

## **2011 WORLD ELECTRONICS FORUM BRINGS TOGETHER ELECTRONICS LEADERS FROM AROUND THE WORLD**

### ***CEA Hosts Largest WEF Meeting in History at the International CES; Leaders Discuss Key Topics Impacting Global Electronics Industry***

**January 24, 2011, Arlington, Va.** - More than 65 leaders representing electronics associations from all six habitable continents attended the 16<sup>th</sup> Annual World Electronics Forum (WEF), January 8-10, 2011 in Las Vegas, Nevada, making the 2011 Forum the largest in WEF history. Hosted by the Consumer Electronics Association (CEA)<sup>®</sup>, WEF coincided with the 2011 International CES<sup>®</sup>, the world's largest tradeshow for consumer technology, which ran January 6-9 in Las Vegas.

“The World Electronics Forum provides technology leaders from around the globe a chance to collaborate with colleagues while keeping a pulse on the regulatory issues affecting the worldwide electronics industry,” said Gary Shapiro, president and CEO, CEA. “The key initiatives discussed at the 2011 WEF, including free trade policies, social responsibility and sustainable business practices, impact the entire electronics industry and consumers around the world.”

Founded in 1995, WEF is an informal gathering of CEOs and directors from global electronics associations that meet annually to discuss major topics of interest to the worldwide electronics industry. Key topics discussed during the 2011 WEF included environmentally sustainable technology practices, social responsibility and free trade policies.

United States Trade Representative Ambassador Ron Kirk kicked off the 2011 WEF with a keynote address at the opening Welcome Dinner on Saturday, January 8. Ambassador Kirk discussed the importance of free and fair trade policies, which impact commerce around the globe.

WEF delegates, representing 30 associations from 22 countries, participated in a breakfast session on Sunday, January 9 featuring addresses from Jacques Régis, president, IEC (International Electrotechnical Commission); Noel Lee, founder and president, Monster Cable and CEA's Chief Economist Shawn DuBravac. Delegates also toured the International CES show floor to experience the innovative products on display from more than 2,700 global technology companies. The 2011 Forum concluded on Monday, January 10, following a day-long session focused on doing business in the ever-changing global economy.

At the conclusion of the forum, participating associations agreed to encourage their respective governments to pass sensible legislation that does not stifle business and to educate consumers in their countries that technology and innovation is part of the solution to issues facing each country and region. Further, WEF delegates agreed to collaborate on various market research initiatives to better serve their member companies.

The 2012 World Electronics Forum will take place in the Philippines in the spring of 2012 and will be hosted by the Semiconductor and Electronics Industries in the Philippines Inc. (SEIPI).

“The Philippines has a strong semiconductor and electronics market, a welcoming culture and world-class beaches and we look forward to showcasing all the Philippines has to offer during the 2012 World Electronics Forum,” said Ernie Santiago, president, SEIPI.

For more information about the World Electronics Forum, visit [www.WEOnline.org](http://www.WEOnline.org).