



## CommunicAsia 2008

### Your gateway to the lucrative South East Asian ICT market

#### About this tradeshow

As the Asia Pacific region's largest international ICT and telecommunications tradeshow, CommunicAsia 2008 is the ideal location for launching or expanding your presence in the US\$146 billion South East Asian market.

The 2007 event attracted 66,000 professional visitors and showcased over 2,402 exhibitors from 65 countries and regions. Over 50 per cent of the visitors and 80 per cent of exhibitors came from outside of Singapore.

#### Why should you participate?

- Stand out as part of the Australian National Pavilion coordinated by Austrade together with the Australian representative for CommunicAsia, Exhibitions Plus.
- Sell into Asia's thriving infocomm technology sector via the Singapore market.
- Meet representatives from Austrade's South East Asian offices and the buyer delegations they are bringing to the show.



#### Key market opportunities

- Digital media – digital video, audio and graphics
- Software and applications across major industry sectors, including health, education, mobile technologies
- Networking and communications
- Infocomm research and development
- System management and infrastructure
- Infocomm education and training.

#### Important information

|                              |                           |
|------------------------------|---------------------------|
| <b>Date:</b>                 | 17-20 June 2008           |
| <b>Location:</b>             | Singapore Expo, Singapore |
| <b>Application deadline:</b> | 31 March 2008             |

#### Who should attend?

Companies from every sector of the ICT and telecommunications industries will be on show at CommunicAsia 2008 including:

- 3G / 3G LTE/ 4G
- Mobile communications, entertainment and applications
- Broadband wireless
- Next generation networks / VoIP / IPTV
- Infrastructure equipment and solutions
- WiMAX / Mobile WiMAX
- Satellite communications and technologies.

#### Market insights

- South East Asia is a growing ICT hub with spending of US\$146 billion in 2007.
- Singapore, Malaysia, India, Thailand, Indonesia, Vietnam and the Philippines have all increased their commitment to the ICT sector and see it as a key component of their growth strategies over the next decade.



## Participation options

| Options   | Total cost                  | Details  |
|---|-----------------------------|--|
| <b>Option 1</b><br>Australian National Pavilion Package<br>in conjunction with Exhibitions Plus | <b>A\$5,300*</b>            | Direct cost of 9sqm booth (SG\$695 per sqm plus SG\$380) includes: <ul style="list-style-type: none"> <li>• Exhibition booth with Australian national branding</li> <li>• Stand fascia with company name</li> <li>• Complementary online business matching</li> <li>• Furniture and display items, lighting and power outlet.</li> </ul> Companies will also receive an invitation to the Australian Networking Reception coordinated by Austrade and attended by key industry contacts and VIP buyers from Singapore and the region.  |
| <b>Option 2</b><br>Austrade Business Matching Service   | <b>A\$950</b>               | Austrade service fee of A\$950 (5 hours @ A\$190 per hour) includes: <ul style="list-style-type: none"> <li>• Pre-briefing on IT and communications sectors in relevant South East Asian markets by Austrade</li> <li>• Presence of selected Austrade personnel on-site to provide assistance with potential buyers from Singapore and the region</li> <li>• Pre-arrival tailored business matching with up to three Singaporean firms.</li> </ul> For an additional fee (number of hours @ A\$190), we can also arrange a market visit and business matching in a South East Asian market of your choice. |
| <b>Option 3</b><br>Sponsorship of the Australian Networking Reception                           | <b>A\$2,500 per sponsor</b> | The two companies who sponsor this event will receive the following: <ul style="list-style-type: none"> <li>• A five-minute speaking slot at the reception</li> <li>• Their company banners displayed prominently at the function.</li> <li>• Their logo on the official invitations with recognition that their company is a sponsor of the event.</li> </ul>   |

\* Payment for Option 1 is directly to Exhibitions Plus.

- Please note your details will be forwarded to Exhibitions Plus and State Government departments for the processing of your application.
- If you are part of the New Exporter Development Program, speak to your export adviser about using NEDP hours.
- You may also be eligible to claim some of your marketing and promotion costs associated with this tradeshow through the Export Market Development Grant scheme. For more information visit [www.austrade.gov.au](http://www.austrade.gov.au) or call 13 28 78.

Apply before Monday 31 March 2008

Visit [www.austrade.gov.au/CommunicAsia08](http://www.austrade.gov.au/CommunicAsia08) to register your interest.

To discuss your options further please contact Noreen MacMorrow at Austrade Sydney on (02) 9390 2855 or [noreen.macmorrow@austrade.gov.au](mailto:noreen.macmorrow@austrade.gov.au).

This event is supported by:



Apply now at [www.austrade.gov.au/CommunicAsia08](http://www.austrade.gov.au/CommunicAsia08)