ELECTRONICASIA

Organised by MGI Asia in partnership with the Hong Kong Trade Development Council, electronicAsia is a premier sourcing event for components, assemblies, electronics production, display technologies and solar photovoltaic technologies.

This year’s event will feature group pavilions from the mainland, South Korea, Thailand and Japan, including companies from Osaka for the first time. Other highlights include the World of Display Technology with the latest research, technical improvements and innovations in display and visual technologies, and the World of Solar with innovations in solar energy and photovoltaic technologies and products.

The Key Components for the Smart Devices Zone showcases touch panels, sound generators, detector components and other parts, while the Hong Kong Metal Parts and Components Pavilion will introduce a selection of the region’s companies to different components for small and medium-sized enterprises.

"The City of Kawasaki has been upholding Japan’s industry as a centre of the Kanto Industrial Zone, which is one of the biggest industrial areas in Japan, during the period of rapid economic growth," says Takahiro Tomiyama, from the city’s International Economic Affairs Office, Economic and Labour Affairs Bureau. "Kawasaki City has transformed into an international industrial and NAO city, with a great number of global companies and R&D institutions."

Featured products include a lead-free vitreous enamel-coated resistor from Tamaoh, which is acceptable for use in a variety of products and sectors, including plastic moulding machines, vehicle controllers and marine vessels. ISC will also introduce its high-speed image processing software using a graphics processing unit.

Hong Kong Resistor Manufacturing International has been making resistors on the mainland for 25 years, and has participated in electronicAsia for several years. "The reason why we keep having the booth is because we trust that the exhibition is still one of the most effective ways to look for potential customers," says the CEO, David Cheung. The largest axial resistor manufacturer in the world, the company will be promoting its resistors products at the fair. "Our main products are axial leaded resistors, including carbon film resistors, metal film resistors, metal oxide film resistors and also wirewound resistors from 1W to 50W in power rating and 300W to 2500W," Cheung says. The wide range of exhibits at electronicAsia also includes cables, general semiconductors, microwave technology, and manufacturing equipment and logistics for microsystems technology.

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Key Buyers are Here! Hear What They Say

"We have been visiting electronicAsia for many years. This is a very big fair with a strong concentration of suppliers and products. Our company rides on the latest communications technologies to design and manufacture different products for enterprise applications. We focus our attention on speakers, connectors and other parts and components at the fair this year. We have already identified 10 suppliers from the Chinese mainland, Hong Kong, Taiwan and Japan. Further discussions will be carried out to establish business relationships. Every year, we source about US$200,000 worth of parts and components at the fair. Hong Kong is a good place to do business and electronicAsia has become a big fair for our regular sourcing."
Shashidhar Alabur, Director, Synectic Telecom Exports Pvt Ltd., India

"Braox is a manufacturer of computers in Brazil. We are visiting electronicAsia for the first time. This is an interesting fair with so many different products on offer. We are looking for various computer-related items such as power adapters, LCD displays and keyboards. So far, we have found five potential suppliers from the Chinese mainland. Further assessment of the products will be conducted and we will visit their factories to get a better understanding. We expect to find more suppliers at the fair in the coming few days. The fair is excellent. I love it."
Douglas Vitto Gomes, Director of Marketing, Braox, Brazil

Hear What Exhibitors Say

"This is our second-year participation in electronicAsia. The fair enables us to raise our company profile and reach out to international buyers. Tamamoehm specialises in the manufacturing of quality resistors for various uses. Our brake resistors are being widely used in the brake systems of high-speed railway lines in both Japan and the Chinese mainland. This year, we are promoting our all-in-one package service that provides resistors fitted various related parts like wiring and stands for the convenience of customers. Last year’s exhibition yielded very encouraging results as we concluded five business deals with customers from Brazil, Switzerland, India, the UK and Turkey. We are confident that we will generate positive responses again this year. electronicAsia serves as an important platform for us to find overseas customers and expand business. We will continue to exhibit here in the coming years to promote our products and corporate identity."
Yasuo Shimizu, Sales Executive, Tamamoehm Co., Ltd., Japan

"We have brought together eight member companies to promote a great variety of metal materials at this year’s electronicAsia. Our showcase displays also highlight a selection of products from some other companies. The fair provides a good opportunity for us to acquire customers and expand business. Our pavilion is able to grab buyers’ attention and facilitate business development. Responses have been positive as negotiations are already under way with certain buyers. The fair is really a must-attend event. We are able to find serious buyers from all over the world. It is also an excellent place to learn about the latest trends, exchange ideas and explore business opportunities."
C.C. Cheng, Vice-Chairman, The Hong Kong Metals Manufacturers Association, Hong Kong