

COMPUTEX TAIPEI Exhibit Report

Communications Subcommittee

The following is a report regarding the VCCI booth at Computex Taipei, an annual event held in Taipei, Taiwan.

Exposition: Computex Taipei 2007

URL: <http://www.taipeitradeshows.com.tw/computex/index.shtml>

Organizers: Taiwan External Trade Development Council (TAITRA)

Taipei Computer Association (TCA)

Dates Held: June 5 (Wed.) to 9 (Sat.), 2007

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

VCCI Attendees:

Shinji Tada	Member of Communications Sub-Committee (TDI)
Ryo Hiroyama	Member of Communications Sub-Committee (Toshiba)
Haruyoshi Nagasawa	VCCI Executive Director VCCI
Kojiro Yamada	VCCI Administrative Manager
Miki Ichino	VCCI Secretariat
Naoko Hori	VCCI Secretariat

Exhibition Size: 1,333 companies and 2,926 booths

Attendance: 130,000



VCCI booth in the main hall (Exhibition Hall 3)

1. Purpose of Computex Taipei Exhibit

The Computex Taipei exhibition is attended by many foreign buyers and is considered to have a great influence internationally. It is also an important show for Taiwanese IT industry because all computer-related products for export are exhibited.

At this exhibition, Taiwan's largest IT show, VCCI had a booth in the Japan pavilion located in the second-largest exhibit hall, Exhibition Hall 3, to make VCCI more popular.

2. VCCI Booth Activities

The VCCI booth displayed a VCCI banner and various portable tools for exhibition use. Materials were handed out at the booth over the four days included enrollment information for technical workshops, VCCI informational pamphlets in Chinese, EMI standards list in Chinese, Annual Reports, membership information, and promotional items. There were enough of each of these for 500 people and they were completely distributed by the end of the exhibition.

3. Impressions and some thoughts toward future

Even with rainy weather from the first day on the exhibition, Computex Taipei was a great success with an increased number of foreign visitors and recorded an overall attendance of some 130,000 persons.

This was the fourth year for VCCI to have a booth, and this year, a large number of people not only from Taiwan member companies but also from the public visited the booth, which shows that VCCI has been becoming familiar in Taiwan. This also provided the opportunity to hear some important feedback from attendees such as the desire for VCCI to be more pro-active in promoting the merits of association membership.

There were even more buyers from Europe, the US, India, Central and South America, and the Middle East than the previous year making this exhibition extremely significant for VCCI in pursuing our steady efforts to promote our activities and role in the industry.

VCCI plans to continue to carry on similar promotional efforts in a pro-active manner at exhibitions both within Japan and abroad.