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Powered by MEAN WELL 2020 Results Report

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By: Marketing Center

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Dear PBM partners,

Last year, the world was severely impacted by the Covid-19 virus, which added another variable to the economy besides the impact of the trade war. Even so, when all global exhibitions were cancelled or postponed, MEAN WELL quickly converted physical exhibitions to its [virtual expo](#), and used e-newsletters, online live broadcasts, social media and other channels to enable "Powered by MEAN WELL" to be seen by the world. Regarding our various forms of promotion, we have provided here a report on the overall results of this project last year:

E-newsletter

The 2020 news focused on "PBM Special Edition" videos, which introduced successful cases of each partner, including Traditional Chinese, Simplified Chinese, and English versions; the target audience was mainly subscribers in related industries, including engineers, purchasers, trade agents, sales representatives., senior managers at all levels and others.

Country Partners' brand	Taiwan EPOCH Lighting	Taiwan EPOCH Lighting	Sweden Milleteknik
Video topic	Hsinchu Railway Station, Renovation of A Century-old Historical Site	Taiwan Design Exhibition, A Windy City Decorated with LED Lighting	Long-term trusted partner Milleteknik working with MEAN WELL to create the perfect security systems
Issue date	Dec. 4 2020	Nov. 9 2020	Aug. 14 2020
News link	LINK	LINK	LINK
Top 3 countries with highest interest	Taiwan, USA, Hong Kong	Taiwan, USA, Hong Kong	USA, Sweden, France

Country Partners' brand	China CREALITY	Taiwan NEOTRONI	China STRONGLLED Lighting
Video topic	CREALITY, Technical Epidemic Prevention and Accompany You to Defeat the Virus	Smart Future • Green Airport : Behind the Scenes Upgrade of Kaohsiung International Airport	13 Level Remains: Reenactment of The Golden Age of The Mining Industry in Taiwan
Issue date	July 17 2020	April 24 2020	March 20 2020
News link	LINK	LINK	LINK
Top 3 countries with highest interest	USA, Ukraine, Germany	USA, Germany, Italy	China, USA, Germany

Global Trade Shows

(MEAN WELL PARTICIPATED IN)

Due to the impact of this epidemic, Taiwan and China in Asia began to resume large-scale exhibition activities one after another beginning in September last year. As usual, MEAN WELL has planned PBM zones at our booths, exhibited related products with local PBM partners, and invited partners to participate in press conferences to promote brands and increase mutual awareness!



Global Trade Shows

(Partners PARTICIPATED IN)

We sincerely thank our partners in China for their support. In addition to accepting the media's online live interviews for the first time, customers also placed a PBM medal next to their products, emphasizing application and enhancing brand awareness!



Social Networks

(hosted by MEAN WELL)

Social networks are an indispensable marketing tool during the pandemic. We use multiple channels on major international social networks for marketing, so that more people can see MEAN WELL and our PBM partners.



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In 2021, we look forward to using the "PBM Special edition" videos to promote well-known cases and special applications completed by our partners. We invited more partners to provide various successful projects to attract more new customers. Moreover, we invited more partners to participate in the exhibitions (please refer to the table below) which can increase the chance of brand exposure with MEAN WELL.

MONTH	NAME of EXHIBITION	PLACE
May	CMEF	Shanghai-/China
June	COMPUTEX (IT)	Taipei-/Taiwan
	Guangzhou International Lighting Exhibition (GILE)	Guangzhou-/China
	PBM-Partners' Day in China	Guangzhou-/China
July	EXPOLUX	Sao Paulo-/Brazil
August	China International Industry Fair(CIIF)	Shanghai-/China
September	NEPCON	Hanoi-/Vietnam
October	Hong Kong Lighting Fair	Hong Kong-/China
November	China International Import Expo (CIIE)	Shanghai-/China
	China-Asean Expo	Nanning-/China

※The actual status is subject to the announcement on MEAN WELL's official website

In the future, we will actively invite customers from different industries to participate in the PBM program to increase the visibility of MEAN WELL PBM partners in various industries. The latest LED selected catalog will be released in the first quarter of 2021. In addition to the selection of 19 LED lighting partners' luminaires, MEAN WELL will also publish news of many new products of SHARE WELL, which MEAN WELL has established in China to expand the scope of new partners. Stay tuned! We hope in the near future, we can launch catalogs for related industries such as medical and transportation to include more high-quality partners!

Best wishes for a successful marketing program and achieving a win-win result.
Sincere regards,

MEAN WELL Marketing Center

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