INTERNATIONAL FORUM OF ELECTRONIC INDUSTRY EXPOELECTRONICA 2013 IS:

EXPO ELECTRONICA
THE 16TH INTERNATIONAL TRADE FAIR FOR COMPONENTS, PCBS AND ELECTRONICS PRODUCTION

electrontech
THE 11TH INTERNATIONAL TRADE FAIR FOR ELECTRONICS MANUFACTURING TECHNOLOGY

LEDTECH EXPO
THE 3RD INTERNATIONAL TRADE FAIR FOR LED TECHNOLOGIES, MATERIALS, CHIP DESIGN AND MANUFACTURING

99% of exhibitors were pleased with the number and range of visitors

78% of visitors had an influence on procurement decision-making

OFFICIAL SUPPORT:

Organisers:  With assistance of:
We have taken part in Exhibition ExpoElectronica from its first day and it is attractive by the fact that here you can see progress of enterprises, look at the level of foreign manufacturers products of electronic components and equipment, find something for yourself, buy and move forward keeping up with the level which electronics has currently achieved in the world.

This day has passed well, our products cause a great interest as almost nobody doubles it and we are known all over Russia.

Dobrovitsky Alexander,
Tomilinsky Electronic Plant SPE
Developing electronics is a priority policy in science and technology for our government. The industry defines our quality of life to a great extent, and the modernisation of many industries depends on advanced developments in electronics, as does scientific progress and economic development.

The ExpoElectronica events are effective tools for meeting a wide range of challenges related to developing Russian electronics industry: promoting Russian-made products internally and internationally; import substitution; improving the material and technical base for developing and producing electronics items; making use of the best domestic and international technology; and exchanging information.

Director of the Department of Radio-Electronic Industry of the Ministry of Industry and Trade of the Russian Federation
A.S. Yakunin

For many years now, these exhibitions have been the most distinguished and eagerly-anticipated Russian events in the world of electronics. They are large-scale projects which combine lively professional discussion with an extensive exhibition of the electronics industry’s achievements.

The events are of interest to trade visitors as they reflect market trends - offering an opportunity to assess the domestic technological and production base, analyse global electronics development and then set the best path for future growth, choose priorities, and target both public and private money at key areas.

Head of the Federal Fund for Development of Electronic Equipment
A.I. Sukhoparov

Over the last few years, Russian Electronics has partnered this large-scale event, which presents cutting-edge technology and products from leading Russian and international companies - rightfully bringing about interest from professionals of the relevant industries.

ExpoElectronica, ElectronTechExpo and LEDTechExpo give an additional boost to the development and modernisation of the domestic electronics market, helping to establish new partnerships between producers and representatives of industry, science and business.

Director General of OJSC Ruselectronics
A.V. Zverev

www.expoelectronica.ru
EXHIBITIONS PROFILE

EXPO ELECTRONICA
- Embedded systems
- Hybrid technology
- Sensors
- Displays
- Power Supplies
- Passive components
- PCBs, other circuit carriers and EMS
- Semiconductors
- Electromechanics / system peripherals
- Semiconductor Light Emission Devices

LED TECH EXPO
- LEDs, innovative solutions in LED chip and packaging design, LED clusters and assemblies
- Power supplies, drivers & control for LEDs
- Materials and components for LED manufacturing
- Sources and Systems of Feeding and Control for LED
- Secondary optics
- Equipment & technologies for LED production
- Test & measurement, equipment, methods and standards
- Metrology, test and measurement, quality assurance: equipment, methodology and standards
- Soldering technology
- Component mount technology
- Industrial equipment (Materials, tools, furniture)
- Industrial automation
- Manufacturing technologies for PCBs and other circuit carriers
- Semiconductor / display manufacturing
- Materials processing
- Technologies in cable processing
- Product finishing
- Assembly and Packaging
- Microelectronics manufacturing equipment
- Microelectronics projection and design systems
- Clean room facilities
- Equipment & Materials for PV

65% of visitors only visit expoelectronica
92% of exhibitors thought the exhibition was very well organised

It is the second year when our Company has taken part in the exhibition. Before that the company actually did not take part in exhibitions that is related to the special character of the company’s activity. Selection of ExpoElectronica and ElectronTechExpo is certainly related to the fact that the event is the leading one in the segment of equipment for electronics and one of the fields of our company’s activity is exactly equipment supplies, it is not the predominant field of our activity but the basic one. That is why the choice is evident.

