

## Visit to Computex, Taipei- May 2011

During my period of internship I got a chance to visit - COMPUTEX Taipei. Organized by the Taiwan External Trade Development Council(TAITRA) and the Taipei Computer Association(TCA) this five day exhibition spread over 5 venues all around the city with almost 1800 companies participating and about 5300 booths, attracting about 40,000 international buyers from about 180 countries and over 500 international journalists and media covering this event is the second largest ICT trade show in the world. In 2011 COMPUTEX was held from 31st May to the 4th of June.

The company I was interning had a booth at COMPUTEX too. So I had an all day free pass to the tech extravaganza. I made sure to visit all the venues from the gigantic Nangang Exhibition Hall to Taiwan World Trade Centre halls near Taipei 101.

At the exhibition I met a lot of people and got to know about a lot of companies and the businesses that they are doing. I got a very good idea of what kind of products are in the market right now in the field of embedded systems and embedded devices. It was an inspiration to see so many wonderful products and that brings out the innovative spirit and shows technical prowess of the local companies in Taiwan.



Because of the long term collaboration between the major OEM companies and manufacturers in Taiwan today I think Taiwan is no longer only a manufacturing industry but has transformed to a global logistics industry in the field of information technologies. This is evident from the displays of the technical prowess by the small business set up by the people in Taiwan and the collaboration they do with companies all over the world. Taiwan has become a global R&D hub in the field of ICT.

For a country with so much research going on it is natural that COMPUTEX honors new ideas and development of a superior quality. I got a glimpse of that at the Award winning products section at COMPUTEX.

Apart from all the serious stuff there also a lot of fun at COMPUTEX. Show girls, free gifts and games all to entice people to booths. All in all it was a great experience being a part of COMPUTEX and one has a lasting impression on me.

