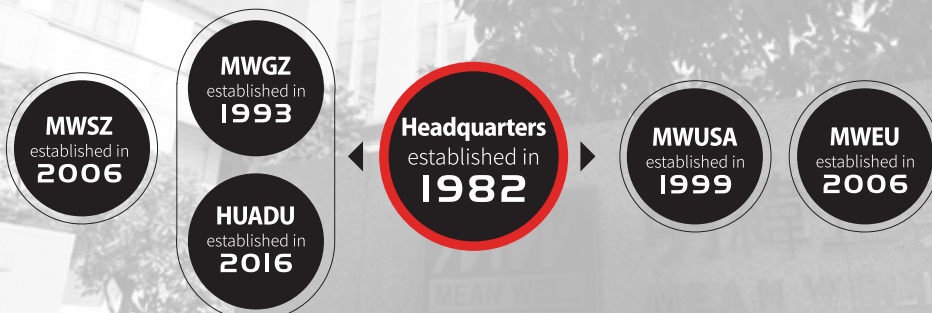


## About MEAN WELL

Founded in 1982, MEAN WELL is one of the few manufacturers dedicated to standard power supply in the world. We have been working with customers, suppliers, contractors, and employees with long lasting mutual trust relations based on the spirit of “good intention” and orientation of “reliable partner”. Thanks to robust partnership with 200 strong authorized distributors around the world, we have been growing and getting stronger for three decades. In 2018, it generates a combined revenue of USD 1 billion (TWD 30 billion). With 2800 employees located at its global headquarters in New Taipei Industrial Park, Taiwan, branches offices at Guangzhou, Suzhou in China, California USA, and Netherlands in the EU.



Different from other large ODM/OEM power supply manufactures, MEAN WELL is well-known by its own brand and off-the-shelf standard power supplies. With build-to-stock model, small-volume and large-variety products, MEAN WELL offers up to 10,000 models for customers to choose from, ranks NO. 1 in the world. Not only does it establish a global advantages in terms of brand, channel, IT system and certificates, but it also creates excellent annual revenues with its rigorous management.



### MEAN WELL ENTERPRISES CO., LTD.

☎ +886-2-2299-6100(rep.)  
✉ info@meanwell.com

### MEAN WELL USA, INC.

☎ +1-510-683-8886  
✉ info@meanwellusa.com

### MEAN WELL EUROPE B.V.

☎ +31-20-758-6000  
✉ info@meanwell.eu

### MEAN WELL (GUANGZHOU) ELECTRONICS CO., LTD.

**Huadu Factory**  
☎ +86-20-3773-7100  
400-800-3608(sales)

### Tianhe R&D Center

☎ +86-20-2887-1200(rep.)  
✉ info@meanwell.com.cn

### SUZHOU MEAN WELL TECHNOLOGY CO., LTD.

☎ +86-512-6508-8600  
✉ info@meanwell.cc

in @MEAN WELL USA INC.  
@MEAN WELL EUROPE B.V.

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LED Catalog



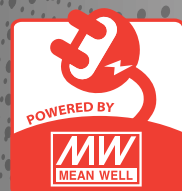
LED Website

March 2019



## LED Lighting Serial Events 2019

## Powered by MEAN WELL Introduction (abbreviation: PBM)



## Powered by MEAN WELL LED Lighting Joint Exhibitions

“Welcome to participate our **Powered by MEAN WELL** joint marketing plan, and let the world know MEAN WELL and our best partners.”

### The Concept

MEAN WELL has worked in industrial PSU and LED drivers for many years. Now, we are the 3rd leading brand of global PSU companies and also the 2nd for LED drivers. Many equipment and lighting manufacturers choose our products to ensure their product quality, which inspired us to come up with the concept of “Powered by MEAN WELL” joint marketing plan.

Taking “Powered by MEAN WELL” as a starting point, we invite our premium clients who agree with our brand spirit to be one of our “Reliable Power Partners”. We use “Powered by MEAN WELL” as our main co-marketing strategy for mutual brand promotion and to achieve win-win goals together.

### Be our partners, you can have services we provide



**May 8<sup>th</sup>-10<sup>th</sup>** **Hall1-J0313a**  
Taipei Nangang Exhibition Center

### Taiwan Int'l Lighting Show

DATE	THEME DAY
5/8	Press Visit with PBM
5/9	XLG New Product Launch
5/10	Industry-Academy Cooperation Visit

**June 9<sup>th</sup>-12<sup>th</sup>** **Hall12.2-C02**  
China Import and Export Fair Complex, Pazhou

### Guangzhou Int'l Lighting Exhibition

DATE	THEME DAY
6/9	Press Visit with PBM & XLG New Product Launch
6/10	KNX Building Automation Speech

**June 11<sup>th</sup>-13<sup>th</sup>** **Hall8-08.320**  
RAI Amsterdam

### Green Tech in Dutch

GreenTech is one of the most important event in the horticulture industry, focusing on horticulture products and solutions. Greentech is the international meeting point for all professional exchange ideas and learn all about the latest trends & developments in horticulture technology. This year, it is the first time MEAN WELL participates GreenTech to introduce our latest power solution in LED horticulture lighting application.

