



YOUR ACCESS TO **CHINA'S**
OPTOELECTRONICS MARKET

THE 14TH
CHINA INTERNATIONAL
OPTOELECTRONIC
EXPO



SEPTEMBER 6-9, 2012

SHENZHEN CONVENTION & EXHIBITION CENTER · CHINA

The logo for CIOE, with the letters 'CIOE' in a bold, sans-serif font. The letter 'O' is replaced by a red circle with a white swoosh. The logo is positioned over a faint, light-colored world map background.

CIOE

WWW.CIOE.CN

CIOE 2012 AT A GLANCE

Date:

September 6-9, 2012

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 3,000

Exhibition Space:

100,000 sqm

Concurrent Forums and Activities:

China Optics Forum– International Conference for Applied Optics 2012
LED Lighting Technology and Development Forum 2012
China Optical Communication Technology and Development Forum 2012
China Optoelectronic Investment Conference 2012

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 13 years at the Shenzhen Convention and Exhibition Center, China. As the world's largest Optoelectronic expo, it has been an UFI-approved event since 2007.

The 14th CIOE (CIOE 2012) will once again be held at the Shenzhen Convention and Exhibition Center, from September 6 to 9, 2012 over a total exhibition area of 100,000 sqm. It will comprise four concurrent sub-expositions, focusing on optical communications, lasers & infrared applications, precision optics, and LEDs. More than 3,000 exhibitors are expected to present the most advanced optoelectronic technologies and products at CIOE 2012. The China International Optoelectronic Conference (CIOEC) will be held concurrently.

Approved by:

Ministry of Science and Technology, P. R. China

Co-organised by:

China Electronic Chamber of Commerce
Chinese Optical Society
China Herong Group Corporation
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
New Technology and Development Center,
China Association for Science and Technology
China Electronics Technology Group Corporation
Royal Danish Consulate General in Guangzhou
Canadian Consulate General in Guangzhou
Consulate General of the Federal Republic of Germany in Guangzhou
SPECTARIS
Canadian Advanced Technology Association (CATA)

At CIOE 2012, the following major product categories will be presented:

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



BOOTH PRICES

Standard Booth

9 sqm.....USD3,300

18 sqm.....USD6,600

Note: 10% extra charge for each corner booth

Raw Space.....USD330/sqm

Note: Furnitures and facilities are not included, minimum 36 sqm

STANDARD BOOTH PACKAGE (9 SQM)

- 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
- 5A/220V single-phase socket
- 1 wastebasket

WHY EXHIBIT AT CIOE?

Because we are the professional optoelectronic exhibition.

--We do nothing else, but optoelectronics.

Because we are the largest optoelectronic exposition in the world.

---Four main sub-expos cover the whole sections of optoelectronic industries and attract more than 3,000 optoelectronic companies to showcase their latest products and technologies.

Because we have high-level conference programs and on-site activities.

--Concurrent China International Optoelectronic Conference (CIOEC) focus on the most advanced optoelectronic technology insights. And various on-site activities like new product and technology presentation and round table talk enhance the communication between the exhibitors and trade buyers.

Because we locate in the the center of China Optoelectronics Industry.

--Shenzhen- the center of high-tech industry in China. Many famous Chinese brands such as Huawei, ZTE, HAN'S Laser, Konka, BYD, Mindray have their headquarters and production sites in Shenzhen.

Because we have strong buyers database.

-- 100,000 buyers database will ensure you satisfactory business.

Because we have the great support from the government bodies, associations, and strategic partners.

-- The establishment, CIOE was strongly supported by Ministry of Commerce, Ministry of Science and Technology, Chinese Academy of Sciences (Academy of optoelectronics), China Association for Science and Technology (New Technology Development Center), Chinese Optical Society, China Electronic Chamber of Commerce etc.

Because we have the most professional team.

--The CIOE team gathers a lot of experienced exhibition talents, their professional service will make your exhibition more smoothly and pleasantly.

Because we are the ideal platform to access to the China's optoelectronics industry.

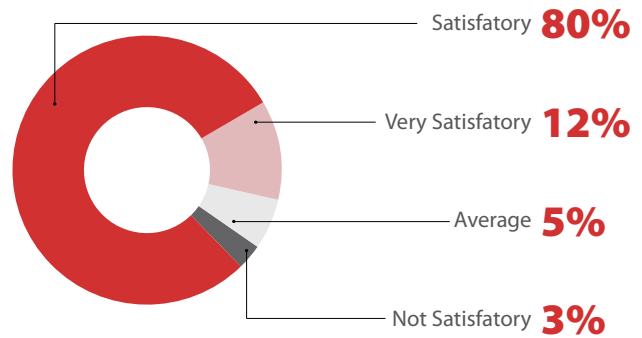
--Join in CIOE now and open your market in China.

