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Global Sources Press Contact in Asia

Camellia So
Tel: (852) 2555-5021
e-mail: csso@globalsources.com

Global Sources Investor Contact in Asia

Suzanne Wang
Tel: (852) 2555-4747
e-mail: investor@globalsources.com

Global Sources Press Contact in U.S.

James W.W. Strachan
Tel: (480) 664-8309
e-mail: strachan@globalsources.com

Global Sources Investor Contact in U.S.

Kirsten Chapman & Timothy Dien
Lippert/Heilshorn & Associates, Inc.
Tel: (415) 433-3777
e-mail: tdien@lhai.com

Mainland China's first ever live product teardowns to feature at *IIC-China*

Enhanced education program covers LED, green power, networking, embedded systems, auto electronics and other hot technologies

HONG KONG, August 26, 2010 – Global Sources (NASDAQ: GSOL) announces today that top international and local technology experts are scheduled to speak at the 15th *International IC-China Conference & Exhibition (IIC-China, <http://www.english.IIC-China.com>)* Fall Edition. The event, which features mainland China's very first live product teardowns, is set to take place in two major electronics design and manufacturing hubs in Southern and Western China:

- Shenzhen: Sept. 6-7, Shenzhen Convention & Exhibition Center
- Xi'an: Sept. 9-10, Xi'an Greenland PICO International Convention & Exhibition Center

Global Sources analysts are scheduled to perform two live teardowns on each day. One of these sessions involves engineers getting a chip-by-chip, technology-by-technology comparison of Apple's iPad and iRobot's APAD. Another session aims to enable engineers to see under-the-hood of the latest portable blood pressure measurement device, as analysts take a close look at the technology and components that power this hot product.

“Mainland China boasts the largest electronics industry in the world, with production set to exceed US\$1 trillion this year. As labor and land costs rise, design is an increasingly important success factor for mainland China’s manufacturers as they compete in the global and domestic markets,” said Brandon Smith, President of Global Sources’ joint venture eMedia Asia Limited. “*IIC-China* is designed as a unique platform where mainland China’s design engineers and purchasing managers meet face-to-face, learn from and network with industry experts and technology specialists of IC and component suppliers from around the world.

“We have extended and expanded the educational content of the event to ensure that it will be a very fruitful one to both the engineer and vendor communities.”

Conferences bring innovative technologies to engineers

IIC-China will organize a series of conferences on the hottest technologies in mainland China’s electronics industry, including LED, green power and networking and wireless communication.

Keynote speakers at these conferences include:

- LED – Zheng Haowen, Director, National High-tech Enterprise Development LED Professional Committee
- Green power – Zhang Jinfa, Vice Chairman, China Power Supply Society & Director of Design Center, Delta Electronics (Shanghai) Co.
- Networking – Song Junde, Professor & Doctor Supervisor, Beijing University of Posts and Telecommunications

Leaders from technology companies including Texas Instruments, Silicon Touch and O2Micro will also speak at the conferences.

Design engineers and technical managers can also learn from a range of technical application courses (TAC), which will showcase the latest IC and software solutions on embedded systems, networking & wireless communication, LED applications, power management, EDA and foundry from technology vendors such as ADI, Maxim, Microsoft and TriQuint.

CEO Forum explores future of mainland China’s IC design industry

During *IIC-China* in Shenzhen, [*Electronic Engineering Times-China*](#) (*EE Times-China*), a leading electronics engineering title published by eMedia Asia, will host the IC Industry CEO Forum where industry leaders are invited to discuss current IC design industry dynamics and future development,

as well as EDA and IP core trends. Speakers will include Dr. Wei Shaojun, Leader of China's government-supported IC Design Project & Professor of Tsinghua & Peking Universities; Sandeep Vij, President & CEO, MIPS Technologies, Inc.; and Dr. Andrew Moore, PacRim Regional Technical Director, Mentor Graphics.

