

## FOR IMMEDIATE RELEASE

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## **World's largest electronics sourcing show opens today with 6,500 booths**

### **Co-located *Startup Launchpad* showcases consumer electronics startups**

**HONG KONG, Oct. 11, 2017** – *Global Sources Electronics*, the world's largest electronics sourcing show, opens today at Hong Kong's AsiaWorld-Expo. Held in two phases, [Consumer Electronics](#) and *Mobile Electronics*, the combined events feature more than 6,500 booths of the world's latest electronics products.

Running from Oct. 11 to 14, *Consumer Electronics* includes 3,700 booths of home, outdoor and auto electronics, and features computer and peripherals, VR and gaming, components, and smart living products. It will also include product launch, experience and demo zones to highlight innovative products and technologies.

The *Mobile Electronics* phase will take place from Oct. 18 to 21 with a focus on the latest smartphones, tablets, AR/VR, wearables and mobile accessories.

Tommy Wong, President of Global Sources Electronics Group, said: "We are committed to nurturing innovation and showcasing new and innovative products. The show is an important platform for technologies and idea exchange."

### **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:

- An expanded *VR & Gaming Pavilion* with an experience zone where attendees can try out exciting gaming devices including AR guns, VR race cars and mixed reality devices.
- Asia's largest *Outdoor Electronics Pavilion* showcases electric personal transporters, drones, robots and action cameras.
- *Smart Living Pavilion* covers smart security, lighting, entertainment, appliances and gadgets. It also features Hong Kong's largest collection of security products for home, commercial and public use.
- New product zones highlight smart driving products, eBikes, voice-activated speakers and devices, and batteries.
- *Next-Gen Components Zone* gives buyers a closer look into what's going to be inside new tech products for automobiles, drones, robotics, smart home security systems and wearables.
- Hong Kong's largest computer and peripherals, and auto electronics pavilions.

### **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 investment and fundraising, product design and development, and manufacturing and distribution. More information is available at <http://www.launchpadhk.com>.

A new *Startup Investors Forum* will be held on Oct. 12 where industry experts will share insights and lead thought-provoking discussions on startup investing trends, strategies and case studies. The *Forum* is an excellent networking opportunity for angel investors, venture capitalists, legal and accounting professionals, and business owners looking for startup investments.

### **Services for online and Amazon sellers**

A wide range of services will help online and Amazon sellers source more effectively. This includes products from 900 exhibitors that accept small orders and seminars featuring online retail experts.

*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 Bateur, 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. 11-13 from 9:30 a.m. to 6:00 p.m.
- Oct. 14 from 9:30 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](http://www.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.