer**

Visitor Testimonials

Overseas Visitor Testimonials



NEPCON ASIA 2019 showcased the significant role played by China especially Shenzhen in driving the electrical and electronics industry. The Selangor delegations had great interactions and discussions with the local and international exhibitors in understanding the prominent role played by Shenzhen in the electrical and electronics ecosystem. The cutting edge technologies showcased the significance of Industry 4.0 in driving Smart Manufacturing. The Asia Outlook E-Industry Investment Summit was the right platform for Selangor to position itself as the Gateway to ASEAN. We are eagerly looking forward to participate again in NEPCON ASIA 2020.

INVEST SELANGOR
KELVINDER SINGH



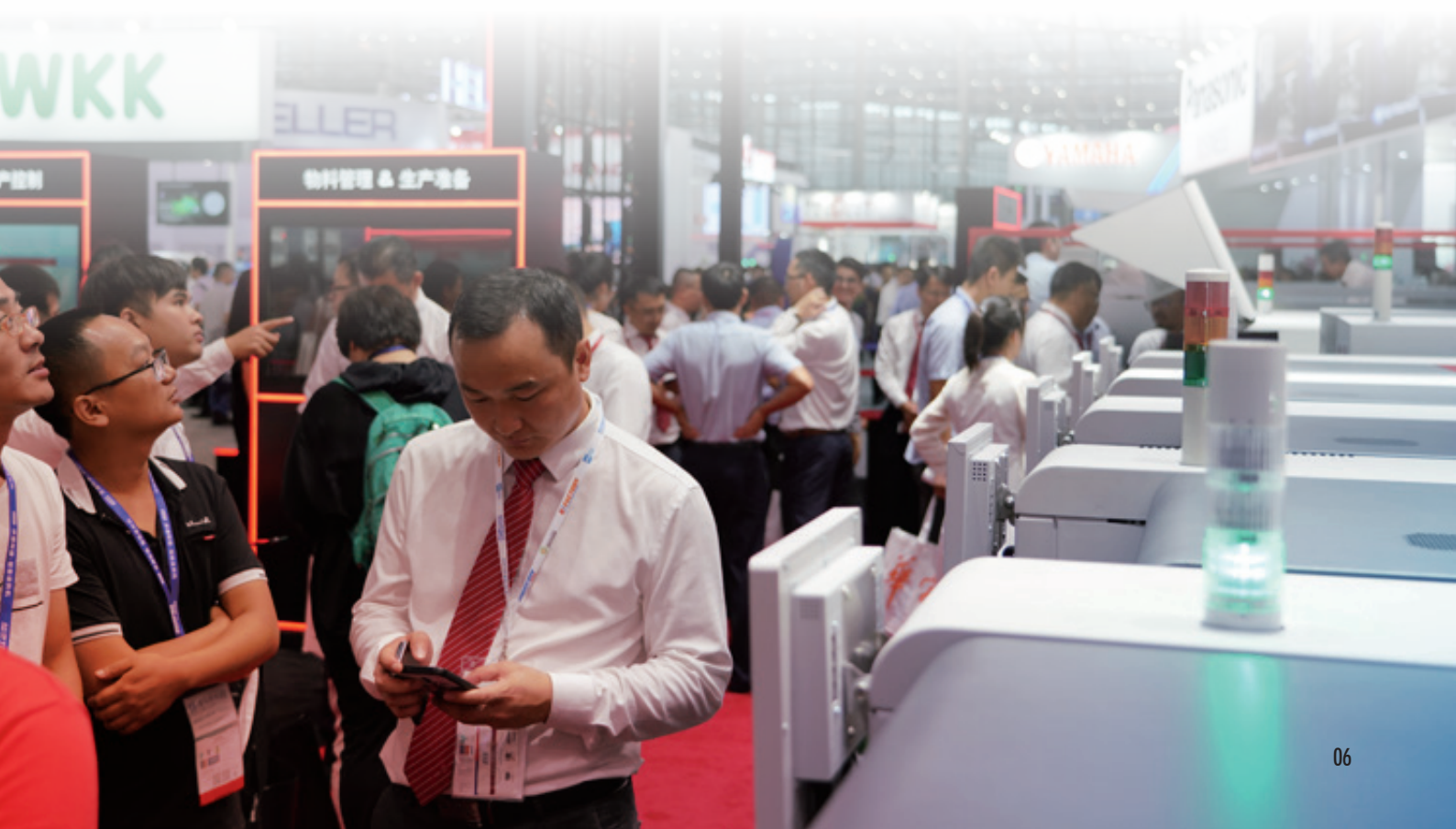
I come from Malaysia and I came to the show to find out about suppliers and understand new technologies in the industry. Overall, I felt the trip was very successful. I'll come again next year.