2011 EXHIBITOR ANALYSIS

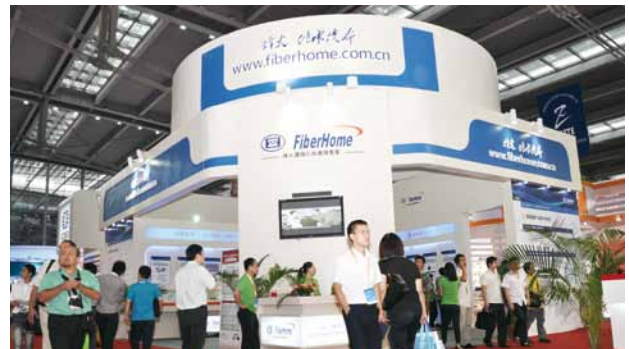
Thanks to the continual growth in optical communications, optics, and LED lighting industries in China these years, the exhibition scale as well as the exhibitor number of CIOE have steadily grown for the third year. With the total exhibition area expanding from 75,000 sqm to 90,000 sqm (a sharp increase of 20% from previous edition), CIOE 2011 attracted a total of 2,727 exhibitors (increased by nearly 8% compared to last year) among which 856 overseas exhibitors from 23 countries.

For years, CIOE also attracted many international optoelectronic manufacturers' participating in country pavilions, including Canada, Germany, France, Japan and Korea. At CIOE 2011, Canadian Pavilion (organized by Canadian Advanced Technology Alliance, CATA), German Pavilion (supported by SPECTARIS) and Danish Pavilion (supported by Royal Danish Consulate General in Guangzhou) presented with large featured stands, displaying the latest optoelectronic technologies and innovations in a wide range.

EXHIBITORS FEEDBACK



EXHIBITORS AT CIOE



EXHIBITOR TESTIMONIAL

"CIOE is one of the biggest optical shows in the world, in my opinion, and it's where all of our key suppliers and key customers coming at very good venue for meeting all of these people. I'm very positive on it, I think that this is the No. 1 in the world and I make a habit of coming here every year." *(Mr. Jim Hjartarson, CEO, OneChip Photonics, Canada)*

"My impression is that it is bigger, even bigger than last year, and the traffic and the attention and the interest has already been first couple of hours here, very big, probably reflecting the growing of the Chinese economy, and the growth of the Chinese companies also." *(Mr. Dirk Jessen, CEO, Alight Technologies, Denmark)*

"So far CIOE is the largest exhibition for optical communications in China, that's why we choose CIOE. As for Mitsubishi Electric, we have participated in CIOE for the second time. Compared to last year, we could find more suppliers and new innovations at CIOE 2011, and I think this is exactly the charm of CIOE." *(Mr. Toyooki Taniguchi, Vice General Manager, Mitsubishi Electric & Electronics (Shanghai) Co., Ltd.)*



"I had visited CIOE for the past years and the traffic of the exhibition really impressed me. As everyone knows, south China takes up more than 60% of the whole Chinese LED businesses, that's why we think CIOE is a very important show for us. Here I can see, new products emerge one after another, as well as the prosperity of the whole LED industry. Of course, we are also looking to get a share from the prosperous business, and I believe this is also what every CIOE participant is looking for. So we are planning to apply for space earlier and choose a better position for next year." *(Mr. Luke Zhou, Regional Sales Manager/South China, Nordson (China) Co., Ltd.)*

"This event is really great. A lot of companies exhibit here. It shows that economy in China is developing with high speed growth. Our plans are that we will participate here each year to get many contacts with our customers here in China and this is the best opportunity for us because our customers they have their booths here, and we can meet them easily in this show." *(Dr. Kart Matl, Director Sales & Marketing, Optics Division, LEYBOLD OPTICS GmbH)*

KEY ACCOUNTS



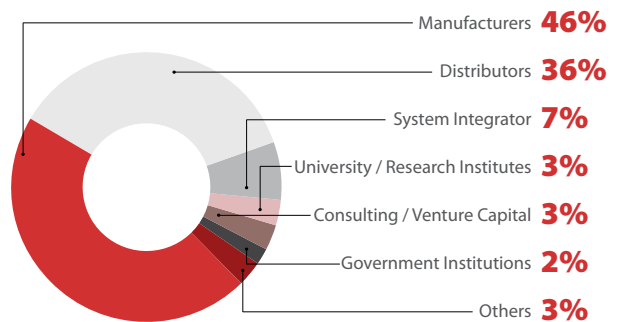
* The above is listed in no particular order

