

Latest electronics debut in Qingdao

► Trade forum showcases cutting-edge technology for 'digital home'

By XUE XIAOYING

The 2008 China International Consumer Electronics Show (SINOCES) began yesterday in Qingdao, a coastal city in eastern Shandong province, with the theme "connected anytime, anywhere".

The show, which will continue through Sunday, is a showcase of the consumer electronics community's latest technologies and cutting-edge products. It also serves to broaden cooperation and promote progress in the sector, said Jiang Yaoping, vice-minister of Ministry of Commerce.

"China's consumer electronics industry has witnessed a brisk growth in recent years and it has become an important component in our foreign trade," Jiang said, adding that the import and ex-

port volume of the sector reached \$48 billion in 2007.

Highlighting eco-friendly, resource conserving and barrier-free communication technology, the fair has exhibition sections for IT, communications, network operation, environmental protection, industrial design, security and components.

About 500 exhibitors from the electronics, domestic appliance and Internet sectors have 1,320 exhibition booths over 36,000 sq m of display space to show their products and technologies.

Some 70,000 to 80,000 visitors from home and abroad are expected to participate in the event, according to event organizers. Among exhibitors are giants like HP, Dolby, Toshiba, Haier, TCL and Changhong.

Buyers include household names Best Buy, Radio Shack,

Wal-Mart, Carrefour and Chinese electronics retailers Gome and Suning.

Haier Group is using the show to launch its latest U-home and eco-friendly, energy-saving products.

"In response to the State's environmental protection policies, all products we show this time are environmentally friendly and energy-saving," said Zhang Peng, general manager of Haier Marketing and Planning Co Ltd.

Haier has provided more than 60,000 such products to the Olympic Village, illustrating the idea of Green Olympics that China has pledged to the world, Zhang added.

TCL has also brought its high-end products, highlighting eyesight-protecting and energy-conserving features.

Twelve award-winning cutting-edge consumer electronics products on display for the first time in China are major attraction of the fair.

SINOCES is playing an in-



Central and local government officials at 2008 SINOCES

Photos by Ju Chuanjiang

creasingly important role in promoting the industry and linking domestic manufacturers with world markets, organizers said.

Symposiums on future green technology, innovations to power the "digital home" and industrial

development of consumer electronics are also part of the fair.

In cooperation with the famed Consumer Electronics Show held in Las Vegas every year, SINOCES is reaching out to integrate itself further into the global consumer electron-

ics industry.

As the world's largest manufacturing center and second-biggest consumer of electronics, China is playing a significant role in changes underway of the global industrial chain for electronics.

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Delegates from the International Consumer Electronics Association view a hi-tech China-made TV screen on display at the show.

Forum has designs on growth

By DU SHU

More than 40 leading industrial design institutes presented their latest work yesterday at the China International Consumer Electronics Show (SINOCES) in Qingdao.

It was the first time an electronics trade show in China incorporated a global industrial design exhibition.

The exhibition attracted top industrial design institutes including the Industrial Designers' Society of America, Korea Institute of Design Promotion, Paris Millot Design and Germany's ID Industrial Design.

The exhibitors have all previously won international awards and worked for scores of international electronic brands. They are seeking opportunities with Chinese electronics makers through the exhibition.

China's electronics industry

is running on the fast track now and SINOCES provides an ideal forum where designers at home and abroad can share their industrial design ideas, organizers said.

"The industrial design in China started later than some Western countries. We want to bring some new design ideas here," said Dina Guth, manager of Shenzhen branch of Tecatech, a British industrial design company.

"We would like to cooperate with some big electronic companies in China like Haier Group and help them promote their products to the United States and European countries," Guth added.

Mark Slaven, managing director of Insight, a design company from the United States, said: "We come here to look for customers and collect information for US or European clients who want to develop products

specifically for the Chinese market. We have done market research and user research."

Up to now, about 50 manufacturers from Shanghai and Shenzhen have requested Insight to make design for their products, he added.

One of Haier's high-end refrigerator models last year won IF product design award, known as the Design Oscar hosted in Germany. The award has elevated Haier's fame in German market, said Sun Mingfa, Haier's corporate culture office director.

As product design is a key consideration in consumer purchase decisions, innovative designs are instrumental to the competitiveness of electronics firms.

Novel designs not only bring manufacturers more revenue but also accelerate China's transformation from "made in China" to "created in China", industry insiders say.

City basks in hi-tech summer show

By ZHANG YING

Through partnership with the giant Consumer Electronics Show (CES) held each January in Las Vegas, the 2008 China International Electronics Show (SINOCES) in Qingdao is now attracting the industry's top manufacturers, purchasers and designers.

SINOCES began its official cooperation with CES in 2005 and is the only partner of CES worldwide.