CONTACTHINGS Solution Sdn. Bhd.
David Chew | Technical Marketing Director



NEPCON ASIA 2019 is a go-to trade show as far as electronics manufacturing is concerned. The diversity of exhibitors from the very large International companies to the small local companies provided our delegates with tailor-made solutions to their own specific requirements. The factory visits were very well organized, interactive and informative and we got to witness some of the good practices being followed in the production department. We look forward to visiting the next trade show as well.

Consortium of Electronic Industries of Karnataka



On-Site Activities

With enhanced quality and quantity, **20** onsite activities held during the course of NEPCON ASIA gathered **5,100** participants.



SMTA China South Vendor Conference



The 3rd China Digital Manufacturing Forum



China International Forum on Innovative Technologies and Processes of Wiring Harnesses & Connectors 2019



The 14th Themed Symposium of NEPCON and Smart Factory 1.0 -Future of Electronics Manufacturing



NEPCON & SbSTC 5G Guide Tour



NEPCON ASIA Live broadcast



SAE-AWC AUTOMATED Vehicle Security & Safety Technology Conference



AUTOMOTIVE WORLD CHINA 2019 2nd NEV Critical Device Technical Conference



AUTOMOTIVE WORLD CHINA 2019 SMART Cockpit Key Technologies Summit



PCB Development Trend Forum 2019

Message from the Director

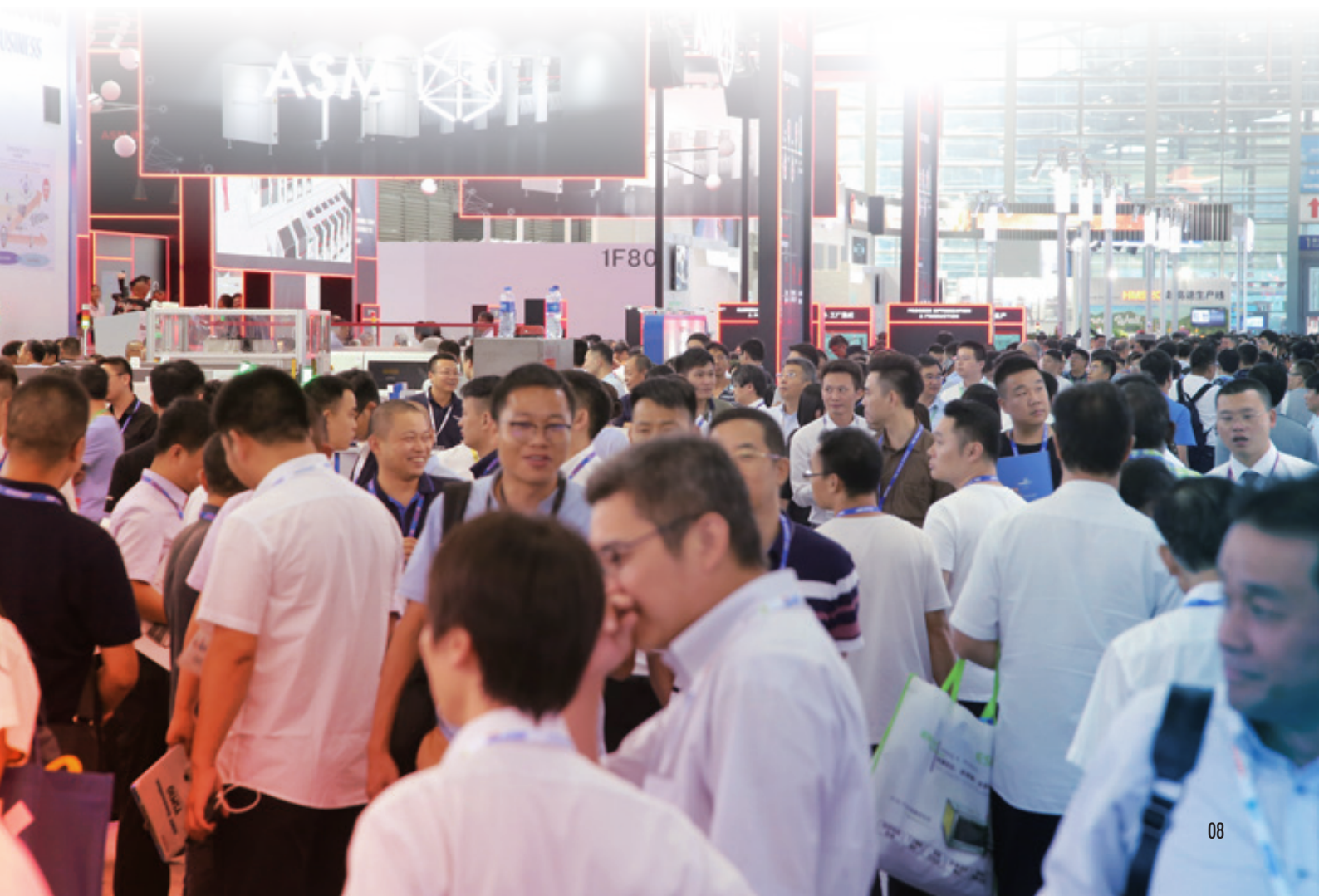
NEPCON ASIA 2019 concluded with complete success at Shenzhen Conference and Exhibition Center on 30 August. With an exhibition area of 60,000 sqm, we witnessed the presence of nearly 800 exhibitors. Over the course of three days, 54,503 trade visitors from the electronics manufacturing sector came to the show. This year, NEPCON has set new records in both exhibition area and exhibitor-and-visitor numbers.