For us the forum was efficient: the number of contacts was larger than the previous year, there were quite many new companies who visited our stand, who got interested in our products and services.

Maxim Piskaykin, ELTECH SPb
EXTENSIVE BUSINESS PROGRAM

EVENTS TAKING PLACE WITHIN THE EXHIBITION:

2nd International Conference
‘LED: Chips, Products, Materials, Equipment’

Round table discussion
‘Photovoltaics: a new vector of the electronics development’

Round table discussion
‘Education and Business: Highly-Qualified personnel – our Future’

International Symposium
‘Advanced Display and light technologies’ (ADLT-13)

Over 30 technical seminars
and presentations from the exhibitors:

- Proton
- Orbike One
- Technopolis GS
- EFIND.RU
- Aviton
- Rodnik NPP
- New Technologies
- AIT Engineering
- Tekla Electric
- Alexander Electric Don
- ICAPE Group
- NP of LED and LED-Based Manufacturers
- Fluke / Landata
- Sovtest ATE
- Milandr
- Optogon
- Components
- CST / Eurotech
- Radiant-Elsam
- ALEXANDER ELECTRIC
- Power Sources
- AWR Corporation
- Eltech SPb
- Vital Electronics
- Intereco-Electronics

88% of participants mentioned that the business program was repleting and interesting

Over 180 engineers, design engineers and developers from more than 100 enterprises from different regions of Russia and the CIS countries attended the seminar.

The main factors of successful seminar holding include the company’s products, timely notification of consumers about seminar holding within the frames of the exhibition, detailed elaboration of reports and high professional level of speakers.

Irina Bukker, Milandr

We have taken part the exhibition for five times. It is attractive by the fact that specialists gather here and every time the exhibition is organized at the quite good level. Crisis is not the crisis – the exhibition is extending and people come to it.

We held the seminar which was attended by many visitors and the seminar was interesting for specialists in particular it told how to make electronic products at the modern level.

4 people worked at our stand and a part of them came from Sweden, the work was at the good hippodromic regime.

Alexander Fedorov, Proton

Every year more and more consumers come to us, we learn lots of new and interesting facts about manufacturers and developers of component parts for our products, relations are established here and we are also interested in the fact that the sellers of our products are represented at the exhibition which contributes promotion of our products.

We held the seminar concerning our new products and we held meetings with many of our consumers who are interested in our products, discussed necessity for development of new items, told about details and peculiarities of current developments.

Anatoly Vasyukevich, Orbit One
BUSINESS PROGRAM

1. **2ND INTERNATIONAL CONFERENCE ‘LED: CHIPS, PRODUCTS, MATERIALS, EQUIPMENT’**

Over 120 specialists from St Petersburg, Zelenograd, Moscow, Yekaterinburg, Voronezh, Ulyanovsk, Aktau (Kazakhstan), Saransk, Chistopol, Smolensk, Perm, Zheleznodorozhny, Orel, Nizhny Novgorod, Gatchina, Stavropol, Kiev (Ukraine), Singapore (Singapore), Unterschleissheim (Germany).

2. **ROUND TABLE DISCUSSION ‘PHOTOVOLTAICS: A NEW VECTOR OF THE ELECTRONICS DEVELOPMENT’**

Over 50 specialists from Moscow, Zelenograd, Omsk, Novosibirsk, St Petersburg, Perm, Vorga, Dolgoprudny, Obninsk, Nalchik took part in the round table discussion.

**We liked the conference. Good organization, positive publicity and comfortable location allowed for a large number of representatives of field-specific companies to take part in this event. The reports were interesting and comprehensible especially the ones concerning the subjects of heat management and market.**

Yevgeny Osin, RUSALOCS

This conference is like summing up the results for the year from the date of the previous conference: what is the progress of the Russian LED industry in terms of quantitative and qualitative indexes, what is the progress of LED subject in the minds of a common consumer and specialists-developers. In general the organization of the conference is at a high level, the presented reports were informative and of practical use for specialists lighting technicians.

