

15th WORLD ELECTRONICS FORUM COMMUNIQUE
Shenzhen, China
November 14-17, 2009

Jointly hosted by the China Electronic Chamber of Commerce (CECC) and the Shenzhen Electronics Industries Association (SEIA), WEF is a voluntary gathering of CEOs and directors of electronics industry associations worldwide. Founded in 1995, WEF meets annually to:

- Discuss major topics of common interest to the various associations.
- Exchange information on services and data.
- Strengthen relations between associations for the benefit and service of our industries.

55 CEOs, Directors, and Delegates from more than 12 economies, representing four continents, attended the 2009 WEF.

WEF opened with addresses from Madame Qu Weizhi, Counselor of State Council and President of the CECC, Mr. Xu Qin, Executive Vice Mayor of the Shenzhen city government and Mr. Gary Shapiro, President and CEO of the Consumer Electronics Association (CEA) and Secretariat of WEF.

Following these addresses, Mr. Zhou Zixue, Chief Economist from the Chinese Ministry of Industry and Information Technology, gave a detailed speech on the current state of the Chinese economy and the CE industry.

Association representatives from India, Russia and Australia then provided CE market- overview presentations from their respective countries. All countries represented at WEF have been affected by the global economic downturn, but it is the general consensus that market conditions are becoming better as we enter the fourth quarter of 2009.

At the WEF interim meeting held in July in Qingdao, China, WEF members identified four key areas that were discussed in great detail at the annual meeting. These include: environmental issues, the transition to digital television, free trade and the future direction of the CE industry.

Environment

WEF members agree to challenge the industry to continue to develop products that are energy efficient and more eco-friendly. WEF members agree to encourage their respective governments to pass sensible environmental legislation and policy and support voluntary, market-oriented energy efficiency and recycling programs. WEF members also agreed to strive for consistency in the underlying concepts contained in recycling laws. Additionally, each WEF member association is urged to educate and inform consumers that the CE/digital technology electronics industry is part of the solution to the environmental challenges facing each country and region, not part of the problem. As such, it is the responsibility of WEF members to provide relevant industry data to consumers to demonstrate how our products save energy. Further, WEF members will encourage their countries to utilize Green IT to contribute to meeting the challenges posed by climate change.

Digital Television Transition

Many WEF member associations represent markets that are either in the process of transitioning from analog to digital television or have recently completed the transition. As the respective analog-to-digital transition deadlines draws near, the rise in the purchase of digital televisions has accelerated significantly.

Many WEF members created extensive public awareness campaigns to ensure the transition remains on schedule and to educate consumers. All WEF members who represent markets transitioning to digital television are encouraged to create marketing and public relations campaigns to educate the general public so as to ensure smooth transitions. Additionally, WEF members agreed to urge their respective governments to distribute the analog spectrum in a way that is sensible.

Trade

In the absence of strong trade promotion and enforcement, distortions in the market can affect pricing and manufacturing costs and can have an adverse impact on the ability of businesses to compete in the global marketplace. By promoting free trade, enforcing the trade rules and carrying out policies that establish a clear and cohesive rule of law, businesses are more adequately equipped to maneuver in foreign markets and make their exporting business as competitive and profitable as possible. WEF members agreed to pursue and support Free Trade Agreements (FTAs), stimulate the WTO/Doha Round, uphold and enforce Trade Agreements, including the maintenance of the Information Technology Agreement (ITA) and elimination of Non-Tariff Barriers to Trade.

Future Direction of the Industry

The decline in global ICT industry revenue and units in 2009 and the recovery in 2010 were discussed. In 2009, LCD TVs, Blu-ray players, and laptops were the key global growth areas. The rapid growth of consumer media use and several new innovative technologies are driving strong growth opportunities for 2010. TV technologies to watch include 3-D, LED, and internet-enabled TV as home entertainment continues to grow. The PC market is driven by netbook growth as consumers look for smaller, more portable, less expensive devices. The mobile phone market is being driven by both a move to inexpensive handsets for developing markets as well as feature-rich smartphones leveraging apps and internet connectivity.

As consumers have an increasing amount of information available to them, new device markets are developing to offer consumers access to this information. Technology to help consumers with healthcare is a promising frontier in the years to come.

The 16th Annual Meeting of the World Electronics Forum

It was agreed that the next WEF meeting will take place in Las Vegas, Nevada USA during the 2011 International CES.

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WEF members express sincere thanks and appreciation to the CECC and SEIA for their gracious hospitality, outstanding planning, and organization of the very successful 15th annual WEF in Shenzhen.