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World's largest electronics sourcing show opens today with 5,500 booths in two phases

***Startup Launchpad* pavilion highlights Hong Kong's role as a leading startup hub**

HONG KONG, April 11, 2016 – *Global Sources Electronics*, the world's largest electronics sourcing show, opens today and is running in two phases, April 11-14 and 18-21, at Hong Kong's AsiaWorld-Expo.

As the flagship trade show of [Global Sources](http://GlobalSources.com) (NASDAQ: GSOL), this spring edition is featuring 5,500 booths of electronics products from suppliers in Greater China, Korea and across Asia. Attendees can get an up-close look at leading edge electronics coming out of the region through *Experience Zones* and the *Startup Launchpad* pavilion.

The first phase is being held from April 11 to 14 with a focus on home, office, and auto electronics; plus security products and electronic components. The second phase, *Mobile Electronics*, is scheduled to run from April 18 to 21 and is expected to showcase 2,300 booths of the latest smartphones, tablets, wearable devices and mobile accessories.

President of Global Sources Electronics Group, Tommy Wong, said: “*Global Sources Electronics* show has become a must-attend event for global buyers. We are especially committed to showcasing and nurturing innovation, and we continue to develop services that support Hong Kong's role as Asia's innovation hub.”

***Global Sources Electronics* puts spotlights on fast-growing categories**

The April 2016 show aims to provide buyers with more product selection in emerging and high-growth categories including smart home, 4K TV and display, outdoor imaging, drones and personal electric transporters. The show also includes a Virtual Reality & Gaming Pavilion and Experience Zone, aimed at serving a market segment expected to reach US\$30 billion by 2020.

In addition, *Analyst Choice* booklets will be distributed to buyers at the show featuring new and innovative products selected by Global Sources analysts.

***Startup Launchpad* spurs innovation and idea exchange**

Startup Launchpad, an integrated business-to-business sourcing platform and conference program, aims to showcase the latest tech products from emerging hardware startups. The booths are integrated as pavilions at both phases of the *Global Sources Electronics* show. *Startup Launchpad* creates a vibrant ecosystem for hardware startups, manufacturers, distributors, industry influencers and investors.

Its conference program covers the four main stages of the startup lifecycle: product ideation, validation, manufacturing and distribution. More than 30 industry thought leaders are scheduled to join the event to share their insights. More information is available at <http://www.launchpadhk.com/>.

The *Global Sources Electronics* show is expected to attract more than 50,000 buyers from 150 countries and territories, including purchasing decision makers from Asus, Belkin, Best Buy, Bose, Brookstone, Canon, Carrefour, Dolby Electronics, Fujitsu, Haier, Hewlett Packard, Hitachi, Huawei, IBM, Intel, Intelbras, Li & Fung, Lowe's, Monster, Panasonic, Philips, Samsung, Staples and Toshiba.

The show is complemented by five electronics industry websites accessible from GlobalSources.com. Each site delivers exclusive content, updated daily – including *Analyst's Choice* which provides an unbiased selection of new and innovative products from exhibitors, advertisers, non-advertisers, startups and leading brands in the region.

Value-added services to enhance buyer and supplier efficiency

- TradeMatch allows buyers to submit buying requests, compare quotes, and communicate with suppliers through [Global Sources Message Center](#).

- [Buyer app](#) enables buyers to search for exhibitors, take notes and product pictures of exhibitors they meet, as well as find products and suppliers year-round on GlobalSources.com.
- [Supplier app](#) helps exhibitors to obtain buyer information instantly and to submit quotations.
- VIP Buyer Offices provide selected buyers with fully-equipped, on-site offices for meetings.

Opening hours for the show are:

- April 11-13 from 9:30 a.m. to 6:00 p.m.
- April 14 from 9:30 a.m. to 5:00 p.m.

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

More information about Global Sources is available on 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 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.

Now in its fifth decade, Global Sources has been publicly listed on the NASDAQ since 2000.