2011 VISITOR ANALYSIS

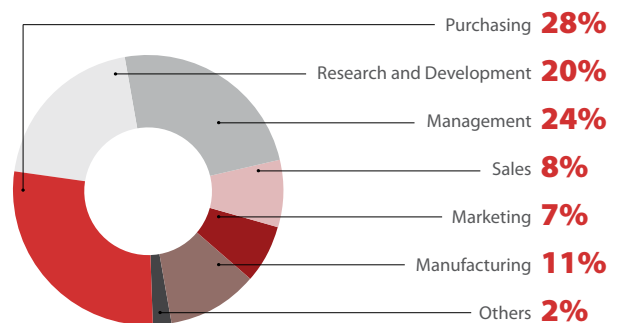
The 13th China International Optoelectronic Exposition (CIOE 2011) successfully finished at the Shenzhen Convention & Exhibition Center on September 9, 2011. Besides the co-located Global Sourcing Fair: Electronics & Components, the Chinese Optical Society Annual Conference which is regarded as the top class and largest academic conference in the optics industry in China, was held concurrently with CIOE 2011 for the first time.

Setting new records in exhibition space, visitors and exhibitors, CIOE 2011 again confirmed its place as the world's largest exposition for optoelectronics. Over the four-day show, a total of 68,216 buyers from 65 countries attended the year's most important optoelectronic event, with an increase of 4.4% compared with last year. Among them, overseas buyers have increased to 16,285 and accounted for 24%, weighing heavily in total amount.

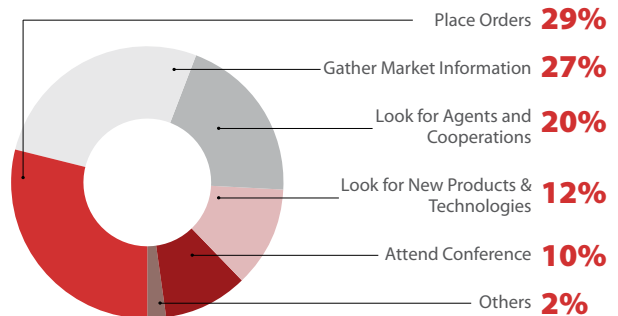
VISITOR BREAKDOWN BY NATURE OF BUSINESS



VISITOR BREAKDOWN BY JOB FUNCTION



VISITOR BREAKDOWN BY PURPOSE OF VISIT



VISITORS AT CIOE

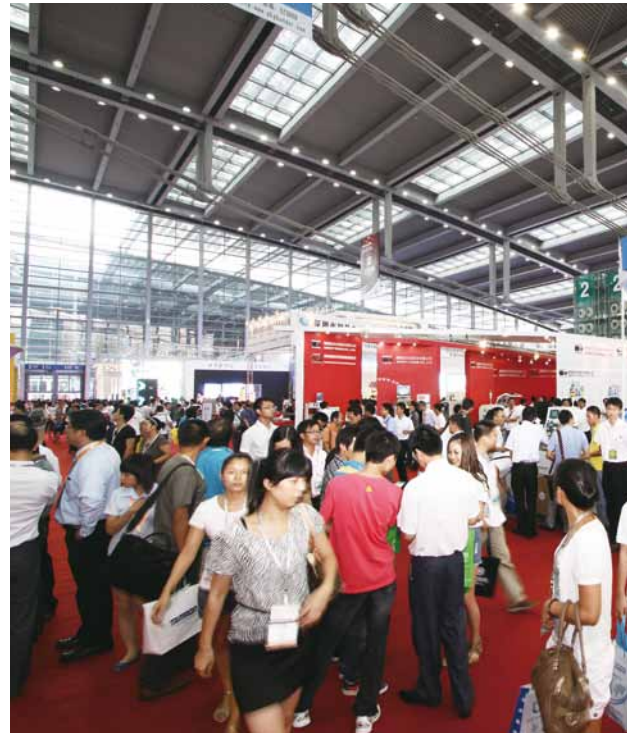


VISITOR TESTIMONIAL

"This year I noticed that there are more small and emerging foreign companies joined in CIOE 2011, such as the companies from the Danish, Canadian and German Pavilions. This is very good. I am expecting to see more foreign companies like these in the future CIOE events." *(Mr. Lin Jingping, Material Technology Supervisor, ZTE Corporation)*

"Generally I think CIOE 2011 is very successful. The number of exhibitors is very large, and we can get the latest information of the optoelectronics industry and see the latest optoelectronic products here. Besides, many professional buyers are gathering here in a good atmosphere. We will continue to participate next year." *(Mr. Tong Jianhua, Guangdong Southern Planning & Designing Institute of Telecom Consultation Co., Ltd.)*

"CIOE is a very successful optoelectronic event with excellent organizing and managing, the exhibitors increase rapidly and become more and more international. At CIOE, I can find a lot of products and good equipment suppliers, which is very helpful to our scientific research." *(Prof. Ding Hui, School of Electrical Engineering, Xi'an Jiaotong University)*



ON-SITE ACTIVITIES





CONCURRENT FORUMS



The China International Optoelectronic Conference(CIOEC) is the professional and annual conference held concurrently with CIOE 2011. The speech topics of CIOEC cover full aspects of optical communications, lasers, infrared applications, precision optics, LED lighting and display. During the two-day conference, CIOEC 2011 featured totally 57 professional presentations by academicians, senior technicians, professionals and senior management officers. Over 900 professional audiences were attracted to listen to the optoelectronics experts' insight at CIOEC 2011.

