



Sydney, Australia – September 2010

An exciting new electronics industry expo “Electronex” involving a dedicated industry trade show and technical conference is being organised by Australasian Exhibitions and Events (AEE) and the Surface Mount and Circuit Board Association (SMCBA).

The first “Electronex” expo is to be held in Sydney 7-9 September 2010 at the Australian Technology Park in Eveleigh, just south of Sydney’s CBD.

Noel Gray, Managing Director of AEE, believes that this Expo will provide a very important opportunity for businesses in the electronics industry to showcase their products and services to buyers and users throughout Australia, New Zealand and SE Asia. He said this type of event is missing in Australia for one of the most important industry sectors in the world – the electronics industry. His sentiments are shared by Andrew Pollock the Executive Officer of the Surface Mount and Circuit Board Association, the only Association remaining that is dedicated to supporting the electronics industry in this region.

“Electronex” will be open to all sectors of the electronics industry and a highly concentrated visitor promotion campaign is proposed for Australia, New Zealand and SE Asia so that key visitors have the opportunity to see an extensive range of products, services and solutions in a face to face business environment.

The success of this event is extremely important to the industry because electronics products are used by almost every other industry sector – agriculture, mining, automotive, white goods, scientific & medical, sport & leisure, building, manufacturing, education to name a few.

Running concurrently with the industry trade show will be the “Surface Mount 2010 Conference” for electronics design and manufacture. Keynote presenters from the USA Rick Hartley and the UK Martin Cotton will be sharing the latest information on electronics design and manufacture with conference delegates. They will be supported by other international and local presentations and full details will shortly be available at www.smcba.asn.au

All enquiries about the “Electronex” exhibition should be directed to Noel Gray on Ph: 03 9676 2133, Int'l: 61 3 9676 2133 or email ngray@auexhibitions.com.au

All enquiries about “The Surface Mount 2010 Conference” should be directed to Andrew Pollock on Ph: 03 9568 0599, Int'l 61 3 9568 0599 or email pollocka@smcba.asn.au

Interested in exhibiting? – please download the exhibitor fact sheet, enquiry form and floor plan at www.smcba.asn.au/Electronexinfo.pdf

Interesting in visiting the exhibition? – Electronex is a trade only event, to receive an invitation please complete the request form which can be downloaded at www.smcba.asn.au/Electronexvisit.pdf

