

第二届

DRAMeXchange HiTech Summit China 2007

# 集邦中国-高新技术前瞻峰会



Your Gateway to China Market

Theme : 2008 Memory Market Trend

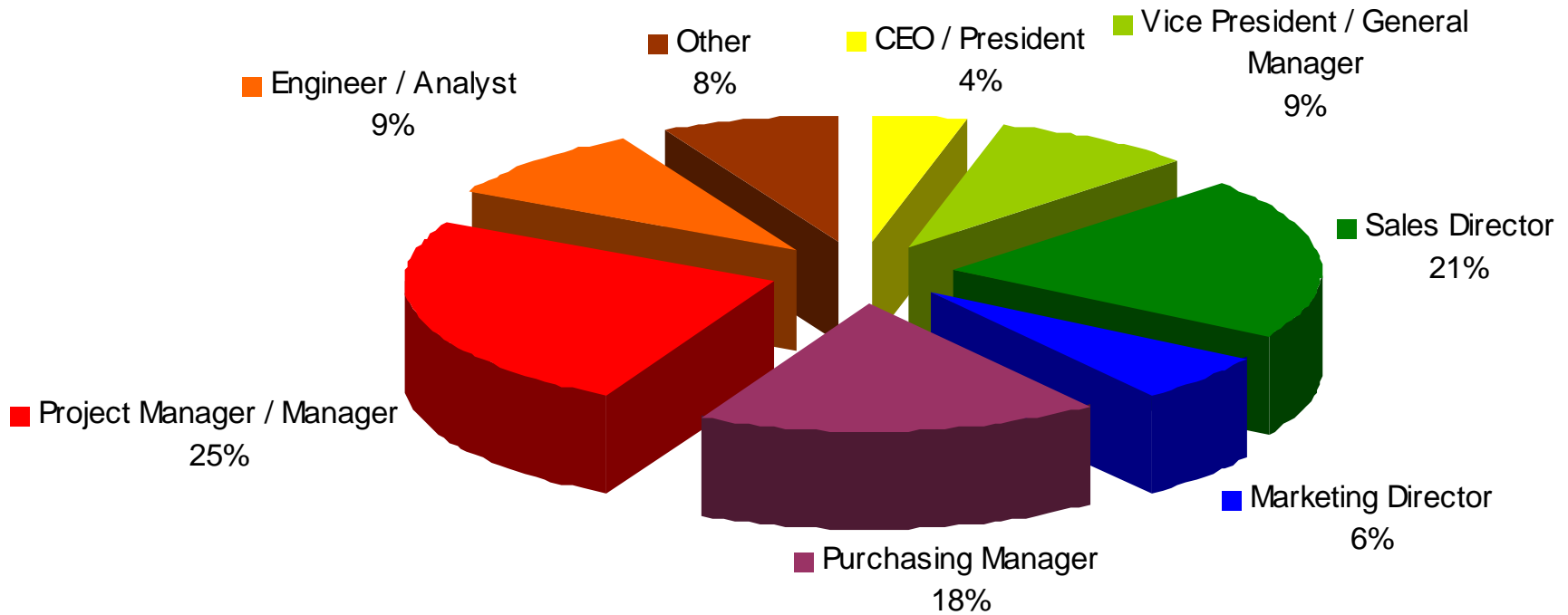
Date : October 12, 2007

Venue : Hotel Marco Polo Shenzhen, China

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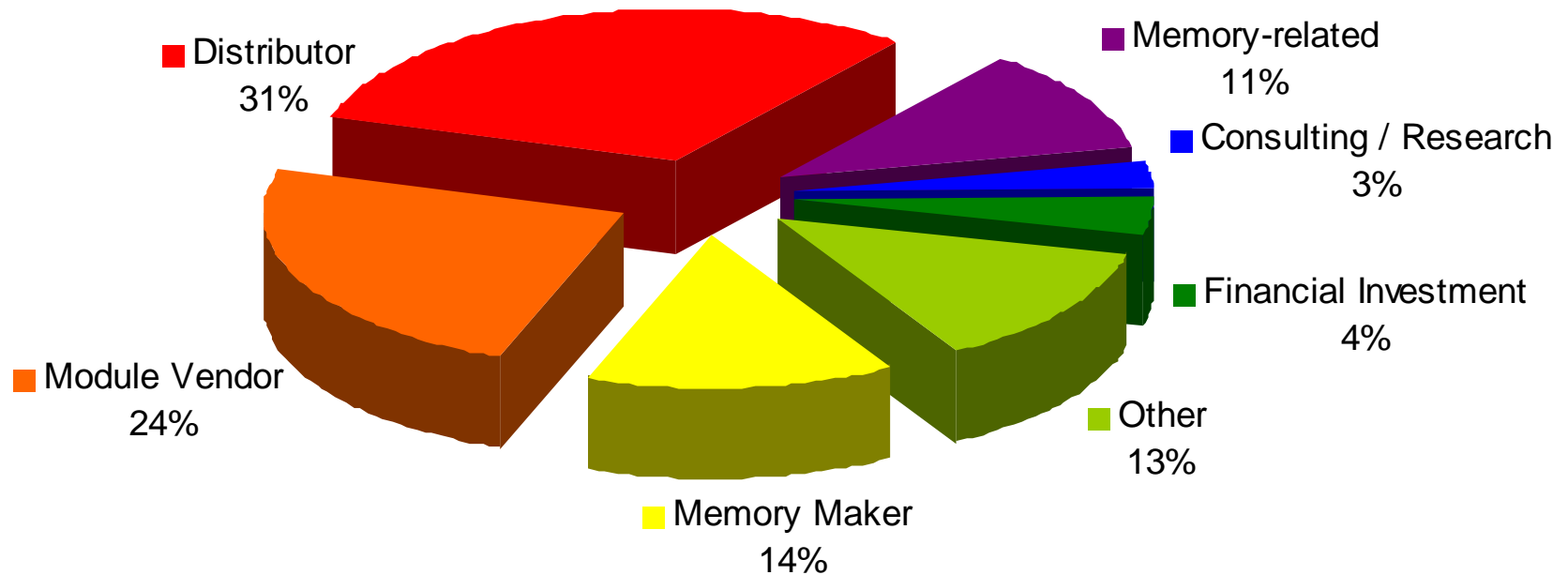
Total number of participants : nearly 500

- 83% at management positions, have influences on business decision making
- 45% are purchasing, sales or marketing directors



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- 31% are distributors or retailers in China, Hong Kong and Taiwan
- 38% are memory makers or module manufacturers



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## Participating vendors

- Memory Maker : Samsung 、 Hynix 、 Qimonda 、 PSC 、 SanDisk 、 Elpida 、 Micron 、 ProMOS and etc.
- Module Manufacturer : A-DATA 、 Kingston 、 Transcend 、 Smart Modular 、 Geil 、 PQI 、 TwinMOS 、 Kingmax and etc.
- Memory-related : Intel 、 HP 、 Lenovo 、 MSI 、 Foxconn 、 Biwin 、 Kingtiger 、 SiS 、 Silicon Motion and etc.
- Chinese Retailer / Distributor : 联强、大联大、晶品佳、讯宜、增你强（宏衢）、裕泰、友尚、景盛、泰科源、升威 and etc.

