

Embargo until Tuesday, 15 June 2010

64 new products and 57 new exhibitors at NEPCON Malaysia 2010

New Products • New Technologies • New Businesses

Malaysia, 15 June 2010 – The 11th edition of NEPCON Malaysia opens today with new businesses, new products and new technologies, all under one roof. Yang Amat Berhormat Tuan Lim Guan Eng, Chief Minister of Penang, officiated the Opening Ceremony for the only electronics manufacturing exhibition in Malaysia.

This year's tagline of 'Freshness from Within' emphasizes on all things new at NEPCON Malaysia. 33% more exhibiting companies are showcasing a total of 64 new products at NEPCON Malaysia this year. This makes NEPCON Malaysia the perfect platform for industry professionals to obtain first-hand experience on the latest products and services that are launched in the market.

Besides, NEPCON Malaysia 2010 is the only platform for industry professionals to gather contacts and source for new businesses. A 24% increase in the number of new exhibitors this year reflects the industry's growing confidence in NEPCON Malaysia as the platform to gain mindshare and raise awareness for their businesses amidst the competitive market. Buyers and visitors should take this opportunity to establish new contacts and keep abreast of the latest products/technologies available in the market.

"This is our first time participating in NEPCON Malaysia and we recognize NEPCON as an essential avenue for us to make our foray into the Malaysian electronics manufacturing industry to reach out to key buyers in this region. With the economy picking up, we want to make sure that we stay ahead of the competition and we see participating in NEPCON Malaysia as a key strategy for us to enhance the profile of our company," commented Mr Hiroshi Nodo, Managing Director of MISUMI South East Asia Pte Ltd.

With a focus on all things new, NEPCON Malaysia 2010 has also introduced a new feature on photovoltaic (PV), a technology that has been gaining speed worldwide. With recent developments on the PV sector in Malaysia, especially with the set up of First Solar Inc, Q-Cells AG, SunPower Corporation, ReneSola Ltd and Tokuyama Corporation in recent years, PV solar cell manufacturing has been recognized as a potential area for growth. Ten companies will be featuring PV-related products and services at NEPCON Malaysia and this will further propel the growth and learning related to this sector.

“Indeed, NEPCON Malaysia has evolved with the industry and strengthened with times. We ensure that we have our fingers on the pulse of the latest happenings in the industry. Having been in Malaysia for over 20 years, NEPCON Malaysia has gained her recognition as the must-attend electronics manufacturing event for industry professionals in Malaysia to learn about the latest products and gain new insights into breakthrough technologies,” commented Ms Michelle Lim, Managing Director of exhibition organiser, Reed Exhibitions.

Besides the latest products and technologies on showcase, exhibiting companies will also be sharing key information on their newest products and technologies such as Digital Solution for Excellent Power Quality, Eco System for Design Engineering, Optimizing Vendor Managed Inventory in Lean Manufacturing, Solder Dross, SMT Process Control and Supply Chain Management. In addition to these topics presented at the Technology Forum, content addressing effective cost-saving approach for electronic manufacturers and solar photovoltaic (PV), as well as the technical know-how of SMT, PCB and Semiconductor will also be discussed at the National Electronics Packaging Conference 2010 organised by the Knowledge Group of Companies.

Held from 15th – 17th June at Penang International Sports Arena (PISA), NEPCON Malaysia will present a strong international showcase of 301 companies from 23 countries including China, Japan, Germany and Singapore. National pavilions from

China (2 groups) and Singapore will also be present at NEPCON Malaysia. The Malaysia's electronics industry professionals will have ample opportunities for sourcing, networking and establishing contacts with these international companies during the three-day event as well as during the various networking parties.

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About NEPCON Malaysia 2010

NEPCON Malaysia is the single largest sourcing ground for PCB/SMT, components, testing & measurement and support services sectors in Malaysia. It is well recognized by the electronics industry in Malaysia as the most effective platform for international suppliers to launch their new products and services to the local buyers, gain new contacts and grow new businesses. NEPCON Malaysia is part of the NEPCON family of events which are held in China, India, Japan, Korea, Singapore, Thailand and Vietnam.

Key event details:

15 (Tue) – 17 (Thu) June 2010

Penang International Sports Arena (PISA)

Penang, Malaysia

Website : www.nepcon.com.my

Email : nepcon@reedexpo.com.my

About Reed Exhibitions

Reed Exhibitions is the world's leading events organiser, with over 440 events in 36 countries. In 2009 Reed brought together over six million active event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East and Asia Pacific, and organised by 35 fully staffed offices.

Reed organises a wide range of events, including trade and consumer exhibitions, conferences and meetings. Its portfolio of over 440 events serves 44 industry sectors, including:

Aerospace & aviation, automobiles, beauty & cosmetics, broadcasting, building & construction, electronics, energy, oil & gas, engineering & manufacturing, food service & hospitality, gifts, healthcare, interior design, IT & telecoms, jewellery, life science & pharmaceuticals, machinery, marketing, business services & training, medical education, printing & graphics, security & safety, sports & recreation, travel.

Working closely with professional bodies, trade associations and government departments Reed ensures that each and every event is targeted and relevant to industry needs. As a result, many Reed events are market leaders in their field.

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