

PRESS RELEASE

BIGGEST-EVER SITEX SET TO BREAK RECORDS AGAIN

New segments and burgeoning consumer confidence to keep cash registers a-ringing

Singapore, 23 September 2010 – Singapore’s all-time favourite consumer IT exhibition returns with a bang to Singapore’s leading event hub from **25 to 28 November!** Thanks to **29 new exhibitors** coming onboard, the total amount of space at **SITEX 2010** will now be an impressive **25,000 square metres**, making this the biggest edition yet to be held in the fully customisable **Halls 4 to 6** of **Singapore Expo**.

Fresh segments to whet visitor appetites

General shopaholics and veteran bargain hunters will have marked their calendars for SITEX 2010 by now but at this 22nd edition, green-minded consumers and gizmo fanatics too will each have something to look forward to, as two brand new segments have been created especially for them.

For the first time at SITEX, environmentally-conscious shoppers can look forward to a range of eco-friendly IT products at **Green IT**, while tech whizzes will be delighted by the myriad of the latest and most innovative electronic products and gadgets to be launched at **New Tech**.

Mr Chandran Nair, Deputy General Manager of SingExhibitions, which manages SITEX, says, “IT enthusiasts have long come to look forward to an irresistible range of the hottest and most in-demand digital hardware and software – be it animation, gaming, mobile communications, smart home, sports electronics, travel tech – from leading brands such as *Acer, Apple, Asus, Brother, Casio, Compaq Dell, Fujitsu, Hewlett Packard, Lenovo, LG, Linksys, Microsoft, OSIM, OTO, Samsung, Sony, Toshiba, Western Digital* and *Zen’Yu*. This year, visitors will also be enticed by the stunning array of environmentally friendly products by *FMI, GP Battery, H2H Group* and *Symantec*.”

Lest members of the fairer sex feel neglected, the ever-popular **Ladies Go Tech** will feature not just stylishly tailored gadgets for ladies, but also a lucky draw for purchases above S\$200 in a single receipt. Prize sponsors include *Acer, Aceline International, AC Ryan, Autoform Enterprise, Sony Electronics, Symantec* and many more.

Recovering economy to boost sales

With the Singapore economy likely to boast fifteen per cent growth this year¹, consumer confidence has naturally gone up in tandem with the encouraging outlook. According to MasterCard's Worldwide Index of Consumer Confidence², Singaporeans are strongly optimistic about the second half of 2010, with the country boasting an index score of 86.6.

Ms Ho Se Mun, Executive Director of Singapore infocomm Technology Federation (SiTF), the organiser of SITEX, is hopeful that the positive vibe will translate into robust transaction figures in November. She says, "Response from exhibitors has been very encouraging with eighty per cent of booth space being sold out four months ahead of the event. We are optimistic about the demand for consumer electronics as there is usually a fervent demand for attractively priced gadgets and bundle deals for year-end gifting or to reward oneself during the upcoming festive season."

With the economy rebounding from the recession, SingExhibitions and SiTF are confident to break last year's record of 859,000 visitors and S\$48 million in sales revenue.

About SITEX

Organised by the Singapore infocomm Technology Federation (SiTF) and managed by SingExhibitions, SITEX is the longest-running consumer IT exhibition in Singapore. For 21 years, SITEX has provided an excellent platform for companies to showcase and launch IT products, services and technologies to a wide and targeted audience. For more information, visit www.sitex.com.sg.

About Singapore infocomm Technology Federation

¹ http://www.straitstimes.com/BreakingNews/Singapore/Story/STIStory_573872.html

²

<http://www.masterintelligence.com/ViewRegionReport.jsp?hidReportTypeld=2&hidRegionId=2&hidUserld=null>

SiTF is the Singapore infocomm industry trade association. It brings together almost 400 corporate members from MNCs and local companies. SiTF assists its members in business development, market intelligence, overseas trade missions, networking and alliances.

SiTF has nine chapters under its wing - Best Sourcing, Digital Media, Cloud Computing, eGovernment, eLearning, Green IT, Singapore Enterprise, Security & Governance and Wireless. SiTF also owns and manages the Infocomm Singapore Centre (ISC) in Shanghai and has a joint venture with Hangzhou e-Software Park (HZESP) to set up the solution centre in Hangzhou, China, to give local infocomm companies a foothold into the China market.

For more information on SiTF, please visit www.sitf.org.sg.

About Singapore Expo Convention and Exhibition Centre

Ranked one of the top Meetings, Incentives, Conventions and Exhibitions (MICE) venues in Asia, Singapore Expo, managed by Singex Venues Pte Ltd, is the largest MICE centre in Singapore. It is proud to be the chosen venue for some of the major conventions, exhibitions and meetings held in the region. With ten Exhibition Halls, ten Conference Halls, multiple Meeting Rooms, and six mobile V-Rooms, there is plenty of versatile space for conferences, exhibitions, breakout sessions, private VIP lounges and auxiliary activities.

Singapore Expo is a one-stop event and meeting venue with event planning, operations, top caterers, parking spaces for over 2,400 cars, a dedicated Expo MRT station, and is barely fifteen minutes to the city centre and five minutes to Changi International Airport. Visit www.singaporeexpo.com.sg for more details on the facilities and services.

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