**October 27<sup>th</sup>-30<sup>th</sup>** **Hong Kong Int'l Lighting Fair**  
Hong Kong Convention and Exhibition Centre

Hong Kong International Lighting Fair is an international event for the lighting industry of the year. The world's leading manufacturers gather together. MEAN WELL has joined the fair since 2012. In addition to launching the latest innovative products on the exhibition every year, we debuted at the Hall of Aurora last year, showing the charm of brand spirit and attracting crowds to swarm in.





# The Overseas Transfer Manufacturing Plan of LED Products

In recent years, the rise of global protectionism and CHINA-US trade disputes accelerated MEAN WELL to propose the "The overseas transfer manufacturing plan of LEDs products". This program is not only to diversify the investment risk, but also to invite partners who are willing to go overseas with us by making good use of 30-year experiences of production and service from MEAN WELL.

We invite the qualified partners include LED Lighting manufactures (customers joined Powered by MEAN WELL program are in priority), and LED related component suppliers. If you are interested in participating the overseas production plan or PBM program, please contact MEAN WELL sales team for more details. You will have chance to be invited to the related conferences.



## March 27<sup>th</sup> PM14:00~18:00 XLG series Overseas Production Conference

**Agenda** XLG series introduction, PBM and XLG cooperated program, related equipment introduction, logistic and production process visit.

**Target** PBM clients, key accounts, suppliers

Guangzhou Huadu Factory

## May 2<sup>nd</sup>-7<sup>th</sup> Hanoi, Vietnam

### North Vietnam Delegation

**Purpose** As the North Vietnam region is close to mainland China, facilitating the import of raw materials and the investment cost is relatively competitive. Therefore, MEAN WELL evaluates the possibility of "Made in Vietnam", and invites partners who are interested in joining "GO TO Vietnam program", to create a win-win situation.

**Agenda** 5/2 Meeting, 5/3 Factory Visit, 5/4~7 Local Tour

## June 12<sup>th</sup> Guangzhou Huadu Factory A1 Floor

### Opening of Industrial Application Exchange Center

Driven by China's "One Belt and One Road" policy, our engineering development model and profit model will keep updating. Moreover, MEAN WELL is considering to invite multiple manufacturers, suppliers and last but not least our customers to build our own core competencies and develop overseas markets together.

## June 13<sup>th</sup> Guangzhou Huadu Factory A1 Floor

### PBM Int'l Partners Conference

MEAN WELL has been dedicating to power supply industry for 37 years with corporate philosophy of Integrity and the idea of reliable power partner. Since 2017, MEAN WELL has started to invite our customers who have the same goal to participate in our joint marketing. On June 13<sup>th</sup>, this will be the first time that MEAN WELL holds the International partners conference which gives us an opportunity to connect with each other and also looks for more partners at the same time.



## MEAN WELL Global Expansion Plan

In order to deepen the local market and to diversify the risk, MEAN WELL plans to gradually expand its overseas sales and production bases to consolidate its global standard power supply leadership. There are 11 countries listed in MEAN WELL's global expansion plan as potential development markets, including Brazil, Russia, India, South Korea, Japan, Australia, Malaysia, Philippines, Mexico, Turkey and Vietnam, referred to as "BRIK JAMP MTV".

:Sales  
 :Manufacture



## May 27<sup>th</sup> LED Catalog on The Shelf

At present, there are more than 200 series and 2,000 models sold globally and every year we keep increasing new models by 10%. All products can cover for indoor and outdoor lighting application and can be found on the LED catalog. In addition, a LED lighting solutions website is built to help our customers to select right products for own application.

## May 31<sup>th</sup> PBM Selected Products catalog on The Shelf

We know the LED lighting industry is very competitive and customers spread worldwide. In view of this, we cooperate with our clients to promote each other's brands through "Powered by MEAN WELL joint marketing plan", and let the world know our high quality products.

## October 24<sup>th</sup> Huadu Holiday Inn Hotel

### The Supplier Conference

An annual occasion for MEAN WELL and our supplier partners to discuss the current market status and establish the future blueprint. MEAN WELL cherishes every sweet and bitter moments both shared and overcome. Through this rare gathering opportunity, we unite our strength and create a better future together.

## October 25<sup>th</sup> Guangzhou Huadu Factory A1 Floor

### 1st Industry-Academy Cooperation Presentation

"The endless pursuit of innovation and improvement." is one of MEAN WELL corporate missions. With a strong sense of duty to the power industry and talent developing, the very first "Industry-Academy Cooperation Presentation" is held, through which we hope to not only stimulate students' creativity and develop practical skills, but combine theory with business needs. MEAN WELL expects to contribute to the technological development and talent cultivation of the global power electronics industry.

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