I'm proud to have seen each edition of NEPCON successfully gather thousands of electronics manufacturing leaders over the years. We have witnessed the growth of upstream and downstream players by winning deals, generating leads, and opening up future business opportunities. Creating win-win value for our customers and partners, driving the sustainable development of the industry, NEPCON is always on its way.

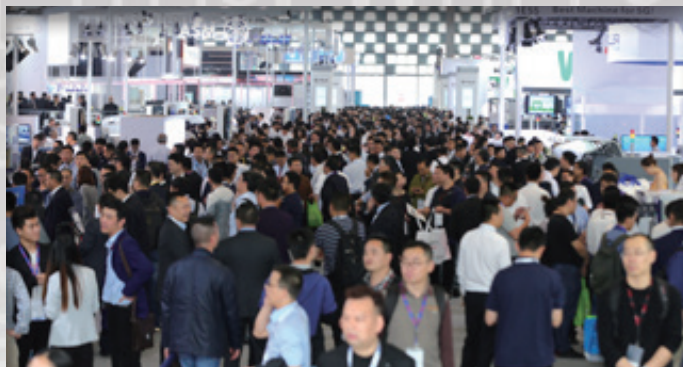
NEPCON owes its success to its partners, industry associations, and the media. Our thanks go out to associations from Beijing, Shanghai, Jiangsu, Wuhan, Tianjin, Guangdong, and Xiamen for their support, professional guidance, and strong backing, all of which have been key to the success of the event. Please allow me to also extend our sincerest thanks to the professional committees, media partners, and industry associations for their ongoing support.

The electronics manufacturing industry is embracing the revolution started by the development of 5G. The future points to innovation and stronger R&D, which are key to smart business. In the future, NEPCON will build on its success. We look forward to working together with international industry associations, institutions, and organizations as we continue to analyze industry trends and empower industry transformation and upgrades. Meanwhile, I hope each and every one of you will be inspired by coming to NEPCON as we join hands in driving the growth of the electronics manufacturing industry in China.

NEPCON ASIA Project Team
Senior Project Director



We look forward to meeting you at NEPCON ASIA 2020!



NEPCON CHINA 2020
2020.04.22-24
**Shanghai World Expo Exhibition and
Convention Center**

NEPCON ASIA 2020
2020.08.26-28
**Shenzhen Convention &
Exhibition Center**



For more information, please contact:

People's Republic of China & Hong Kong, China
Reed Exhibitions Greater China Shanghai Office

Ms. Julia Gu
Tel: +86 21 2231 7010
Fax: +86 21 2231 7181
Email: julia.gu@reedexpo.com.cn

Taiwan, China
WES Worldwide Expo Services (H.k.) Ltd

Ms. Jessica Liu
Tel: +886 2 2598 2630 ext.106
Fax: +886 2 2598 2650
Email: jessica_liu@wesexpo.com

Japan
Reed Exhibitions ISG Japan

Ms. Sayo Hirano
Tel: +81 3 6261 2996
Fax: +81 3 6261 2997
Email: hiranos@reedexpo.co.jp

Korea
Reed K. Fairs
Mr. S H Han
Tel: +82 2 555 7153
Fax: +82 2 556 9474
Email: shhan@kfairs.com

Germany
Reed Exhibitions ISG Germany
Ms. Kathrin Hansen
Tel: +49 211 556 281
Fax: +49 211 556 231
Email: kathrin.hansen@reedexpo.de

Singapore
Reed Exhibitions ISG Singapore
Ms. Theresa Len
Tel: +65 6780 4592
Fax: +65 6588 3839
Email: theresa.len@reedexpo.com.sg

For more information about NEPCON, please visit the official website
or follow NEPCON Facebook:

NEPCON CHINA: www.nepconchina.com

NEPCON ASIA: www.nepconasia.com



NEPCON Facebook

For booth reservation, please contact **Ms. Julia Gu** +86 21 2231 7010

julia.gu@reedexpo.com.cn

For pre-registration, please contact **Ms. Gina Li** +400 650 5611

haibin.li@reedexpo.com.cn