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SIGN CHINA 2010 by UBM Trust achieved good results 2 - 5 March 2010, China Import & Export Fair Pazhou Complex, Area B

UBM Asia Ltd., a fully-owned subsidiary of UBM, announced that it has formed a Sino-foreign joint venture, UBM Trust Co., Ltd., with the organiser of SIGN CHINA, Trust Exhibition Co., Ltd., to jointly develop the event. The event can now tap on UBM's extensive global reach and professional show management expertise to serve exhibitors and visitors even better, and to become an important catalyst for the development and upgrading of China's advertising industry.

The 2010 edition of SIGN CHINA was held at the Pazhou Complex, Area B – Guangzhou, from 2 - 5 March 2010 and achieved great success. The event gathered 1,006 exhibitors showcasing the latest technology and products including digital print equipment, ink, consumables, laser engravers, acrylic sheets, P.O.P. products, lightboxes, signage, LED displays, LED advertising illumination, LED lighting etc. Featuring the most comprehensive exhibit scope spanning the entire industry supply chain, SIGN CHINA has evolved into one of the most influential weathervanes for the global sign industry.

SIGN CHINA 2010 comprised 5 special sections in 8 halls, covering 70,000 sqm of exhibition area, a 7% increase compared with last year. The event attracted 49,674 visitors from 118 countries and regions in 5 continents. The number of domestic visitor was 42,524 (5% growth over the last edition) and overseas visitors numbered 7,150 (a 29% increase). Overseas trade associations that attended SIGN CHINA 2010 included the Asia Sign Association (ASA), LED Lighting Spread Association (DLEDA) from Japan, Thai Inkjet Club (TIC), Taiwan Advertising Engineering Union, Taipei County Advertising Engineering Association, etc. Overseas buyer delegations from India, Korea, Spain, Thailand, the Netherlands, Turkey, Uzbekistan, and Vietnam brought more than 800 visitors.

A highlight of this edition is the rapid development of the LED sector. The fair brought together 513 LED exhibitors (an increase of 36% over the last edition) taking 30,000 sqm in exhibition space (33% over the last edition), making this the single largest LED gathering in the world. The LED screens on the stand of more than 150 manufacturers presented the latest display technology, enveloping visitors in a symphony of aural, visual and rhythmic performances providing an awesome in-person experience of the impact of large displays. Low-carbon energy-saving LED products also garnered much interest as LED lighting gears up to replace traditional lighting across the globe. More than 200 exhibitors showcased various LED street, landscape and residential lighting, and solar-powered LED lamps etc.

SIGN CHINA 2010 won the acclaim of exhibitors, visitors, the media and industry associations. Followings are some of their testimonials:

- Worldwide leading printer manufacturer Océ participated in SIGN CHINA for the first time and enjoyed good results. Ms Wang, Marketing Executive, said "We received 4 to 5 on-site orders for our high-end equipment valued at over 2 million RMB each. We will continue to support this fair in future."

- Mr. Ba, in-charge of marketing of NAR, a domestic manufacturer of self-adhesive digital print material, expressed great satisfaction in the fair. “Our vinyl car wrap demonstration attracted many high-quality local and overseas trade visitors, buyers from Europe and the U.S.A. were especially keen on our newly-developed multifunctional green products.”
- A six-year veteran in SIGN CHINA, Mr Xu, General Manager of KingLED Lighting said “When we first participated in 2005, our company was only recently established and took just two standard booths. However, our small stand generated excellent returns. We met many overseas buyers, which helped established a clear development direction for the company, and it has grown with the fair since. At present, our focus is on the overseas market, and in China we will attend only one fair – SIGN CHINA.”
- Mr. Ma, the General Manager of Unilumin, the manufacturer of the large LED displays at the Tian’anmen Square in Beijing, said “The result from this year’s exhibition is very good. We did not have a large enough space this time but will enlarge our booth to 225 sqm next year to display even more new products to the visitors.”
- Mr. Jinho Lee, the CEO of SM Media Group in Korea, said “Visitors from Korea were pleasantly surprised to find that SIGN CHINA has the most international attendance and the largest number of overseas attendees compared to other shows in China.”
- Vice President of ESF (European Sign Federation), Mr. Luc Steegmans, extended his congratulations on the success of the show “This is a very successful event! We are very pleased that Guangzhou also has a trading platform that is comparable with other large-scale international exhibitions in the world.”

812 booth applications for 2011 were submitted to the organiser office onsite. SIGN CHINA 2011 will take place from 1 - 4 March at the China Import & Export Fair Pazhou Complex, Area B, in Guangzhou. It will comprise 4 specialized sections in 9 halls, with a projected 1,300 exhibitors occupying 90,000 square metres in exhibition space offering the best organised trading platform for the global sign industry. For further information, please visit www.ubmasia.com, www.ubmtrust.com.

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Notes to Editors

1. About UBM Asia (www.ubmasia.com)

Owned by UBM listed on the London Stock Exchange, UBM Asia operates in 13 market sectors with headquarters in Hong Kong. We have over 130 media products in three categories: trade fairs, print and B2B portals. As Asia's leading exhibition organiser and the biggest commercial organiser in the two fastest growing markets in Asia: China and India, we stage the leading events of their kind across Asia. Our 110 events attract an annual attendance of 30,000 quality exhibitors and 1,270,000 visitors from all over the world to meet their target business partners face-to-face for business matching and networking. We publish high-quality trade publications for 191,000 industry professionals to capture the market trends and industry news. Complementing our exhibitions and publications are round-the-clock and industry-specific online B2B portals which provide a series of online trading networks, industry news hub and sourcing and marketing platforms for the world's trade buyers and suppliers. We have over 650 staff in 15 major cities in Asia.

2. About UBM (www.ubm.com)

UBM focuses on two principal activities: worldwide information distribution, targeting and monitoring; and, the development and monetisation of B2B communities and markets. UBM's businesses inform markets and serve professional commercial communities - from doctors to game developers, from journalists to jewellery traders, from farmers to pharmacists – with integrated events, online, print and business information products. Our 6,400 staff in more than 30 countries are organised into specialist teams that serve these communities, bringing buyers and sellers together, helping them to do business and their markets to work effectively and efficiently.

3. About Trust Exhibition Co Ltd (www.ubmtrust.com)

Trust has extensive experience in organising large-scale exhibitions covering different industries in China, as well as organising Chinese enterprises to participate in famous fairs abroad. Its flagship events are for the sign and advertising industry. It takes pride in providing professional high-quality services to its customers.