"We are confident that the two sides will work together to further promote SINOCES to a new stage," said Gary Shapiro, president and CEO of the International Consumer Electronics Association, sponsor of the world's major technology-related show CES.



Gary Shapiro

"I believe SINOCES will become bigger next year. We are positive about this," he added.

With China's consumer electronics market expanding and the influence of SINOCES growing, CES has strengthened its collaboration with the Qingdao show.

In response to lobbying by

CES, the US Department of Commerce made presentations on SINOCES in New York, Boston, San Francisco, Chicago and Las Vegas this year.

Certified by the Commerce Department last June, SINOCES is the only fair of its kind in the Asia-Pacific region promoted by the department.

CEA assisted SINOCES with overseas promotion in 2007 by inviting renowned firms, multinationals and purchasing groups to attend the China event, including GE, Intel, Best Buy and Radio Shack.

According to fair organizers, 12 products that won the prestigious Innovation and Technology Award at CES are making their Asia debut in Qingdao.

A forum on the future of green technology will be part of the forum, held in an effort to accelerate development and application of top consumer electronics technology in China.

China's ministries of Commerce, Information Industry, and Science and Technology gave their support to create an international, professional and market-oriented trade fair in Qingdao when it began in 2001.

The 2006 SINOCES fair attracted more than 400 exhibitors and 50,000 visitors, over 30 percent more than 2005.

The number of visitors surpassed 80,000 last year, when 430 companies showed their products and technologies - 26 percent of them foreign exhibitors.

Its expanding scale and growing influence have won the fair a reputation as the leading consumer electronics show in the Asia-Pacific region.

Statistics from consulting firm McKinsey & Co show China's consumer electronics market is increasing at an annual rate of 12 percent, with total market volume projected to reach \$125 billion in 2010.

Such growth has enticed global manufacturers and retailers to jostle for entry or expand their market share in the fast-growing market.

China is becoming the biggest piece of the cake in the eyes of consumer electronics giants, industry insiders said.

Collaboration with CES will further the influence of SINOCES in promoting globalization of consumer electronics, said organizers.

Jointly sponsored by China's ministries of Commerce, Information Industry, and Science and Technology as well as the Shandong provincial government, SINOCES is expanding its influence in globalized consumer electronics through its partnership with CES.

A new schedule is now in place for the industry - a CES wintertime session in Las Vegas and SINOCES in summer in Qingdao.

Yachting teams on the water



Algae bloom clearing as sailors train

By ZHAO RUIXUE

The expanse of algae at Qingdao's Olympic sailing venue is decreasing due to intense efforts by local authorities.

"The area covered is much smaller than a few days ago. Only scattered coverage can be seen in the 50-sq-km competition area," Liu Kefu, deputy head of North Sea Branch of State Oceanic Administration of China told China Daily.

Algae floating in from the Yellow Sea has affected sailors' training since the middle of June.

After clearing efforts by locals, most yachting teams resumed training on Sunday. Sailors said they appreciate the efforts made by the local government.

"At the beginning (of the algae bloom) we had to clean the boat several times, but now it is OK," said competitor Livia Varejmaa of Finland. "I think locals have done a great job. We see many people collecting algae. I appreciate it very much."

"The guys are doing a great

job," said Alvaro Marinffo, a sailor from Portugal. "The Olympics are coming soon and they are trying their best to clean up everything. I think it's much better than it was before. I'm confident that local government will clean up the algae before the Olympic sailing regatta."

"There is much less than a few days ago and we grab every minute to train. We are confident in 2008 Olympics," said Chinese Olympic competitor Song Xiaqun.

Local authorities have assigned more than 1,000 boats and organized locals and even the army to remove the green bloom.

In addition to fishing boats, modified large ships and landing ships, dredgers, and tugboats have also joined the cleaning force. Enormous pumps improve their efficiency.

Four large ships from the North China Sea fleet have been refitted with equipment that enables them to remove algae enclosed by 32 fishing boats in less than two hours.

A 32,000-m-long net was installed around the waters for the Olympic sailing competition to keep algae out.

As the main force to fight the bloom, the army stationed in Qingdao has dispatched more than 5,000 soldiers every day to join the cleanup.

More than 576,000 tons of algae had been cleared away by July 9, according to the latest news from the emergency

department,

The Qingdao Olympic Sailing Committee has also set up a monitoring office to keep contact with every team on the water.

More than 300 athletes from 34 countries are now training for the competition in Qingdao.

Zhou Mingjiang, a researcher with the Institute of Oceanology at the Chinese Academy of Sci-

ences, said that different from algae in Taihu Lake last summer - which forced local water plants to cut off drinking water to local residents - the bloom in Qingdao was not caused by pollution and won't affect the quality of Qingdao's drinking water.

The local government vowed to ensure a safe and clean venue for the Olympic regatta in August.



Haier Group launched its U-home series at the electronics fair.



Qingdao fishing boats removing algae