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Notable Industry Experts



Thomas Chong  
**Qimonda**



Joyce Yang  
**DRAMeXchange**



Ill-Heung Choi  
**Samsung**



Emily Tsai  
**DRAMeXchange**



Alex Wang  
**PSC**



Gary Gao  
**Intel**



Gibson Chen  
**A-DATA**



Clarence Choi  
**SanDisk**



Wayne Chen  
**DRAMeXchange**



Nelson Duann  
**Silicon Motion**

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## Topics

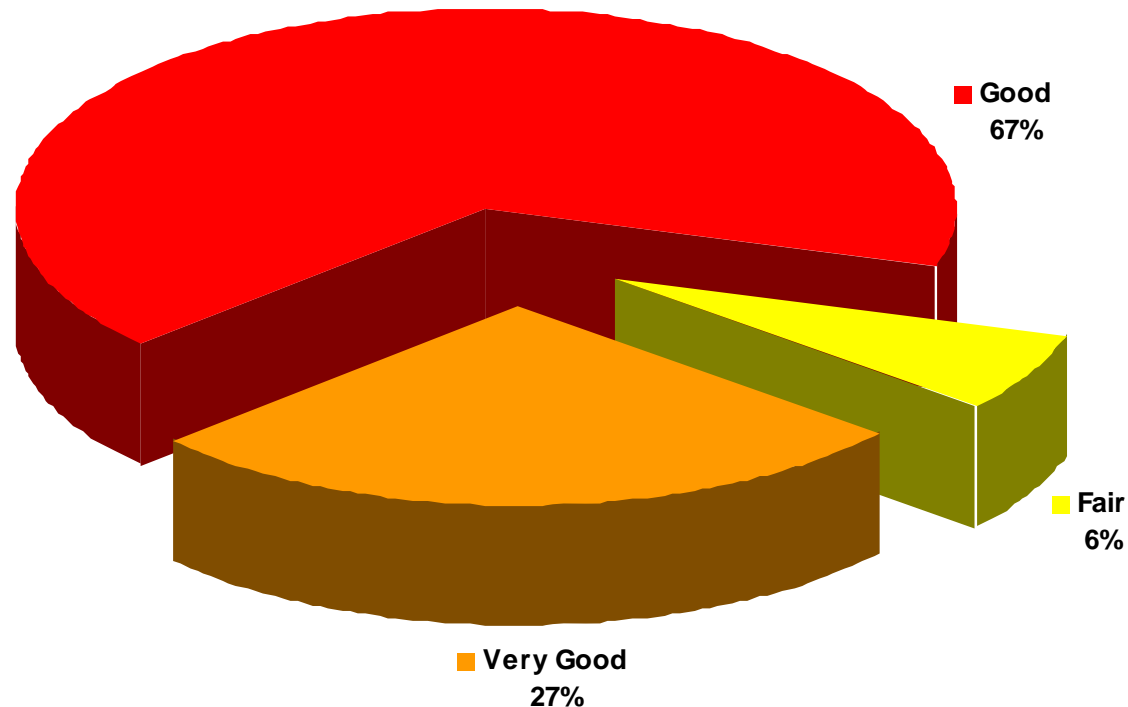
- Samsung and SanDisk emphasized on the SSD technology and market development
- PSC and A-DATA analyzed the NAND Flash market
- Qimonda discussed the memory solutions for the trendsetter in digital convergence
- MMCA & JEDEC representative Silicon Motion pointed out the mobile memory solutions
- Intel mentioned its platform memory roadmap and DDR3 market trend
- DRAMeXchange analysts forecasted 2008 DRAM、NAND Flash、PC market trend



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Effective sample size : 111

- 94% are satisfied / very satisfied with this seminar
- None of the respondent expressed dissatisfaction



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Event Photos



check-in desk



A-DATA



conference room



PSC and DRAMeXchange analysts



networking lunch



Qimonda



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## Sponsor brand exposure

- Banner on seminar page
- Logo and links to all conference promotion emails  
4 emails written in Chinese and 1 in English were distributed to more than 70,000 members
- One full-color advertising page (A4 size) in conference brochures  
over 500 brochures were distributed to relevant industry players
- Logo on items or signage at event  
nearly 700 post cards were sent to relevant industry players
- 3 display posters in conference room
- Logo on sponsored items



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## Sponsor brand exposure

- A 90-sec video clip during seminar breaks  
rotation: 6 times for platinum sponsors and 2 times for silver
- Platinum sponsor's company name in conference press release



2007 集邦科技 DRAMeXchange EVENT

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### DRAMeXchange HiTech Summit China 2007

开启您在中国市场的大门 Your Gateway to China Market

白金赞助厂商:   

银牌赞助厂商:   

 www.dramx.com

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## Media exposure in China

- To date (Oct/31), there were a total of 73 reports from web news and 14,500 search results from Baidu
- Following are two reports quoted from leading Chinese web media

### [集邦前瞻峰会成功举行业内人士共论行业热点](#)

国际电子商情 - 2007年10月21日

2007年10月12日是高交会首日，第二届“集邦中国-高新技术产业前瞻峰会”在深圳马哥孛罗好日子酒店举行。主办单位是内存研究机构——集邦科技。2007年对内存产业来说是一个严冬，内存价格从2月开始一路下滑，虽说7月有小幅反弹，但全球市场供过于求，颓势难挡。正是这样的一种情形，使得本次峰会倍受业界瞩目。活动主讲嘉宾囊括了全球范围内的 ...

### [阵容空前 集邦中国高新产业07峰会](#) IT世界 2007-10-13 03:48

在2007年10月13日—昨日(12号)延续去年活动的轰动效应,高交会首日“集邦-中国高新技术产业前瞻峰会”在位于高交会展中心旁马哥孛罗好日子酒店隆重举行。对比往届,本届峰会聚集了来自上中下游近四百家厂商代表,其中包括业界领导厂商,与会者人数 五百。...

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We are looking forward to seeing you at  
DRAMeXchange HiTech Summit China 2007

