

## Chinese Biz News partners with Deutsche Messe for CeBIT

Partnership will connect CeBIT with the Chinese market

Los Angeles, CA - Chinese Biz News announced on February 17 that it has entered into a partnership with Deutsche Messe owner of CeBIT.

Chinese Biz News will create a world campaign to promote CeBIT within the vast Chinese community in the US, China and other regions of the world, by displaying ads, articles, editorials, interviews, companies and individuals profiles in the newspaper, and by doing a media coverage during the event.

Chinese Biz News strategic partnership with other publications, media, businesses, organizations and individuals in the US, China and other regions, will create a formidable marketing platform for promoting CeBIT in print, online, through events and in different languages.



### About Deutsche Messe

Achieving average revenues of EUR 222 million, more than 850 employees, employees of more than 100 nations and an exhibition center with a superb infrastructure totaling 1 million square meters of space, Deutsche Messe - based in Hanover, Germany - is the world's foremost trade fair company.

Deutsche Messe develops plans and runs trade fairs and exhibitions in Germany and abroad.

It has extensive expertise and experience in planning and executing around 100 trade fairs and exhibitions in Germany and abroad every year, involving more than 23,000 exhibitors, more than 2 million visitors and 15,000 journalists from over 100 different countries.

The main emphasis continues to be on flagship international trade fairs for capital goods, run by Deutsche Messe in Hanover. The aim of these tradeshows is to represent the latest markets and highlight international market trends. They are also a forum for applications-oriented demonstrations of the latest technology, as well as new launches of cutting edge technologies and presentations of the latest research findings.

Apart from its competence in running international trade fairs and the unique capacity of its exhibition center, Deutsche Messe offers exhibitors an excellent range of quality services, ensuring the best possible support before, during and after the show.

### About the CeBIT

The world's leading event for Information Technology,



Telecommunications, Software and Services.

CeBIT is considered the industry's top event, functioning as a mirror on the market on both the supply and demand side. No other trade fair attracts so many attendees with concrete investment plans or such a large number of investment decision-makers from all over the world. No other trade fair offers you the same business potential, both in terms of quality and quantity, since CeBIT is the place where you can make direct contact with customers, decision-makers, your competitors and the world market as a whole.



### About Chinese Biz News

Chinese Biz News is the number one Chinese business newspaper in North America, a weekly publication, it circulates in California and Nevada, soon will circulate in New York and Texas.

Chinese Biz News presents in every issue, expert information on how to succeed in the World Market, backed with the latest news and exclusive content Chinese Biz News covers key topics such as business and technology, editorial reviews and advice and actionable insights.

Chinese Biz News has become a leading information resource for the professional and business owner and the Chinese community in general, in print and online.

Chinese Biz News International Edition in English and Chinese circulate at major business expos in the U.S., China and Europe connecting these markets with the world, creating a unique promotional platform for businesses that want to reach the main stream American and European markets and the emerging Chinese market.

This partnership was possible thanks to the efforts and cooperation of Mr. Art Paredes, President & CEO Hannover Fairs USA, Inc., John Moriarty, Vice President, Sales and Marketing - CeBIT Hannover Fairs USA, Inc., and Grace Su, CEO of Chinese Biz News and by Juan Yanez Carrera, Vice President of Chinese Biz News.

# China's Consumer Electronics Sector to Accelerate Industrial Progress

The consumer electronics market in China projected to be worth US\$263.4 billion by 2015

Jarod Wang  
Reporting from Beijing

Since the open-door policy began in 1979, China has boasted one of the fastest growth economies in the world. Electronics has been a Chinese pillar of success and is now the largest industry in China with growth of nearly 20 percent annually with no end in sight.

"The opportunities in China have led the recovery of global consumer electronic industry," said Gao Sumei, Deputy Director of Performance Inspection & Coordination Bureau, Ministry of Industry and Information Technology (MIIT). The international financial crisis has not influenced international consumer electronic purchasers' procurement strategy in China. In contrast, the huge opportunities in China have attracted more international purchasers.

Since the Plan on Revitalizing Electronic Information Industry was implemented in China at the beginning of 2009, domestic investment upsurge on liquid crystal screen has been getting hotter and hotter. Project investment programs have been issued successively and China's television enterprises are full of confidence in realizing "the second business creation" in panel era by means of product upgrade.

"The confidence is sourced from the huge domestic demand market." Lin Yuanfang, Vice Chairman of China Video Industry Association, believed that, to answer the influence of the international financial crisis, the central government's policies

have made fruitful achievements on driving the domestic demand market of consumer electronic products. "China has taken the lead in realizing recovery."

