

Report on Exhibit at COMPUTEX TAIPEI

Communications Subcommittee

Name of Exhibit: COMPUTEX TAIPEI URL: <http://www.computextaipei.com.tw/>

Organizer: Taipei Computer Association (TCA) and Taiwan External Trade Development Council (TAITRA)

Session: June 6 (Tuesday) to June 10 (Saturday), 2006

Site: Held at four sites--Taipei World Trade Center Exhibition Hall 1 (main hall), Exhibition Hall 2, Exhibition Hall 3, and Taipei International Convention Center.

Participant: Tatsuo Koizumi Chairman of Communications Sub-committee (FUJITSU)

Takeshi Asano Member of Communications Sub-committee (IBM Japan)

Kojiro Yamada Administrative Manager of VCCI

Naoko Hori Secretariat of VCCI Communications Sub-committee

Scale of Exhibition: 1,312 companies, 2,907 booths

Number of Visitors: Approx. 130,000

1. Purpose of Exhibit at COMPUTEX TAIPEI

The COMPUTEX TAIPEI is an exhibition that receives many buyers from overseas and considered to have a great influence internationally. It is also an important show for Taiwanese IT industry because all computer-related products to be exported are exhibited. At this Taiwan's largest IT show, VCCI had run a booth in Japan pavilion set up in the second-largest exhibit hall—Exhibition Hall 3, for the purpose of public relations.

2. VCCI's Exhibition Status

Prepared as VCCI's exhibits were the labarum and portable tools for exhibitions. As materials for distribution, 700 copies each of the kit module brochure, Chinese version pamphlet for introducing VCCI, Chinese version EMI standard list, annual report, membership guide, and novelty goods were prepared and all of them had been distributed for five days.

3. Impression and Toward the Future

The exhibition this year was our third one, and we felt our popularity had been increased. In addition, there were many concrete inquiries about EMC regulation or as they had plans to become VCCI members. Also, in responding to the question "What is VCCI?", presenting "VCCI-mark" on the digital camera etc. we brought was more helpful to achieve people's understanding than explaining verbally.

Until last year, there had been many buyers from Asian block. This year, however, there were also many buyers from United States, Europe, India and Latin America, reflecting their high interests.

Presently, approx. 200 Taiwanese companies are VCCI members, and we hope the membership will continue to increase in the future. In addition, VCCI is scheduled to continue PR activity aggressively at both domestic and international exhibitions.



VCCI Booth