Pyotr Bochkanov, NIIIS named after A.N. Lodygin

**Debating events are of special significance if they provide the ground for exchange of expert opinions and up-to-date questions properly elaborated by experts are raised within the frames of the discussion. In this sense, I am sure that the conducted round table discussion due to the scope of participants, professional moderation and a wide range of raised questions was of great practical use and laid the foundation for efficient expert discussion on the issues of development of renewable power generation in Russia.**

Anton Usachev, Association of Solar Energy in Russia

I would like to thank the organizers and participants of the round table discussion which has made a particular positive contribution into development of this trend in our country. These events primarily improve interchange of information between concerned organizations and individuals by lively communication, maintaining old relations and establishment new ones.

Alexander Suponenko, Project Aluminum Division West
FOR THE FIRST TIME WAS ORGANIZED THE MULTI-FUNCTIONAL PLATFORM DIPAUL PROF-ARENA

Where master-classes of professional training, equipped classrooms and laboratories were operating which were visited by hundreds students from vocational schools and colleges of Moscow, Zelenograd, St Petersburg, Vladimir.

FOR THE FIRST TIME THE ROUND TABLE DISCUSSION ‘EDUCATION AND BUSINESS: HIGHLY-QUALIFIED PERSONNEL – OUR FUTURE’ WAS HELD

Representatives of Technological College No 34 (Moscow), SBEI VSE College of Automation and Information Technologies No 20 (Moscow), Vocational Liceum No 130 (St Petersburg), Vladimir State University, Association of Enterprises of Radio-Electronics, Instrument Making, Communications Tools and Info telecommunications (St Petersburg), representatives of employers – companies Sovtest ATE, Dipaul NGPF, Svyaz Engineering, Optel SPC, management of recruiting center Group of Companies A.N.T. and Center of Technical Information Elinform.ru took part in the round table discussion.
THE OFFICIAL GALA RECEPTION WAS HELD ON APRIL 10 IN RESTAURANT “CITY CLUB”, WHICH FEATURED AN EXHIBITOR AWARDS CEREMONY. THE WINNERS:

<table>
<thead>
<tr>
<th>Category</th>
<th>Winners</th>
</tr>
</thead>
<tbody>
<tr>
<td>For the Best Newcomer</td>
<td>ADVANTECH, VSESVETODIODY, LTD, NEC, LTD, FORM, LTD</td>
</tr>
<tr>
<td>For the Best Pre-Show Marketing</td>
<td>ICAPE GROUP, AVITON, LTD, LIONTECH, LTD, OPTOGAN, CJSC</td>
</tr>
<tr>
<td>For the Best Presentation of the Company at the Exhibition</td>
<td>OSTEC, GROUP OF COMPANIES</td>
</tr>
<tr>
<td>For the Most Professional Presentation of the Company at the Exhibition</td>
<td>ORBIT ONE, ENGINEERING CENTER FOR MICRO-ELECTRONICS, OJSC (VEKT)</td>
</tr>
<tr>
<td>For the Best Stand Design</td>
<td>TOMILINSKY ELECTRONIC PLANT, SPE, LTD</td>
</tr>
<tr>
<td>For the Best Development of Socially Important Projects</td>
<td>DIPAUL, GROUP OF COMPANIES</td>
</tr>
<tr>
<td>For the Best Organisation of a Joint Stand</td>
<td>TAIWAN ELECTRICAL AND ELECTRONIC MANUFACTURERS ASSOCIATION (TEEMA)</td>
</tr>
</tbody>
</table>

ICAPE group was delighted to participate to ExpoElectronica 2013, a successful event for us as we welcomed at our stand lot of existing customers as well as many future ones. Thanks to the good organization and the professional support of Primexpo Ltd, we had also the opportunity to well communicate on our company during this exhibition. It was very important as ICAPE Group is opening soon its subsidiary in Moscow. With this local presence, we hope to boost the business on the Russian market.

Considering the importance of participating to a major exhibition of Electronics in Russia and this year result, we plan to participate to ExpoElectronica 2014.