China's latest five-year plan promises to shift the economy away from its dependence on exports and more toward domestic consumption as an engine of growth.

According to Gordon Orr, Asia chairman at McKinsey & Company, in consumer electronics, innovations tend to be derivative—refining products developed in South Korea and Japan, instead of developing fundamentally new products. Innovation based on careful study of consumer preferences is rare, especially when the consumers are beyond China. Chinese companies still repeatedly focus on expanding global market share with just-good-enough products instead of creating markets with totally new products. And in state-dominated service sectors like banking, there has been limited product or service innovation.

"There is no reason China shouldn't aspire to that kind of innovation as well. The evidence to date shows that, given the right incentives, Chinese scientists, engineers and entrepreneurs are eager to rise to the challenge of developing products for the global market", said Gordon Orr.

In a white paper published one year ago, the Cisco Internet Business Solutions Group (IBSG) analyzed the manufacturing challenges in China, along with capabilities required throughout the electronics industry value chain to support effective transformation. In particular, three collaborative business models were discussed: production, innovation, and customer value. Based on these models, opportunities exist

with shipments projected to increase 68% in 2010, although a significant portion of sales will inevitably be accounted for by grey market devices.

A second phase of the government's rural consumer electronics subsidy program is projected to drive sales of flat-screen TV sets and other products in the second half of the year in rural areas. Spending on consumer electronics products is projected to grow at a CAGR of 9.4% through 2015, with demand for computers and TV sets in rural areas and tier-three to tier-six cities a key driver, along with the increased popularity of high-end items such as flat-screen TV sets, 3G mobile handsets and smartphones.

Computers accounted for about 38% of China's consumer electronics spending in 2010. The Chinese domestic market for computer hardware sales (including notebooks and accessories) has been forecasted at US\$70.3 billion in 2011, up from US\$62.9 billion in 2010. Computer hardware CAGR for 2011-2015 will be about 12.8%.

AV devices accounted for about 40% of Chinese consumer electronics spending in 2010. China's domestic video, audio and gaming device market is projected to grow at a CAGR of 9.6% between 2011 and 2015, up to a value of US\$101.8 billion.

China's mobile handset sales accounted for about 24% of Chinese consumer electronics spending in 2010. Total Chinese market handset sales are expected to grow at a CAGR of 10.2% to 446 million units in 2015.



to create new collaboration capabilities internally and throughout the value chain supported by Web 2.0.

China's consumer electronics devices market, defined to include computing devices, mobile handsets and video, audio and gaming products, is projected to be worth about US\$162.1 billion in 2010, and this is expected to increase to US\$263.4 billion by 2015. In 2010, consumer electronics sales were robust, boosted by strong sales during the Chinese New Year peak shopping season. Sales of smartphones grew strongly,



## TAIWAN Showcases Innovative and Stylish Products at CeBIT 2011

Taipei, Taiwan - Drop by COMPUTEX TAIPEI, the world's top IT tradeshow, when it makes a whistle stop at Hannover CeBIT 2011 during its 2011 world tour!

That's where you are cordially invited to our "TAIWAN Product Launch & International Press Conference". It's here where you can get great backgrounders from a team of Taiwan executives representing the best of Taiwan hi tech, both big and small.

This is where you can get the first glimpse of the newest designs and products (coming

with COMPUTEX TAIPEI), join networking sessions, new product announcements and one-on-one interviews - all topped off with a tea reception.

This year AIPTEK, ASUSTeK, AVerMedia, Genius-KYE and Micro-Star International (MSI) will be presenting innovative products to challenge the global IT industry. Its line-up includes 3D Projectors, camcorders, Tablet PCs and 3D Accessories.... "Made in Taiwan" no longer stands for just faster and cheaper hardware. "Made in Taiwan"

today encompasses software, Internet solutions, state-of-the-art technologies and global logistics management. And after the press conference, get even more details with direct interviews with the IT greats.

There will be a "TAIWAN NIGHT" in the evening before the press conference. This is a great chance to meet the elite of Taiwan's ICT industry and our partners in Europe.

**Join the press conference:**  
Date & Time: Wednesday, 2 March 2011, 11:00 a.m. -

12:30 p.m.; Location: Saal 13/14, Convention Centre (CC), Hannover Messe

**Join "TAIWAN NIGHT":**  
Date & Time: Tuesday, 1 March 2011, 6:30 p.m. - 9:30 p.m.

Location: Saal 1, Convention Centre (CC), Hannover Messe

For more on COMPUTEX TAIPEI, click on: www.ComputexTaipei.com.tw

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**綠/色環保新主張**

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