

# Electronics Industry in Taiwan

# No.1 Global Market Share in Computer Peripheral Market

## Computer & Peripheral Devices

### NO.1

- Motherboard : 120,861K Units (94%)
- Desktop PC : 54,618K Units (46%)
- Notebook PC : 143,255K Units (93.7%)
- Netbook PC : 25,665K Units (88.3%)
- LCD Monitor : US\$ 14,223M (71.9%)

### NO.2

- DSC : US\$3,720M(40%)
- L/S TFT-LCD(>10") : US\$ 30,205M (37.5%)
- S/M TFT-LCD(<10") : US\$ 4,738M (23.4%)
- TN/STN LCD : US\$ 663M (27.7%)
- OLED : US\$ 249M (26.1%)



# No.1 Global Market Share in IC & Network

## IC

### NO.1

- Foundry : US\$ 18,042M (67.2%)
- IC Testing : US\$ 4,199M (75.8%)
- IC Packaging : US\$ 9.399M (51.3%)
- Mask Rom : US\$ 279M (97.9%)

### NO.2

- IC Design : US\$ 14,394M (24.1%)
- PCB: US\$ 9,767M (25.9%)

## Networking Products

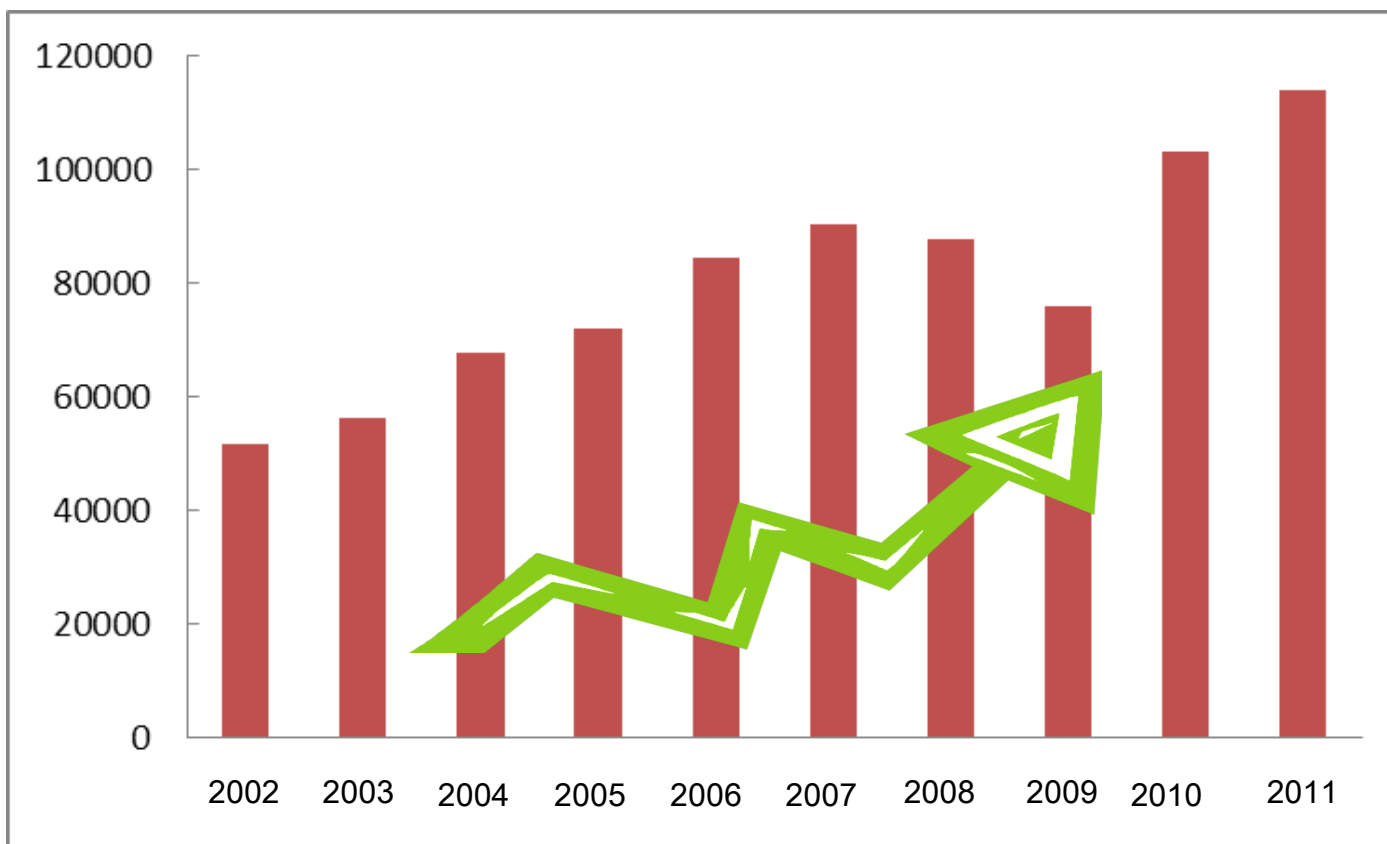
### NO.1

- WLAN : 265,999K Units (85%)
- DSL CPE : 55,491K Units (70%)
- Cable CPE : 27,799K Units (89.7%)
- PND : 32,472K Units (88.6%)



# Positive Growth in Taiwan's ICT Product Export

(Million USD)



Source: Ministry of Finance, R.O.C. \*(2012/3)

(Year)

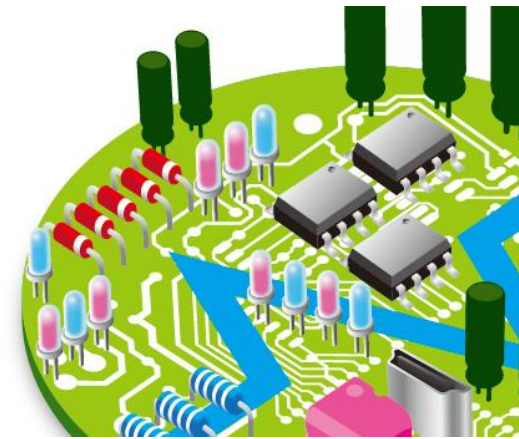