Thomas CHEA, ICAPE group, France
## EXHIBITOR STATISTICS

<table>
<thead>
<tr>
<th>The objectives of participation in the exhibition</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>New potential buyers</td>
<td>91</td>
</tr>
<tr>
<td>Maintenance of the current consumer relation</td>
<td>87</td>
</tr>
<tr>
<td>New client data base creation</td>
<td>81</td>
</tr>
<tr>
<td>Demonstration of products / services</td>
<td>77</td>
</tr>
<tr>
<td>To find new distributors</td>
<td>70</td>
</tr>
<tr>
<td>Direct sale</td>
<td>68</td>
</tr>
<tr>
<td>New market promotion</td>
<td>66</td>
</tr>
<tr>
<td>To establish new partner relations</td>
<td>63</td>
</tr>
<tr>
<td>Market state/condition study</td>
<td>61</td>
</tr>
<tr>
<td>Business programme participation</td>
<td>61</td>
</tr>
<tr>
<td>New product marketing</td>
<td>51</td>
</tr>
<tr>
<td>Advertising campaign effectiveness</td>
<td>50</td>
</tr>
<tr>
<td>Consumer training</td>
<td>48</td>
</tr>
<tr>
<td>To find new suppliers</td>
<td>44</td>
</tr>
<tr>
<td>Declaration of a brand in the market</td>
<td>43</td>
</tr>
<tr>
<td>Study of consumer opinion on goods and services</td>
<td>39</td>
</tr>
<tr>
<td>To attract mass media</td>
<td>31</td>
</tr>
<tr>
<td>Competitor activity study</td>
<td>19</td>
</tr>
<tr>
<td>Rebranding</td>
<td>5</td>
</tr>
</tbody>
</table>

95% of exhibitors achieved their goals at the exhibition
VISITORS STATISTICS

FOR 3 DAYS OF FORUM’S OPERATION
OVER 18,000 SPECIALISTS
FROM 67 CONSTITUENT ENTITIES
OF THE RUSSIAN FEDERATION
AND 44 COUNTRIES OF THE WORLD VISITED IT.

GEOGRAPHY OF VISITORS:
COUNTRIES: Austria, Azerbaijan, Armenia, Belgium, Belarus, Bulgaria, Great Britain, Hungary, Germany, Holland, Hong Kong, Greece, Georgia, Denmark, Israel, India, Iran, Italy, Kazakhstan, China, Korea, Latvia, Lithuania, Moldova, Netherlands, Pakistan, Poland, Romania, Saudi Arabia, Serbia, Slovakia, USA, Taiwan, Turkey, Ukraine, Finland, France, Croatia, Czech Republic, Switzerland, Sweden, Sri Lanka, Estonia, Japan.

CONSTITUENT ENTITIES OF THE RUSSIAN FEDERATION:
Moscow and St Petersburg
Republcs: Altay, Bashkortostan, Dagestan, Karelia, Komi, Mordovia, Mari El, Tatarstan, Udmurtia, Northern Osetia, Chuvashia.

INTEREST OF VISITORS TO EXPOSITIONS

94%

FOR 3 DAYS OF FORUM’S OPERATION
OVER 18,000 SPECIALISTS
FROM 67 CONSTITUENT ENTITIES
OF THE RUSSIAN FEDERATION
AND 44 COUNTRIES OF THE WORLD VISITED IT.

75%

FOR 3 DAYS OF FORUM’S OPERATION
OVER 18,000 SPECIALISTS
FROM 67 CONSTITUENT ENTITIES
OF THE RUSSIAN FEDERATION
AND 44 COUNTRIES OF THE WORLD VISITED IT.

33%

FOR 3 DAYS OF FORUM’S OPERATION
OVER 18,000 SPECIALISTS
FROM 67 CONSTITUENT ENTITIES
OF THE RUSSIAN FEDERATION
AND 44 COUNTRIES OF THE WORLD VISITED IT.
## VISITORS STATISTICS

### Business activity of visitors

<table>
<thead>
<tr>
<th>Activity</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production</td>
<td>63</td>
</tr>
<tr>
<td>Research and development activity</td>
<td>40</td>
</tr>
<tr>
<td>Wholesale trade</td>
<td>15</td>
</tr>
<tr>
<td>Retail trade</td>
<td>8</td>
</tr>
<tr>
<td>Information/consulting services</td>
<td>6</td>
</tr>
<tr>
<td>Repair and maintenance</td>
<td>5</td>
</tr>
<tr>
<td>Other</td>
<td>3</td>
</tr>
</tbody>
</table>

