



global  sources

Electronics & Components

China Sourcing Fair

Fall 2011

Hong Kong Show Report



October 12 -15, 2011

AsiaWorld-Expo, Hong Kong

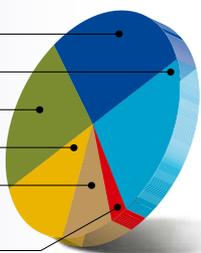


The largest-ever show with 35,276* International Buyers

35,276* buyers from 147 countries and regions

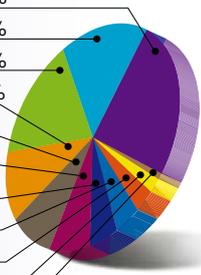
Visiting countries and regions:

Mainland China	28%
Asia Pacific	23%
Hong Kong	22%
Europe	15%
America	9%
The Middle East and Africa	3%



Business type:

Trading Company	25%
Buying Office	16%
Manufacturer	16%
Distributor	11%
Exporter	9%
Importer	8%
Retailer	5%
Agent	4%
Wholesaler	3%
Consultant	2%
Other	1%



The **China Sourcing Fair: Electronics & Components** was held successfully in AsiaWorld-Expo on October 12-15, 2011. This largest-ever four-day event drew 35,276* international buyers from 147 countries and regions. Compared to the number of buyers at the Spring show, the total number of buyers in attendance increased by 5% and hit a new record of buyer traffic. This increase is partially the result of an increasing demand for the latest electronic products and components.

The 2011 Fall show expanded to all ten halls in AsiaWorld-Expo for the first time. The specialized pavilions and well-sorted products greatly added to buyers' effective sourcing experiences. According to on-site interviews and paper surveys, many buyers enjoyed the latest products and technologies in this great event.

They not only found quality suppliers and products, but also learned about new trends in the industry. The show also provided value-added seminars on various themes, in which industry experts shared their expertise and experience on marketing, sourcing, negotiations, and many more.

The Private Sourcing Event which gained high praises from buyers and suppliers welcomed 21 purchasing groups. The pre-selected suppliers met some of the biggest buyers face-to-face and discussed business in detail. Buyers who participated in the events, with the intention of placing orders, included AG Electronica, Atico, CYA, Coppel, Intelbras, Lexibook, Lakeland, MGB Metro, Monster, Net On Net, OSRAM, PIT and Restaurant Services.

Other distinguished buyers that attended the fairs included:

Audiovox	JNC	Ricoh
Belkin Hong Kong Ltd	Johnson Electric Group	Sanwa Supply Inc.
Coles Group Asia	Lotte Mart	Seiko Precision (Hong Kong) Ltd
Fujitsu PC Asia Pacific	Maxell Asia Ltd	Sobond Far East Ltd
Hitachi Maxell, Ltd	MGB Metro Group Buying Hk Ltd	Sears Holdings Global Sourcing Ltd
Honeywell International Inc.	Philips Electronics Hong Kong Ltd	Sharp-Roxy (HK) Ltd
Imation	Panasonic SH Industrial Sales (Shenzhen) Co., Ltd	Sony Ericsson Mobile Communications Japan, Inc.
Intelbras		



Buyer testimonials:

I come to China 2-4 times a year and always attend the China Sourcing fairs. It's a perfect environment for us and most of my sourcing comes from this exhibition. The fair's greatest advantage is its superb layout and organization. It is very easy to find your way around. Of course I will be here every year.

Mark Underwood
SUPERJUKE, Australia

The objectives for us are to find the best factories and best-looking design items, learn about market trends, and expand our business. This fair is pretty exciting- the product is new and the color is fresh. The people are very friendly here. Absolutely I will be here next time.

Jerry Kranitz
Concept Green, USA

1916 exhibitors brought trend-setting products

Having an influential impact, the **China Sourcing Fair: Electronics & Components** in Hong Kong has been a must-attend event for suppliers who want to explore international electronics markets. This show brought together the most suppliers of electronics products from greater China ever, featuring a new record of 3,900* booths, a 12% increase year-on-year! In total, 1,916 exhibitors showcased the latest trend-setting products and technologies.

Highlights of this show were Asia's largest pavilion for electronics and GPS as well as Asia's largest pavilion for iProducts Accessories, tablet PCs, and mobile devices. The latest accessories for iPhone and iPad, which keep changing according to the trends, caught the attention of most international buyers.