# The 38th 2012 TAITRONICS (Taipei Int'l Electronics Show)

## The 5th BROADBAND TAIWAN

# The 1st Taiwan Int'l Cloud Technology & Internet of Things Show

Organizers:  Taiwan External Trade Development Council

 Taiwan Electrical and Electronic Manufacturers' Association



# Top Electronics Trade Fair in Asia

- TAITRONICS (Taipei Int'l Electronics Show) & BROADBAND TAIWAN

- Date: October 9-12, 2012
- Venue: TWTC Nangang Exhibition Hall
- Scale: 800 exhibitors /1,500 booths





# Exhibit Profile

## Featuring



### TAITRONICS

- Active & Passive Components
- Electronic Components
- LED Lighting & Applications
- Meters & Instruments
- Security & System Products
- Cells, Batteries & Power Supplies
- Industrial Process & Manufacturing Equipment
- Smart Living & Consumer Electronics



### BROADBAND TAIWAN

- Telecommunication Equipment & Components
- Wireless / FTTx / WiFi
- Testing & Certification
- Mobile Communications *(New!)*



### CLOUD SHOW

- Cloud Technologies and Products:  
IaaS (Infrastructure as a Service),  
PaaS (Platform as a Service),  
SaaS (Software as a Service)
- Internet of Things
- RFID