### Visitor’s scope of activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio-electronics and instrument-making</td>
<td>57</td>
</tr>
<tr>
<td>Military-industrial complex</td>
<td>26</td>
</tr>
<tr>
<td>Industrial electronics</td>
<td>23</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>10</td>
</tr>
<tr>
<td>Aircraft engineering</td>
<td>10</td>
</tr>
<tr>
<td>Industrial automation</td>
<td>8</td>
</tr>
<tr>
<td>Safety and protection systems</td>
<td>7</td>
</tr>
<tr>
<td>IT-technologies</td>
<td>5</td>
</tr>
<tr>
<td>In-car electronics</td>
<td>5</td>
</tr>
<tr>
<td>Medical equipment and electronics</td>
<td>5</td>
</tr>
<tr>
<td>Fuel and energy complex</td>
<td>3</td>
</tr>
<tr>
<td>Household appliances</td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
<td>6</td>
</tr>
</tbody>
</table>

### Reasons for attending the exhibition

<table>
<thead>
<tr>
<th>Reason</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establish new business contacts</td>
<td>56</td>
</tr>
<tr>
<td>Purchase products/services</td>
<td>50</td>
</tr>
<tr>
<td>To find new suppliers</td>
<td>47</td>
</tr>
<tr>
<td>Learn about new technologies and products</td>
<td>43</td>
</tr>
<tr>
<td>Receive general information about the market</td>
<td>34</td>
</tr>
<tr>
<td>Maintain current business contacts</td>
<td>32</td>
</tr>
<tr>
<td>Attend events of the business program</td>
<td>32</td>
</tr>
<tr>
<td>Take part in visual demonstration of the product</td>
<td>19</td>
</tr>
<tr>
<td>Study business activity of competitors</td>
<td>10</td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
</tr>
</tbody>
</table>

90% of visitors plan to visit forum in 2014

82% visitors consider must to visit the forum every year
RESPONSES ABOUT AN EXHIBITION

ExpoElectronica is our key platform and we are glad to be here every year.

Obviously, the exhibition is becoming a higher status event. Just 10 years ago it was a kind of utilitarian ground which was used by the participants as one of a few means of communication with customers in person and for the customers it was a possibility to see the manufacturing companies, products they use. Currently, the exhibition is a kind of elite club providing a possibility to communicate at a rather high level, where one can invite managers of the customer companies without any embarrassment, to show oneself in the best light and to boast a bit.

Mikhail Mulminov, Analog Devices

Our company was pleasantly surprised with a real growth of exhibition activity. ExpoElectronica actually appeared in new format as in terms of exhibitors’ number as in terms of qualitative composition of visitors. Frankly speaking, over the last years skeptical attitude to exhibitions in general was growing however participation in ExpoElectronica-2013 showed the contrary. Whether it is changes at the market or merit of the organizers will be seen in the course of time. It is hoped that ExpoElectronica in future will again become the venue for establishing business relations and receiving orders in the first place and a pure image-building component for exhibitors will move to the background.

Olga Komarova, Abris RCM Group

We have taken part in ExpoElectronica for many years from the very first exhibition. We choose this exhibition as there are a lot of representatives of our target audience here. They are the people who are interested in electronic components, interested in our business, interested in us as their suppliers. We have always looked for possible variants of mutual cooperation with these people and the common ground with the audience.

Inna Abdulina, VEST-EL

Optogon has taken part in Exhibition LEDTechExpo for three straight years. It should be mentioned that this year has become the most fruitful for the number of target visitors of the stand. The exhibition is growing and developing and exhibitors open new possibilities along with it.

It is pleasant that many visitors came directly to Optogon’s stand in order to get acquainted with novelties of the company and take part in our seminar concerning the possible application of LED of new generation Optogon X10. At the seminar we gathered about 100 targeted audience specialists and it is a good index.

Marketing group of CJSC Optogon
We thank all the exhibitors, visitors and partners for a job that provided success for the Forum!
SEE YOU
NEXT YEAR

15-17 APRIL | 2014
VENUE: MOSCOW
CROCUS EXPO
PAVILION 1, HALLS 1, 2, 3

E·X·P·O
ELECTRONICA

17TH INTERNATIONAL ELECTRONICS INDUSTRY FORUM

tel. (812) 380 6003/07/00, fax (812) 380 6001
electron@primexpo.ru
www.expoelelectronica.ru

Organisers: primexpo, ITE GROUP, UFI, UFI

Conditions of participation at the web-site
www.expoelelectronica.ru