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Press Contact in Asia

Camellia So

Tel: (852) 2555-5021

e-mail: cs@globalsources.com

Investor Contact in Asia

Connie Lai

Tel: (852) 2555-4747

e-mail: investor@globalsources.com

Press Contact in U.S.

Brendon Ouimette

Tel: (1-480) 664-8309

e-mail: bouimette@globalsources.com

Investor Contact in U.S.

Cathy Mattison

LHA

Tel: (1-415) 433-3777

e-mail: cmattison@lhai.com

Global Sources' *China Sourcing Fair* gifts and home series opens today

A massive selection of innovative products from exclusive exhibitors goes on display

Ninety percent exclusive exhibitors and private manufacturers welcome international buyers

HONG KONG, Oct. 19, 2014 – [Global Sources](http://www.globalsources.com)' (NASDAQ: GSOL) October *China Sourcing Fair*

series continues today with the opening of the gifts and home product shows at AsiaWorld-Expo.

Unique designs and creative innovation are the hallmarks of this show and tens of thousands of international buyers are expected to converge on the convenient and spacious venue near the Hong Kong International Airport to deal directly with private manufacturers from Greater China and Asia – 90 percent of whom are exhibiting exclusively at *China Sourcing Fair*.

The co-located events, *China Sourcing Fair: Gifts & Premiums* and *China Sourcing Fair: Home Products*, run through Oct. 22 and follow the successful electronics shows that concluded Oct. 14.

“The breadth of these shows is what really makes them stand out,” enthused Tommy Wong, President of Global Sources Exhibitions. “From Hong Kong’s biggest selection of sports, travel and promotional bags, innovative essentials for the kitchen and home furnishings, to gift and premium items, our *Fairs* are a must-see event for serious buyers across industries.”

Wong noted that buyers of electronic premiums would benefit from the three-day overlap at the same venue of the *Global Sources Mobile Electronics Fair* with its selection of smartphones, tablets, mobile devices and accessories. “From Oct. 19 through 21, buyers essentially have access to two separate but related shows that double their sourcing options,” he said.

Suppliers score with sports-themed products

A new and exciting focus of *China Sourcing Fair: Gifts & Premiums* is the sports-related merchandise grouped in an *Olympic Sourcing Zone* that serves as a preview for the *Sports Events & Athletic Club Souvenirs* pavilion next year. This targeted pavilion at the 2015 spring show will help distributors, chain stores and shops capitalize on a plethora of upcoming global and regional sporting events such as the Rugby World Cup, the 2016 Olympics in Rio de Janeiro, the UEFA Euro 2016 and the Super Bowl – to name just a few.

Value-added services to foster trade between buyers and suppliers

Visitors to the shows will enjoy a wide array of complimentary services that will enrich the sourcing experience:

- A new *Buyer Data Management System* to speed up on-site registration.
- A pioneered *Lead Management System* that provides exhibitors with sales leads for post-show follow-up.
- A *Color Trends Area* in Hall 7 co-sponsored by Pantone that will reveal the hot hues for the coming season and showcase actual exhibitor products.
- Also in Hall 7, a *Cooking Demonstration & Latte Art Workshop* that will allow buyers to try out exhibited cookwear and dining wear products – and demonstrate their culinary skills.
- A special *Product Showcase* featuring hundreds of additional products from non-exhibiting suppliers that will multiply sourcing opportunities for buyers.
- Conference programs featuring China sourcing strategies for profitable eCommerce operation.

Big-name global buyers expected to attend the show include Amazon, Bandai Namco, Carrefour, Esprit, Etihad, Folli Follie, Harley-Davidson, Kingfisher Asia, Li & Fung, Lock & Lock, Mary Kay, Mattel, Nitori, Samsonite, Seiko Clock, Tesco, Toys R Us, Woolworths, and many more.

Opening times for the *Fairs* are:

- Oct. 19-21 from 10:00 a.m. to 6:00 p.m.
- Oct. 22 from 10:00 a.m. to 5:00 p.m.

More information can be found at the *China Sourcing Fair* website: <http://www.chinasourcingfair.com>.

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), print and digital magazines, sourcing research reports, private sourcing events, and trade shows.

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.

Global Sources' other businesses provide Chinese-language media to companies selling to and within Greater China. These services include online web sites, print and digital magazines, seminars and trade shows. In mainland China, Global Sources has a network of more than 30 office locations and a community of more than 5 million registered online users and magazine readers of its Chinese-language media.

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