# Buyers (2011)

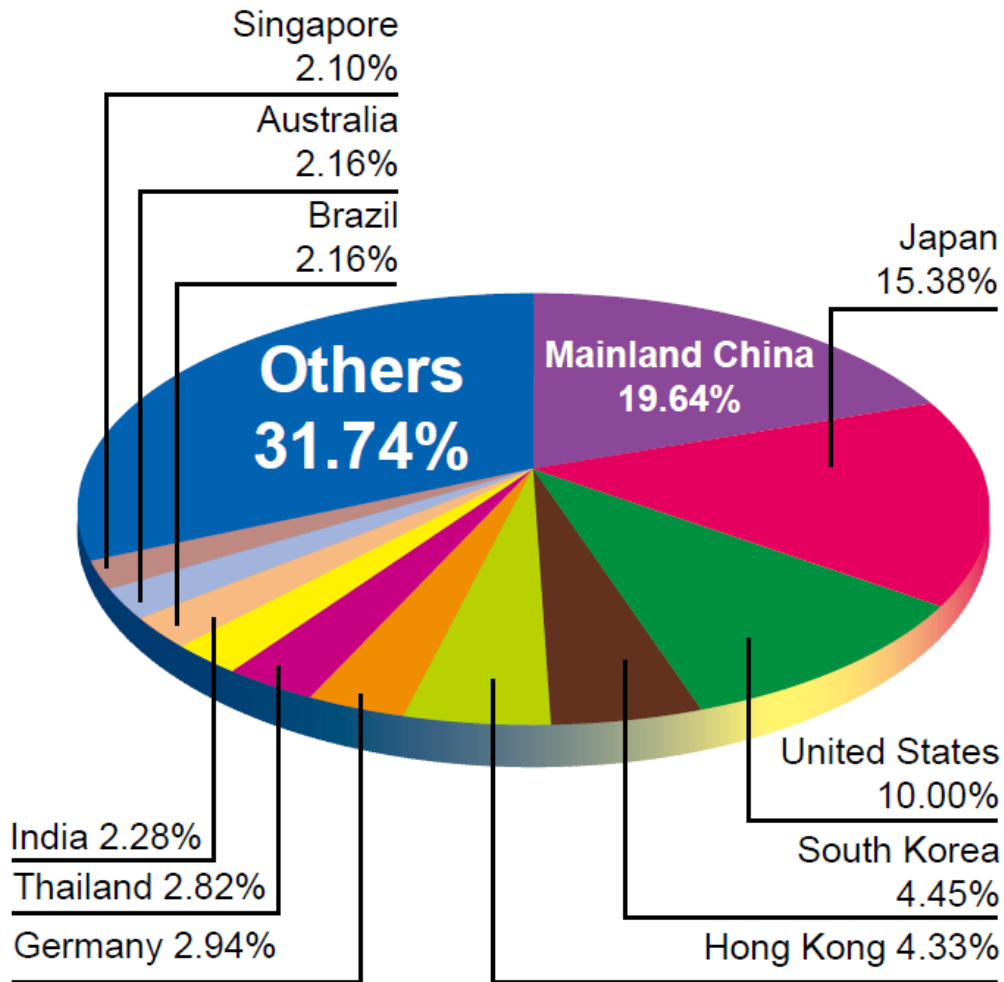
3,330 International Buyers / 37,182 Domestic Buyers

- ◆ FUJITSU
- ◆ INTEL
- ◆ NXP
- ◆ PIONEER
- ◆ CANON
- ◆ HUAWEI
- ◆ ACER宏碁電腦
- ◆ ASUS華碩電腦
- ◆ FOXCONN鴻海精密
- ◆ PANASONIC
- ◆ MOTOROLA
- ◆ OMRON
- ◆ TELAMON
- ◆ SIEMENS
- ◆ HYUNDAI
- ◆ CHT中華電信
- ◆ DELTA台達電子
- ◆ HTC宏達電
- ◆ PACKET ONE NETWORKS
- ◆ LG ELECTRONICS
- ◆ ARROW COMPONENTS
- ◆ ALCATEL-LUCENT
- ◆ ROHDE&SCHWARZ
- ◆ FUTURE ELECTRONICS
- ◆ D-LINK友訊科技
- ◆ MEDIATEK聯發科
- ◆ TAIWANMOBILE台灣大哥大

