

THE 13TH CHINA INTERNATIONAL OPTOELECTRONIC EXPO

YOUR ACCESS TO CHINA'S OPTOELECTRONICS MARKET



SEPTEMBER 6-9, 2011

SHENZHEN CONVENTION & EXHIBITION CENTER · CHINA



The China International Optoelectronic Exposition (CIOE) is a worldwide renowned exhibition, which presents the most advanced optoelectronic technologies and innovations. CIOE was established in 1999 in Shenzhen. This event has been held annually for the past twelve years at the Shenzhen Convention and Exhibition Center. As the world's largest Optoelectronic expo, it has been a UFI-approved event since 2007.

The 13th CIOE (CIOE 2011) will once again be held at Shenzhen Convention and Exhibition Center, September 6 to 9, 2011 over a total exhibition area of 100,000 sqm. It will comprise four concurrent sub-expositions, focusing on optical communications & sensors, lasers & infrared applications, precision optics, and LEDs. More than 2,500 exhibitors are expected to present the most advanced optoelectronic technologies and products at CIOE 2011. The event will also be co-located with Global Sources' China Sourcing Fair: Electronics & Components.

THE CIOE SUCCESS STORY

CIOE 2011 at a Glance

Date:

September 6-9, 2011

Venue:

Shenzhen Convention & Exhibition Center

Four Main Sub-expos

Optical Communications Expo
Lasers & Infrared Applications Expo
Precision Optics Expo
LED Expo

Co-locate:

China Sourcing Fair: Electronics & Components

Expected Exhibitors:

more than 2,500

Expected Visitors:

more than 80,000

Exhibition Space:

100,000 sqm

Concurrent Forums and Activities

China Optics Forum

– International Conference for Applied Optics 2011

LED Lighting Technology and Development Forum 2011

China Optical Communication Technology and Development Forum 2011

China Optoelectronic Investment Conference 2011

Approved by:

Ministry of Science and Technology of P. R. China

Co-Organised by:

China Electronic Chamber of Commerce

Chinese Optical Society

New Technology Development Center, China Association for Science and Technology

Academy of Opto-Electronics, Chinese Academy of Sciences

Working Committee of International Convention & Exhibition of Chinese Optical Society

Organised by:

Shenzhen Herong GS Exhibition Co., Ltd.

Website:

www.cioe.cn

Supported by:

Ministry of Science and Technology, P. R. China

Ministry of Industry and Information Technology, P. R. China

Chinese Academy of Sciences

China Electronics Technology Group Corporation

SPECTARIS

UBI FRANCE

Canadian Advanced Technology Association (CATA)



WHY EXHIBIT AT CIOE?

- We are the professional optoelectronic exhibition.
- We are the biggest optoelectronic exposition in the world.
- We have high-level conference program and on-site activities.
- We locate in the the center of China's Optoelectronics Industry.
- We have strong buyers database.
- We have the great support from the government bodies, associations, and strategic partners.
- We have the most professional team.
- We are the ideal platform to access to the China's optoelectronics market.

BOOTH PRICES

Standard Booth

9 sqm.....USD3,150

18 sqm.....USD6,300

Notes: 10% extra charge for each corner booth

Raw Space.....USD315/sqm

(Furnitures and facilities are not included, minimum 36 sqm)

STANDARD BOOTH PACKAGE

- Wall partition in white
- Needle punch carpet
- Fascia boards on all open sides with booth number and company name in English and Chinese
- 1 information table
- 2 folding chairs
- 2 fluorescent lights
- 500W/220V single-phase socket

CIOE
CHINA INTERNATIONAL
OPTOELECTRONIC
EXPO

FLOOR PLAN OF CIOE 2011



At CIOE 2011, the following major product categories will be presented:

Optical Communications
Laser Technology
Optics
LED Lightings & Displays
Infrared Applications
Optical Sensors & Measurement Technologies
Imaging

The show area of 12th China International Optoelectronic Exposition (CIOE 2010) has enlarged to 80,000 sqm (an increase of 18.5% compared with previous year) and exhibitors are increased to 2,527 (up by 7% compared with last year), among them were about 32% international exhibitors which come from 18 countries such as Canada, U.S.A, Germany, France, Switzerland, Russia, UK, Korea, Japan etc. The German Pavilion, Canadian Pavilion and U.S.A Pavilion all participate in the event with large featured stands. CIOE again proves to be the world's largest optoelectronic event with a complete success.

EXHIBITORS AT THE CIOE



"This is the 10th consecutive time that Fortune has participated in CIOE. You will realize at the show the dramatic development of the LED industry in the past decade. Ten years ago, LED lighting was only a concept. Nowadays, it has become a necessity for many households and is closely bound up with human living." **(Mr. Wang Yuegeng, General Manager, Dongguan Fortune Electronic Materials Co., Ltd.)**

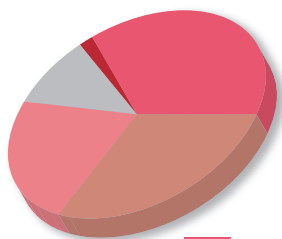
"I think this year the quantity of visitors have greatly increased compared with the previous two years. And our booth visitors increase obviously. We can see that many companies have enlarged the booth size and enhanced the design of booth, which underlines that the whole optical communication industry has achieved very promising development this year." **(Mr. Li Chun, Manager of Sales Department, Shenzhen Gigalight Technology Co., Ltd.)**

"The CIOE has developed into one of the leading trade fairs in the region since its launch in 1999, with continuously increasing exhibitor numbers. For the ten companies participating in the German Pavilion this year, the show was a very good platform to present their excellent products and to offer their renowned services to key players and decision makers from all over Asia and the world. The professional organisation of the CIOE 2010 made our stay in Shenzhen very pleasant." **(Ms. Denise Eisoldt, SPECTARIS)**