One of the biggest highlights of CIOEC 2011, was that the Chinese Optical Society (COS) Standing Committee held the COS Annual Conference 2011 concurrently with CIOE. As the top class and largest academic conference in the optical industry in China, the COS Annual Conference 2011 set over 20 sessions covering nearly 100 sub-sections in optics and optical engineering fields, attracted more than 1,300 attendees including more than 20 academicians of the Chinese Academy of Sciences and the Chinese Academy of Engineering. This win-win cooperation established a university-industry- research event, and build a multi-angle, multitiered, multi-channel exchange platform to promote the technology innovations and accelerate achievement transformation in the optics and optical engineering fields.

"CIOEC is one of the most important meetings for optical communication industry colleagues. Through this platform, many experts and scholars of the optoelectronics industry can communicate in depth with each other. I think this is very important." *(Mr. Ao Li, Deputy Director of Telecommunications Standards Institute, Chinese Academy of Telecommunication Research of MIIT)*

"The CIOE 2011 is very large in scale, and this year there are more activities to see. To be held with the Chinese Optical Society Annual Conference 2011, the concurrent conference and forum of CIOE are also getting into another high level, especially the quality of speakers." *(Mr. Mao Qian, Former Associate Dean and General Engineer of Wuhan Research Institute of Post and Telecommunications)*

"The scale (of CIOE) grows year by year, and I found this year it is really big, almost comparable with some large international shows. So far the development of LED's application in backlight presents two trends, one is high illuminating and another is low consumption. Although leaders in the hi-illuminating technology remain those manufacturers in Taiwan, Korea and Japan, I can see some of the LED manufacturers in China also get improvements and probably could catch up recently, especially in efficiency." *(Mr. Leo Liu, Senior Analyst, DisplaySearch)*



CHINA INTERNATIONAL OPTOELECTRONIC CONFERENCE(CIOEC) 2012

Date: September 6-8, 2012

Venue: Shenzhen Convention & Exhibition Center

China Optical Communication Technology and Development Forum 2012

- FTTX
- Lightpeak/Optical Integration
- High Speed Optical Network and Module

China Optics Forum

-International Conference for Applied Optics 2012

- Precision Optics Processing
- Optical Materials and Lens
- Lasers and Infrared Applications

LED Lighting Technology and Development Forum 2012

- Heat-release Technology in LED Packaging
- Micro-Projection
- LED Display



SPONSORSHIPS

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.

Advertise in **China Optoelectronics(Journal)**: More than 5,000 copies every month reach optoelectronic industry chains, associations, and institutions in China and abroad.

Ride on the extensive promotion of CIOE through its official website, **www.cioe.cn and www.optochina.net**, your first choice for online promotion.

Advertise on **China Optoelectronic Express**, an express issued during the expo, will be distributed on-site to 100,000 optoelectronic professionals.

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.

Forum sponsorship and package sponsorship: A comprehensive multi-dimensional promotional package tailor-made for your company.

We provide more than exhibition space!



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

VENUE & CITY



The Venue: Shenzhen Convention and Exhibition Center

The Shenzhen Convention and Exhibition Center was created by the German architects gmp and provides modern exhibition facilities. Located in the downtown area of Shenzhen, it is connected to all major transportation systems and is easily accessible from all parts of the city. Many four- and five-star hotels and top restaurants are within short walking distance.

The Shenzhen Convention and Exhibition Center occupies 280,000 sqm, incorporating 105,000 sqm of pillar-free exhibition space, state-of-the-art conference rooms, entertainment and dining halls, meeting rooms and catering facilities.



The City: Shenzhen

Shenzhen is a sub-provincial city of Guangdong Province in Southern China. Shenzhen is a centre of foreign investment, one of the fastest-growing cities in the world, and the busiest port in China after Shanghai. International visitors have easy access from Hong Kong and the provincial capital Guangzhou. In the past two decades, International Enterprises have invested more than USD 30 billion in Shenzhen for manufacturing plants and established joint ventures. The greater Shenzhen region is recognised as the centre of China's optoelectronic production and consumer industry. Hence, it is the perfect location for the CIOE.



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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