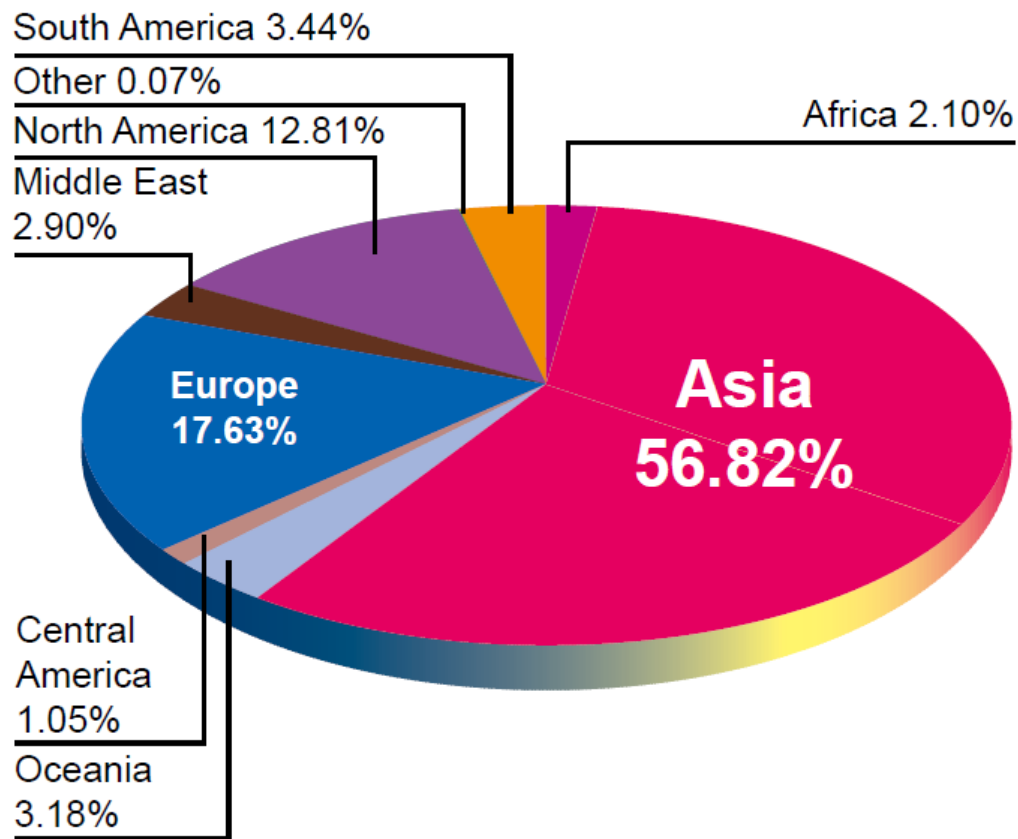




# Overseas Buyers by Top 10 Countries



# Overseas Buyers by Continents



# Theme Pavilions

- Broadband Communication System Pavilion
- I-COMMUNITY Pavilion
- Cloud Computing Pavilion
- Smart Life Pavilion
- Software Pavilion
- MIT Pavilion
- Awarded Area





# Buyers from around the World



# Events

- One-on-one Procurement Meeting
- Sourcing Taiwan for Government
- Seminars & Forums
- Press Conference
- Opening Ceremony
- Welcome Reception
- New Products Launch










# One-on-One Procurement Meetings



# 5-in-1 Mega Show demonstrates *Green Technology, Smart Living*

|   |  |
|---|--|
|    | TAITRONICS (Taipei Int'l Electronics Show)               |
|    | BROADBAND TAIWAN   |
|    | Taiwan Int'l Cloud Technology & Interment of Things Show |
|   | Tigis (Taiwan Int'l Green Industry Show )                |
|  | BuildinG Taiwan (Taiwan Smart Green City Expo )          |

**Oct 9-12,2012 / TWTC Nangang Exhibition Hall**





# Join now for the special offers!

## To Participate as an EXHIBITOR

### 【Special Package】 National Pavilion

1. A shell scheme booth will be provided at the price of **USD 1,140** which is **50% off**.
2. **One FREE shell scheme** booth will be provided when 3 or more than 3 shell scheme booths are ordered.
3. Complimentary national pavilion signboard will be offered.

## To Participate as a VISITOR

### Buyers Group

- Buyers Group should be composed by at least 5 different companies.
- Each participating company should meet the requirement of USD 0.5 million in annual sales of any last 3 years.
- **The group is subsidized to a limit of NTD\$240,000** to be used for airline ticket and accommodation.

**✂The ORGANIZER will obtain One Round-trip Flight Ticket and One 6-Night Accommodation for free!**



TAITRONICS



BROADBAND TAIWAN

# Contact

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# Video Clip



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