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***Mobile Electronics* show opens today with 2,600 booths showcasing latest mobile  
gadgets and accessories**

**VR/AR/MR Ecosystem Summit to address rising demand for virtual reality products**

**Startup Launchpad to showcase innovation mobile electronics startups**

**Co-located Smart Living Pavilion covers smart home security, lighting and energy  
management, entertainment, and appliances and gadgets**

**HONG KONG, Oct. 18, 2016** – [Global Sources](http://globalsources.com)’ (NASDAQ: GSOL) *Mobile Electronics* show opens today with 2,600 booths. Running from Oct. 18 to 21 at Hong Kong’s AsiaWorld-Expo, the show focuses on smartphones, tablets, wearable devices and mobile accessories.

The show features a wide selection of products from the hottest mobile categories including virtual and augmented reality, sports and health wearables, mobile speakers and headphones, wireless charging, cases and covers, smartphones and tablets. The Brand Zone showcases 400 booths of suppliers manufacturing their own designs and brands.

President of Global Sources Electronics Group, Tommy Wong, said: “Our show is the world’s largest mobile electronics sourcing event and draws strong attendance from the world’s top buyers. This is because the show focuses on innovative products in emerging and high-growth categories from quality suppliers.”

## **VR/AR/MR Ecosystem Summit to offer industry insights into fast growing market**

The virtual reality market is expected to reach US\$33.9 billion by 2022. To address increasing interest and consumer demand, the show hosts Hong Kong's first-ever VR/AR/MR Ecosystem Summit.

Topics at the full-day Summit range from technology to applications and from software to hardware in the VR/AR/MR industry. Speakers include industry experts from Intel, Microsoft, HTC Vive, AMD, NVIDIA, ARM, EmdoorVR, Rock Chip, Invensense, Haier, LetinVR, Liason Interactive and Nibiru.

## **Other highlights at the show**

Multiple experience zones give attendees a closer look at new and creative products across different categories:

- *Mobile VR Experience Zone* allows attendees to see and try the latest and most immersive virtual reality and gaming products
- *Sports & Health Wearables Zone* features the latest fitness, outdoor and personal care wearable technology products
- *Korea Pavilion* showcases latest mobile gadgets and accessories from Korean manufacturers

## **Startup Launchpad expands to showcase a broad range of innovative products**

The *Startup Launchpad* is the largest collection of consumer electronics startups in Asia with 150 emerging hardware startups showcasing their latest products. It is integrated within both phases of the show to help electronics startups find effective distribution channels, and to help buyers identify the latest innovations and be first to market with shelf-ready products.

Attendees can also gain insights from 34 industry thought leaders who will share their knowledge of market trends and concepts. More information is available at <http://www.launchpadhk.com/>.

## **Asia's first Smart Living Pavilion**

Smart Living is a brand-new pavilion co-located with the *Mobile Electronics* show and covering smart home security, lighting and energy management, entertainment, and appliances and gadgets. The fast-growing smart home market sector is expected to reach US\$121.73 billion by 2022.

In collaboration with Hong Kong Science and Technology Parks Corporation (HKSTP), the Smart Living Experience Showcase is a “live” on-site smart home that incorporates advanced automation systems to provide inhabitants with sophisticated monitoring and control over various home devices.

#### **Value-added services to enhance buyer and supplier efficiency**

- **Conferences** on hot topics including virtual reality, smart home, as well as insights on the four stages of the startup life cycle: ideation, validation, manufacturing and distribution.
- **Global Sources Summit** offers participants the chances to learn the best practices for selling on Amazon led by sourcing and Amazon experts.
- **Buyer app** helps buyers maximize efficiency at the show with a range of pre-event and on-site benefits. The app enables buyers to locate exhibitors, create exhibitor profiles and take notes and product pictures. Users can also manage communications with exhibitors.
- **Supplier app** enables exhibitors to obtain buyer information, sourcing history and to submit quotations efficiently.
- **VIP Buyer Offices** provide selected buyers with fully-equipped offices.

The *Global Sources Electronics* show is expected to attract more than 60,000 buyers from 150 countries and territories, including purchasing decision makers from Acer, Amazon, Best Buy, Brookstone, Canon, Dolby, eBay, El Corte Ingles, Foxconn, Groupe Auchan, Hitachi, Huawei, IBM, Intel, Kesa Electricals, Logicom, Metro, NTT Docomo, Office Depot, Panasonic, Qualcomm, RadioShack, Samsung, Sony, Target, Tesco, Unilever, Woolworths and Yamaha.

The show is complemented by six electronics industry websites accessible from GlobalSources.com. Updated daily, each site delivers exclusive content, including Analyst’s Choice, an unbiased selection of new and innovative products from exhibitors, advertisers, non-advertisers, startups and leading brands in the region.

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 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](http://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.