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***IIC-China* opens today in Shenzhen with innovative technologies highlighted at conferences and live product teardowns**

**SHENZHEN, September 6, 2010** – Global Sources (NASDAQ: GSOL) announced today the opening of the 15th *International IC - China Conference & Exhibition (IIC-China)*, <http://www.english.iic-china.com>) Fall Edition at the Shenzhen Convention & Exhibition Center. The event, which is running until tomorrow, features four live product teardowns and two conferences on LED and green power, in addition to a range of technical application courses, market trend forums and exhibition booths.

Global Sources analysts are scheduled to conduct the first ever live teardowns in mainland China this afternoon. One of these sessions involves engineers getting a chip-by-chip, technology-by-technology comparison of Apple's iPad and iRobot's APAD. The other 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.

Engineers attending these activities will qualify for a lucky draw at the end of the last teardown session each day to win a Great Wall GBook or an Omron blood pressure monitor.

### **Conferences focus on innovative technologies**

*IIC-China* will also host conferences on two of the hottest technologies in mainland China's electronics industry, namely LED and green power.

Speakers at today's LED Conference include Zheng Haowen, Director of National High-tech Enterprise Development LED Professional Committee; Chi-Yuan Chin, President of Silicon Touch; Dr. Yung L. Lin, Vice President of O2Micro's Intelligent Inverter Group; and Dr. Liu Xuechao, Business Development Manager of Texas Instruments.

Brandon Smith, President of Global Sources' joint venture eMedia Asia Limited, said, "The LED Conference is attracting tremendous interest from both local engineers and technology vendors. Shenzhen is the world's largest solar-power LED lamp manufacturing base and a major LED backlight hub. It is also the biggest LED display center in mainland China. With over 1,000 LED companies, Shenzhen has developed a complete LED industry chain. Demand for LED technologies is huge."

The summit on mainland China's green power development will take place tomorrow morning. Speakers plan to share their insights on the country's power management market and LED lighting market trends and challenges.

A forum on IC industry chain cooperation is also scheduled tomorrow morning, to be moderated by Xue Zi, Deputy Secretary-General of Shanghai IC Industry Association. Speakers include senior managers from HHNEC, Grace Semiconductor, Huali and SMIC.

Design engineers and technical managers can also choose from a range of technical application courses, which will showcase the latest IC and software technologies on embedded systems designs, networking and wireless communication from technology vendors such as ADI, Lantronix and Microsoft.

*IIC-China* is also 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.

### **CEO Forum explores future of IC design**

*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, including Dr. Wei Shaojun, Professor of the prestigious Tsinghua & Peking Universities; and Sandeep Vij, President & CEO, MIPS Technologies, Inc. They, together with senior executives of Hangzhou National Chip, Shanghai AWINIC Technology and BYD Microelectronics, will discuss what mainland China IC design houses should focus on in their second decade of development during the Roundtable. Dr. Andrew Moore, PacRim Regional Technical Director of Mentor Graphics, will also speak at the event.

Analysts of *EE Times-China* will announce the results of the *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.

### **IC and component vendors showcase latest products**

Technology vendors and distributors such as BYD Microelectronics, LSD Science & Technology and Uni-Trend Technology are showcasing their latest solutions and products to the engineering community on the show floor.

Leading passive component suppliers at the *Components Zone* include Eyang Technology Development, Changjiang Electronics and Powertek. Dongguan Songshan Lake Science and Technology Industry Park hosts a pavilion at the show.

*IIC-China* 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 per cent interest in *CIOE*.

Attendance at *IIC-China* is free for industry professionals. After Shenzhen, the event is scheduled to run on Sept. 9-10 in Xi'an. For more information, please visit <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.