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Largest-ever *Mobile Electronics* show opens today with more than 2,800 booths Including Asia's largest AR/VR event plus *Startup Launchpad*

HONG KONG, Oct. 18, 2017 – [Global Sources](#) opens its largest-ever *Mobile Electronics* show today at Hong Kong's AsiaWorld-Expo with more than 2,800 booths. Buyers will be able to see latest smartphones, tablets, AR/VR, wearables and mobile accessories from Verified Suppliers from Greater China and across Asia. The show will run through Oct. 21.

Tommy Wong, President of Global Sources Electronics Group, said: “*Global Sources Mobile Electronics* show has grown steadily and plays an influential role in the industry. We strive to support the development of new technologies and innovations as well as to bring the best sourcing experience for buyers who are in search of game-changing products and ideas.”

Largest AR/VR event, Summit and experience zone

The show hosts Asia's largest AR/VR event. The third *VR/AR/MR Ecosystem Summit* will be held today and Oct. 19. Speakers from Microsoft, HTC VIVE, AMD, EmdoorVR, Oglass, Qualcomm and iQIYI.com will share the latest developments and insights into the future. The *Summit* and exhibits are complemented by an Experience Zone powered by HTC VIVE where attendees can see their latest VR hardware and content, and try out new applications on sports and entertainment.

Product launch area to highlight new products and technologies

The show will feature a Launch Zone showcasing cutting-edge products. It is complemented by a Product Gallery and an Experience Zone where attendees can get hands-on experience with new technologies.

Other highlights of the show include Asia's biggest selections of speakers and headphones, mobile accessories, wearables, and cases and covers. Microsoft will exhibit its latest technology, while supporting many other exhibitors whose products are powered by Microsoft technology.

Asia's largest consumer electronics startup event

Startup Launchpad spans both phases of the *Global Sources Electronics* show with 240 booths featuring new products in categories including smart home, sports tech, drones, STEAM products and other IoT devices. Buyers will be among the first to see some of the world's most revolutionary electronics ideas. *Startup Launchpad* also includes conference programs covering digital marketing and crowdfunding, global sales and distribution, and exit strategy. More information is available at <http://www.launchpadhk.com>.

Services for online and Amazon sellers

A wide range of services will help online and Amazon sellers source more effectively. This includes products from 580 exhibitors that accept small orders, seminars featuring online retail experts, plus the three-day [Global Sources Summit](#) for intermediate and advanced online and Amazon sellers sourcing from Asia.

Global Sources Electronics is expected to attract buyers from more than 140 countries and territories including purchasing decision makers from ADI Systems, Brookstone, Carrefour, Darty Asia, Eurogroup, Fossil, Groupe Bateau, Hammacher Schlemmer, Imaginarium, Jasco Products, Krusell International, Lexibook, Merlion, NXP Semiconductors, Panasonic, QD Cellular, Real SB Warenhaus, Sears, Target Australia, The Home Depot, The Source, Verbatim, WHSmith, ZipKord and many more.

The GlobalSources.com app enables buyers to shortlist exhibitors; find booths, take pictures and then follow exhibitors after the show. The *At the Show* newsletter provides daily reports and live videos on the hottest products.

The show is complemented year-round by the industry's leading websites, accessible from GlobalSources.com. Updated daily, each site delivers exclusive content, including *Analyst's Choice* products, an unbiased selection of new and innovative items.

Opening hours for the show are:

- Oct. 18-20 from 10:00 a.m. to 6:00 p.m.
- Oct. 21 from 10:00 a.m. to 5:00 p.m.

Buyers can find more information about the Global Sources trade fairs and pre-register to attend at <http://www.globalsources.com/exhibitions>.

More information about Global Sources is also available at the company's corporate site (<http://www.corporate.globalsources.com/>), Facebook and Twitter (/globalsources).

About Global Sources

Global Sources is a leading business-to-business media company and a primary facilitator of trade with Greater China.

The core business facilitates trade between Asia and the world using English-language media such as online marketplaces (GlobalSources.com), trade shows, magazines, and apps.

More than 1.4 million international buyers, including 95 of the world's top 100 retailers, use these services to obtain product and company information to help them source more profitably from overseas supply markets. These services also provide suppliers with integrated marketing solutions to build corporate image, generate sales leads and win orders from buyers in more than 240 countries and territories.