Other eye-catching pavilions included the

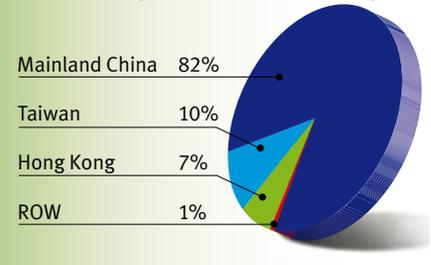
pavilion for computer peripherals and terminal devices and the pavilion for telecom & wireless products and mobile phones. In fact, the exhibiting area of all the above had increased. For example, Halls 8, 10, and 11 were added to the pavilion for computer peripherals and terminal devices, showcasing 758 booths in total, a 16% year-on-year increase.

The fifth year of Global Sources Electronics Design Awards (GSEDA), which is an annual celebration of the finest electronics products from verified suppliers throughout Asia, was presented in the east lobby. The award provided exhibitors an authoritative platform for presenting the most visionary products of the year.

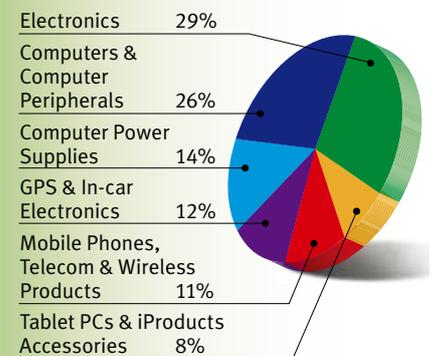
* Co-located with the China Sourcing Fair: Solar & Energy Saving Products and Security Products, and the Korea Sourcing Fair: Electronics & Components

3,322 booths representing
1,916 exhibitors

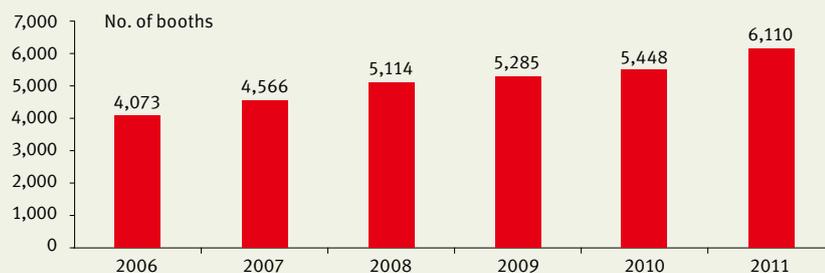
Exhibiting countries and regions:



Product categories:



Growth of the China Sourcing Fair: Electronics & Components in Hong Kong



Exhibitor Testimonials:

We started exhibiting with China Sourcing Fairs in 2003. Besides the Hong Kong show, we also attended the Dubai and South Africa shows. Global Sources provides us with excellent services. We have already booked a booth for 2013 and will attend the first China Sourcing Fairs in Sao Paulo next year.

Ke Fengshou, General Manager

China New Century (Quanzhou) Communication Electronics Co., Ltd, mainland China

This is our first time exhibiting in the fair. We met about one hundred buyers so far. They are all quality buyers and twenty of them show strong intent to establish a business relationship with us. The Online Sourcing Fairs allow more international buyers to learn about us.

Zhang Yan

Shenzhen Greattong Electronic Co., Ltd, mainland China



Exciting Online Sourcing Fairs complement the physical show



Since its debut in the Spring show, the Online Sourcing Fairs proceed in an all-round way in this Fall event. The Online Sourcing Fairs serve as a continuous link between buyers and exhibitors, enhancing the effectiveness of sourcing and exhibiting. To date, 76% of the booth images have been uploaded onto the Online Sourcing Fairs and information for over 37,000 products is available for inquiry. More brochures from exhibitors and on-site videos will be online soon. Buyers and exhibitors alike are looking forward to maintaining good communications with each other by using this service, which is available before, during, and after the four-day physical show, for a total of 6 months.



Featured On-site Photos



SM11-1887 EC 1110-HK Show report-EN



For more information about the China Sourcing Fairs and to book a booth at one of our upcoming shows, contact your account executive or e-mail us at exhibit@chinasourcingfair.com .

Hong Kong
Global Sourcing Hub
April & October

Dubai
The Middle East's
Sourcing Hub
May

Miami
North & Latin America's
Sourcing Hub
July

Sao Paulo
South America's
Sourcing Hub
August

Mumbai
South Asia's Sourcing
Hub
September

Johannesburg
Africa's Sourcing
Hub
November