Analysts of *EE Times-China* will announce the results of the highly-anticipated *Ninth China IC Design House Survey*. The event will also award mainland China's top IC design houses and the most outstanding local ICs as voted for by systems engineers.

Market trend forums highlight hot technology areas

Riding on the success of the demand and supply forums at the Spring shows, *IIC-China's Components Zone* is once again scheduled to host forums on market trends and business opportunities for purchasing managers, focusing on hot market segments of portable medical electronics, new energy generation, LED backlight and auto electronics.

“Demand for [semiconductors](#) and [components](#) in these markets is growing fast. Mainland China's medical device industry is growing at an average of 15 percent annually. As for new energy generation, the country already has a 30 percent share of the global market for photovoltaic panels used to generate electricity, and both government and businesses are embracing going green,” Smith added. “Mainland China is the world's biggest auto market and its factories are forecast to produce more than 15 million units this year. The increasing popularity of hybrid and [electric cars](#), which use more ICs and components, should further boost demand.”

Top IC and component vendors to showcase latest products

Leading international technology vendors including ADI, Micron and ROHM Semiconductor are scheduled to showcase their latest solutions and products to mainland China's engineering community at *IIC-China*, alongside mainland China suppliers and distributors such as BYD Microelectronics, Lituoxin Electronics and SuperPix Micro Technology. Leading passive component suppliers at *Components Zone* include Eyang Technology Development, Changjiang Electronics and Powertek.

IIC-China in Shenzhen is co-located with the *China International Optoelectronic Expo (CIOE)* to showcase the most advanced electronic systems design and optoelectronic technologies and innovations under one roof. The largest optoelectronic show in the world with more than 2,000 exhibitors, *CIOE* comprises three concurrent sub-expositions, focusing on optical communications,

sensors, laser and infrared applications; precision optics; and LEDs. eMedia Asia owns a 70 percent interest in *CIOE*.

Attendance at *IIC-China* is free for industry professionals. Interested parties can register for *IIC-China* in Shenzhen and Xi'an at <http://www.english.IIC-China.com>.

Global Sources' design-to-export solution for Greater China and Asia's electronics industry

IIC-China is an important part of Global Sources' portfolio of electronics industry media and trade show brands. Combining 28 online and 10 print media, plus five events which run 15 times across 8 cities, Global Sources provides Greater China and Asia's electronics industry with end-to-end support - from product conceptualization through to export of finished products.

Global Sources' key electronics industry event brands also include *China Sourcing Fairs: Electronics, Security Products* and *Electronics & Components* (<http://www.chinasourcingfair.com>).

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 uses English-language media to facilitate trade from Greater China to the world. The other business segment utilizes Chinese-language media to enable companies to sell to, and within Greater China.

The company provides sourcing information to volume buyers and integrated marketing services to suppliers. It helps a community of over 967,000 active buyers source more profitably from complex overseas supply markets. With the goal of providing the most effective ways possible to advertise, market and sell, Global Sources enables suppliers to sell to hard-to-reach buyers in over 240 countries.

The company offers the most extensive range of media and export marketing services in the industries it serves. It delivers information on 4.5 million products and more than 262,000 suppliers annually through 14 online marketplaces, 13 monthly print and 16 digital magazines, over 80 sourcing research reports and 20 specialized trade shows which run 57 times a year across 9 cities.

Suppliers receive more than 192 million sales leads annually from buyers through *Global Sources Online* (<http://www.globalsources.com>) alone.

Global Sources has been facilitating global trade for nearly 40 years. Global Sources' network covers more than 60 cities worldwide. In mainland China, Global Sources has about 2,500 team members in more than 40 locations, and a community of over 2 million registered online users and magazine readers for its Chinese-language media.

About eMedia Asia Limited

eMedia Asia Limited is a joint venture between Global Sources (60%) and United Business Media's EETimes Group (40%).

eMedia Asia provides 500,000-plus technology decision-makers throughout Asia and China with access to a multichannel media network. Through its technical events, publications and online network, eMedia Asia leads in providing the region's electronics community with the business and technical information they need to remain competitive.