"I attend the show for the first time, and it is much better than I expected. The show is very large and I see that many international companies participate in CIOE, and I think it is a very good chance for our company to present our products and technologies. I also hope that CIOE will attract more and more famous brands in the future." **(Mr. Qian Yumin, CEO, EIS Optics (Shanghai) Ltd.)**



PURPOSE OF VISIT



Place Orders	32%
Gather Market Information	29%
Communicate with Exhibitors	19%
Attend Conference Activities	16%
Others	4%

Visitors at the CIOE

The 12th China International Optoelectronic Exposition(CIOE 2010) was successfully held on September 6 to 9, 2010 at Shenzhen Convention and Exhibition Center, with unprecedentedly larger number of exhibitors and visitors than ever. Besides the three main sub-expos, the CIOE 2010 co-locates with the Global Sources' IIC China/Components Zone for the first time. As the world's largest exhibition for optoelectronics, CIOE 2010 has successfully attracted the attention of industry professionals in China and even all over the world. During the four days, 65,318 buyers and professional visitors from 52 countries and regions attended this high-quality international event.

VISITORS AT THE CIOE

Who Will Visit the Show?

Visitors at the CIOE will mainly come from the following industry sectors:

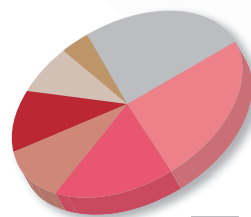
- **Optoelectronics Manufacturing**
- **Automotive & Aerospace**
- **Microelectronics Manufacturing**
- **Semiconductor Manufacturing**
- **Mechanical Engineering & Processing**
- **Research, Science & Government Institutions**

Visitor Testimonials

"I think CIOE is very successful. It has very good concurrent events including the technical forums and the on-site activities like the New Product & New Technology Presentation, which largely stimulates the communications between the visitors and the exhibitors." **(Mr. Huang Peng, Business Manager, 3dfamily Technology (Shenzhen) Co., Ltd.)**

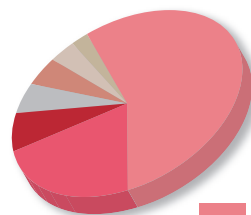
"The CIOE is very hot this year and a lot of new companies in the optical communication industry have attended the show. I can feel that the whole optical communication industry develops very well this year, and the exhibitors are quite satisfied about the result of the show, and say that efficient visitors obviously increased." **(Mr. Eric Liu, IPO/Commodity Manager, Finisar)**

VISITOR BREAKDOWN BY JOB FUNCTION



Purchasing	31%
Research and Development	26%
Management	23%
Sales	8%
Marketing	6%
Manufacturing	4%
Others	2%

VISITOR BREAKDOWN BY NATURE OF BUSINESS



Manufacturers	51%
Distributors	19%
System Integration Suppliers	9%
University/Research Institutes	8%
Consulting/Venture Capital	5%
Government Institutions	5%
Others	3%

CONCURRENT FORUMS



CHINA OPTOELECTRONIC SEMINAR(COES)

September 6-8, 2011 Shenzhen Convention and Exhibition Center

China Optical Communication Technology and Development Forum 2011

Three Networks Convergence Technology
40G and 100G Optical Transmission Technology
Intelligent Optical Network Technology
Photonic Integration Technology and Components
Latest Optical Devices and Modules
The Optical Communication Market and Industry Development



China Optics Forum– International Conference for Applied Optics 2011



Advanced Technology for Optical Processing
Optical Design/Test/Materials
The Progress of the Optics Cold Processing
Lasers and Laser Processing
Applications of Lasers in Medicine
Market of Laser Applications

LED Lighting Technology and Development Forum 2011

LED Chip and Module Technologies
OLED Technology
LED Backlight
Drive Control Circuit Technology
LED Display Technology and Market



Other Concurrent Activities

CHINA OPTOELECTRONIC INVESTMENT CONFERENCE 2011
NEW PRODUCT & NEW TECHNOLOGY PRESENTATION 2011

SPONSORSHIPS



WE PROVIDE MORE THAN EXHIBITION SPACE!

- 1** Advertise in the official show catalogue, regarded as the Yellow Pages and definitive reference book of the optoelectronic industry. This is a promotional opportunity you should not miss.
- 2** Advertise in **China Optoelectronics** Journal : More than 5,000 copies every month reaches optoelectronic industry chains, associations, and institutions in China and abroad.
- 3** Ride on the extensive promotion of CIOE through its official website, www.cioe.cn and www.optochina.net, your first choice for online promotion.
- 4** Advertise on **China Optoelectronic Express**, an express issued during the expo, will be distributed on-site to 100,000 optoelectronic professionals.
- 5** Advertise on the show gift, information bag, invitation ticket, visitor guide etc, and benefit from continual, wide-spread, and intensive promotion before and after the show. Book one of the limited Seminar Sessions during the show period, available on a first-come first-serve basis, to run your own VIP forum.
- 6** Forum sponsorship and package sponsorship: A comprehensive multi-dimensional promotional package tailor-made for your company.

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For more promotional opportunities, please contact the CIOE Organizing Committee for details.





Shenzhen Herong GS Exhibition Co., Ltd. is a joint venture of eMedia Asia Limited & Shenzhen Herong Exhibition Industrial Co., Ltd. Shenzhen Herong GS Exhibition Co., Ltd. is regarded as one of the most professional exhibition companies in China which has successfully held the China International Optoelectronic Exhibition for many years.

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