



## FOR IMMEDIATE RELEASE

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## **Spring *China Sourcing Fairs* to open with more than 6,800 booths**

**Top buyers from more than 180 countries expected to attend including Best Buy, Carrefour, El Corte Ingles, Foxconn, Intel, Lenovo, Panasonic, Sears, Sony and Ralph Lauren**

**HONG KONG, April 8, 2014 – *Global Sources***’ (NASDAQ: GSOL) spring *China Sourcing Fairs* will be held April 12-15 and April 27-30 at AsiaWorld-Expo in Hong Kong. Combined, the 11 specialized trade shows will feature more than 6,800 booths, including the inaugural *China Sourcing Fair: Mobile & Wireless*.

The April 12-15 *China Sourcing Fairs* are *Electronics & Components, Mobile & Wireless, Security Products*, and the *Korea Sourcing Fair: Electronics & Components*.

*China Sourcing Fairs* to be held April 27-30 are *Gifts & Premiums, Home Products, Fashion Accessories, Garments & Textiles, Underwear & Swimwear, India Sourcing Fair: Garments & Accessories* and the *Korea Sourcing Fair: Gifts & Premiums*.

The spring *China Sourcing Fairs* will showcase the largest group of quality mainland China suppliers to exhibit at any trade show in Hong Kong with more than 5,400 booths. Companies from more than 20 countries and territories, including Hong Kong, Taiwan, India, France, Germany, Italy, Japan, South Africa, South Korea, the Philippines, Sweden, Turkey and Vietnam will be exhibiting at the *Fairs*.

Among the tens of thousands of buyers expected to attend the shows are Amazon, Adidas, Best Buy, Carrefour, Dollar General, El Corte Ingles, Folli Follie, Fossil, Foxconn, Hyundai, Intel, Intelbras, Lacoste, Lenovo, Li & Fung, Liverpool, Nike, Panasonic, Ralph Lauren, Samsung, Sears, Target and Tesco. Buyers can source innovative products from quality suppliers across Asia and the world.

“Our shows have become ‘must-attend’ events with 90 percent of booths reserved by suppliers exhibiting exclusively at our shows – 75 percent by direct manufacturers. This offers visiting buyers a unique opportunity to cut out the middleman and source directly at competitive prices, with flexible terms for production and delivery,” said Tommy Wong, President of Global Sources Exhibitions.

### **Largest-ever spring electronics series to run April 12-15**

This spring’s sold out electronics series is the largest-ever with more than 4,200 booths, representing an increase of 7 percent year-on-year. As Asia’s largest consumer electronics sourcing event, the *Fair* includes Asia’s first and biggest mobile and wireless industry-specific trade show with more than 1,050 booths.

In its first session, the *China Sourcing Fair: Mobile & Wireless* has already attracted hundreds of exhibitors of products including smartphones and tablets, mobile power, Bluetooth products, and iProducts and mobile devices accessories.

One highlight of the inaugural *Mobile & Wireless* show is the opening keynote titled *Wearable Technology in 2014: What Does it Need to Succeed?*, offering a look at the latest industry trends.

### **April 27-30 consumer product trade show series to offer expanded sourcing options**

This spring’s consumer product shows will cover a wide range of gifts, home, garments, textiles and fashion accessories products.

It will also feature Asia’s biggest scarves collection of quality exhibitors from Greater China and Asia. Exhibiting more than 400 booths, the bag pavilion is the largest in Hong Kong, showcasing products including luggage, sports bags, fashion bags and promotional bags.

Wong concluded: “With 11 specialized events this spring, no other trade show series offers buyers the same combination of product range and convenience here in Hong Kong, all under one roof.”

## **Value-added services to help buyers and exhibitors maximize trade opportunities**

Among the unique services to help buyers and suppliers maximize value from the shows are:

- **Color Trends Area** features color forecasts for gifts, premiums, home products as well as fashion items.
- **Trends Forum** highlights accessories trends expected to be hot in the coming year.
- **Trendy Zone** showcases the most stylish fashion-related products from pre-selected exhibitors.
- **Fashion Parades** where international models will showcase selected suppliers' products and designs.
- **Product Showcase** features hundreds of innovative products helping suppliers who cannot join the shows reach quality buyers.
- **Smart wristband** for exclusive VIP buyers to enjoy premium services at the *Fairs*.
- **VIP buyer office suites** provide selected buyers with an on-site mobile office to maximize productivity at the shows.
- **Buyers' Lounge** provides free Internet access and sourcing information to visiting buyers.
- **Private Sourcing Events** allow pre-selected exhibitors exclusive opportunities to meet large global buyers in private during the shows. Fifty-one sourcing teams from buyers include Alliance Boots, Carrefour, Esotiq & Henderson, Hermes-OTTO International, Kmart Australia, Lidl, Liverpool, Luxottica, Maracaibo, MGB Metro, Okaidi, Philips, Portalux, Shop Direct, Staples, Store Twenty One, William E. Connor & Associates are scheduled to participate in this April's events, with combined sales of more than US\$810 billion.
- **Global Sources Show Guide Magazines**. Fourteen industry-specific sourcing magazines will be given away to buyers. Each includes a complete trade show guide with DVD-ROM and floor map. This is an extension of Global Sources' authoritative magazines and supplier verification services to help buyers source more effectively.
- **Mobile App** allows buyers to easily search exhibitors and products, keep track of seminar schedules and create their own custom *China Sourcing Fair* guide.

Buyers can register for free and find more information at <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](http://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 4 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.