

Componex Nepcon India and Electronics For You Expo to partner in 2012

In a joint statement made earlier today, Reed Exhibitions India and the EFY Group have announced a strategic partnership between their companies that will see the launch of a brand new tradeshow for the Indian electronics industry. This new event will combine the strengths of Componex Nepcon India and Electronics For You Expo, tradeshow brands owned by Reed Exhibitions India and the EFY Group respectively.

The new event will be held in February 2012, and will offer the Indian electronics industry the best choice of global and local manufacturing and technology as well as a number of educational and practical opportunities including live demo lines, educational conferences and workshops as well as product and technology showcases and roundtable events.

“Our decision to join hands with Reed Exhibitions India has been prompted primarily by exhibitor and visitor feedback that the events calendar for the sector was getting too crowded. Since consolidation was inevitable, it seemed logical that we partner with the world’s leading trade show organiser”, said Mr. Ramesh Chopra, Managing Director, EFY Group. “Reed Exhibitions India’s event Componex Nepcon has been in India for 16 years, and their Nepcon family of events have been Asia’s primary networking platform for over 25. This coupled with our 40-year history of working with the Indian electronics industry, and our pan-India team that has relationships with 1000-plus electronics firms based out of India, we are confident that the joint event will provide the platform that is missing in India, where stakeholders of the entire

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electronics eco-system of India come together and help accelerate the growth of the Indian electronics industry.”

Ms. Delphine Lemaire, Managing Director, Reed Exhibitions India, said of this alliance, “We are very excited to partner with the EFY Group. This alliance will capitalise on the strengths of both companies individually – for EFY it would be their strong background in content, stellar reputation as the voice of the Indian industry for 40 plus years, and most importantly their connection through their publications and portals with over a one-and-a-half million Indians; for Reed Exhibitions, in addition to our local network and expertise gained through our Componex Nepcon India platform, it would be our organising capabilities, our global International Sales group, our Nepcon events in Asia and our exhaustive international databases. As partners, we can give exhibitors and visitors a tradeshow that will guarantee results!”

The new event will be officially announced on 17th February 2011 to coincide with the start of Electronics For You Expo 2011, which will be held from 17 – 19 February 2011. “Since we’ve tied up with EFY, we’ve decided not to conduct our 2010 edition of Componex Nepcon, but to move our exhibitors to EFY Expo 2011. It’s a decision that has been welcomed by our exhibitors, as traditionally our event Componex Nepcon has always been held in February, and this development gives all our exhibitors the opportunity to move to the best dates in the calendar. It also gives Reed Exhibitions India the opportunity to help the EFY Group deliver a brilliant show in 2011.”

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About Reed Exhibitions:

Reed Exhibitions is the world's leading events organiser with a growing portfolio of more than 440 events in 36 countries and a staff over 2,500 exhibition specialists. Reed Exhibitions is a part of Reed Elsevier Plc, a FTSC-100 company and world leading publisher and information provider. In 2009 Reed Elsevier made an adjusted profit before taxation of £1,279 million on a turnover of £6,071 million.

To know more about Reed Exhibitions India, please visit www.reedexpo.in

To know more about Reed Exhibitions across the world, the shows we organise and the markets we serve please visit www.reedexhibitions.com

About EFY Group:

Over the last 42 years, EFY Group has become synonymous with cutting edge technology. Driven by its mission to bridge the gap between innovators and the final consumers of technology, the group's reach has

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now expanded to over one-and-a-half-million individuals who have one thing in common—a keen interest in technology.

Starting with its flagship publication Electronics For You, South Asia's most popular electronics magazine, the group now offers a bouquet of specialized publications to answer the needs of a technology hungry nation. Surprisingly, the appeal of the subsequent publications – Linux For You, Benefit, Facts for You and Electronics Bazaar, spilled much beyond the targeted audience – penetrating non-technical readership with vocabulary and easy-on-the-eye design.

The group also publishes directories and books and is behind several leading technological events, some of which include: EFY Awards, EFY Summit, Open Source India (aka LinuxAsia), and EduTech. The Electronics For You Expo is EFY's latest initiative to create a platform for the entire eco-system, powering the Indian electronics industry, to come together at.

To know more about the EFY Group, please visit www.efyindia.com

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