

## ELECTRONICASIA

Organised by MMI Asia in partnership with the Hong Kong Trade Development Council, electronicAsia is a premier sourcing event for components, assemblies, electronics production, display technologies and solar photovoltaic technologies.

This year's event will feature group pavilions from the mainland, South Korea, Thailand and Japan, including companies from Osaka for the first time. Other highlights include the World of Display Technology with the latest research, technical improvements and innovations in display and visual technologies, and the World of Solar with innovations in solar energy and photovoltaic technologies and products.

The Key Components for the Smart Devices Zone showcases touch panels, sound generators, detector components and other parts, while the Hong Kong Metal Parts and Components Pavilion features connectors and heat-dissipating devices.

Representing the Japanese city of Kawasaki, the Kawasaki Pavilion will introduce a selection of the region's companies to drive overseas operations of small- and medium-sized enterprises.

"The City of Kawasaki has been upholding Japan's industry as a core of the Keihin Industrial Zone, which is one of the biggest industrial areas in Japan, during the period of rapid economic growth," says Takehiro Tomiyama, from the city's International Economic Affairs Office, Economic and Labour Affairs Bureau. "Kawasaki City has transformed into an international industrial and R&D city with a great number of global companies and R&D institutions."

Featured products include a lead-free vitreous enamel-coated resistor from Tamaohm, which is acceptable for use in a variety of

products and sectors, including plastics-moulding machines, vehicle controllers and marine vessels. ISC will also introduce its high speed image processing software using a graphics processing unit.

Fong Kong Resistors Manufactory International has been making resistors on the mainland for 28 years, and has participated in electronicAsia for several years. "The reason why we keep having the booth is



Resistors produced by Hong Kong Resistors Manufactory International

because we trust that the exhibition is still one of the [most] effective ways to look for potential customers," says its CEO, David Cheung.

The largest axial resistor manufacturer in the world, the company will be promoting its resistors products at the fair. "Our main products are axial leaded resistors, including carbon film resistors, metal film resistors, metal oxide film resistors and also wirewound resistors from 1/8W to 5W in power rating and SMD resistors from 0201 to 2512," Cheung says.

The wide range of exhibits at electronicAsia also includes cables, general semiconductors, microwave technology, and manufacturing equipment and logistics for microsystems technology.



A selection of Tamaohm resistors

## FAIR FACTS

Date Tomorrow until Wednesday  
Venue Hong Kong Convention and Exhibition Centre  
Websites  
[www.hktdc.com/ex/hkelectronicfairae/49](http://www.hktdc.com/ex/hkelectronicfairae/49)  
[www.electronicasia.com/ex/28](http://www.electronicasia.com/ex/28)  
Inquiries 1830 668



# Hong Kong Electronics Fair (Autumn Edition) 香港秋季電子產品展

## electronicAsia

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[www.hktdc.com/ex/hkelectronicfairae/49](http://www.hktdc.com/ex/hkelectronicfairae/49)

[www.electronicasia.com](http://www.electronicasia.com)

Fair Dates	Open Hours
13-15 October	9:30am - 6:00pm
16 October	9:00am - 6:00pm

\* For trade visitors aged 18 or above only.  
Admission fee for Electronics Fair: HK\$100 per person

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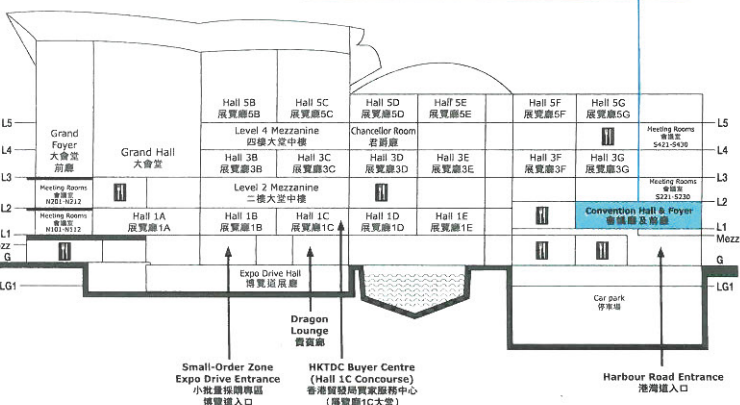
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## Key Buyers are Here! Hear What They Say



"We have been visiting electronicAsia for many years. This is a very big fair with a strong concentration of suppliers and products. Our company rides on the latest communications technologies to design and manufacture different products for enterprise applications. We focus our attention on speakers, connectors and other parts and components at the fair this year. We have already identified 10 suppliers from the Chinese mainland, Hong Kong, Taiwan and Japan. Further discussions will be carried out to establish business relationship. Every year, we source about US\$200,000 worth of parts and components at the fair. Hong Kong is a good place to do business and electronicAsia has become a big fair for our regular sourcing."

**Shashidhar Alabur, Director, Synectic Telecom Exports Pvt Ltd., India**

"Braox is a manufacturer of computers in Brazil. We are visiting electronicAsia for the first time. This is an interesting fair with so many different products on offer. We are looking for various computer-related items such as power adapters, LCD displays and keyboards. So far, we have found five potential suppliers from the Chinese mainland. Further assessment of the products will be conducted and we will visit their factories to get a better understanding. We expect to find more suppliers at the fair in the coming few days. The fair is excellent. I love it."

**Douglas Vitto Gomes, Director of Marketing, Braox, Brazil**

## Hear What Exhibitors Say

"This is our second-year participation in electronicAsia. The fair enables us to raise our company profile and reach out to international buyers. Tamaohm specialises in the manufacturing of quality resistors for various uses. Our brake resistors are being widely used in the brake systems of high-speed railway lines in both Japan and the Chinese mainland. This year, we are promoting our all-in-one package service that provides resistors fitted various related parts like wiring and stands for the convenience of customers. Last year's exhibition yielded very encouraging results as we concluded five business deals with customers from Brazil, Switzerland, India, the UK and Turkey. We are confident that we will generate positive responses again this year. electronicAsia serves as an important platform for us to find overseas customers and expand business. We will continue to exhibit here in the coming years to promote our products and corporate identity."

**Yasuo Shimizu, Sales Executive, Tamaohm Co., Ltd., Japan**

"We have brought together eight member companies to promote a great variety of metal materials at this year's electronicAsia. Our showcase displays also highlight a selection of products from some other companies. The fair provides a good opportunity for us to acquire customers and expand business. Our pavilion is able to grab buyers' attention and facilitate business development. Responses have been positive as negotiations are already under way with certain buyers. The fair is really a must-attend event. We are able to find serious buyers from all over the world. It is also an excellent place to learn about the latest trends, exchange ideas and explore business opportunities."

**C.C. Cheng, Vice-Chairman, The Hong Kong Metals Manufacturers Association, Hong Kong**