

## FOR IMMEDIATE RELEASE

### **GlobalTRONICS 2008 sees close to US\$40m deals made despite economic fears**

*- Biennial event sees close to US\$40m worth of contracts signed and 10,000 industry professionals congregate under one roof -*

**SINGAPORE, 29 September 2008** – GlobalTRONICS 2008 closed on 12 September to a flurry of deals that demonstrated the electronics manufacturing industry's resilience amidst the grim outlook of the global economy. Close to US\$40 million worth of deals are expected to be transacted and carried out over a 12-month period. A total of 9,881 attendees from 28 countries representing the different electronics manufacturing segments congregated at the heart of Asia's only complete, comprehensive exhibition for the electronics manufacturing industry to network and do business.

Held over a four-day period from 9-12 September, visitors saw more than 62 companies showcasing new, technologically-advanced products designed to enhance business efficiency. Attendees also participated in the EDN Asia Embedded Systems Seminar, which presented a broad array of topics and exhibits from leading companies in the embedded systems field, as well as the GlobalTRONICS Supply Chain and Logistics Conference, where industry professionals shared their views on the latest developments and issues. The relevance of GlobalTRONICS to the electronics manufacturing business was welcomed by industry professionals as it proved to be the platform that brought about new, contracted deals to be signed and valued business contacts to be formed.

"Being part of GlobalTRONICS 2008 has once again allowed National Instruments to showcase our diverse range of products and solutions that cater to the different segments of the industry. When choosing to participate in an exhibition that will be able to give our brand regional exposure, our first choice has always been GlobalTRONICS. The importance of such a large-scale exhibition that brings together exhibitors and buyers from the different Southeast Asian markets is magnified, especially at a time when businesses need to capitalize on opportunities for brand exposure. We have benefitted from the exposure that GlobalTRONICS has provided us; additionally, we were also able to gain valuable market insights that will undoubtedly benefit our business," says Chandran Nair is the Managing Director for National Instruments, ASEAN.

GlobalTRONICS 2008 showcased the latest, most advanced and comprehensive range of products, technologies and services from all over the globe relevant for the South East Asian contract electronics manufacturing industry. Held once every two years, GlobalTRONICS 2010 is scheduled to take place from 15-17 September at SUNTEC Convention Centre in Singapore.

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#### **About GlobalTRONICS 2008**

GlobalTRONICS is an event dedicated to the electronics manufacturing industry in Asia, bringing together key industry professionals and decision makers of Asia. GlobalTRONICS 2008 offers the latest in electronics manufacturing technology, products and services. With 527 international suppliers from 28 countries and informative forums, workshops and conferences, GlobalTRONICS provides a one-stop sourcing, networking and education platform for the electronics manufacturing industry in Asia.

GlobalTRONICS is part of the NEPCON family of events which are held in China, India, Japan, Korea, Malaysia, Thailand and Vietnam.

#### **About Reed Exhibitions**

Reed Exhibitions is the world's leading events organiser. In 2007 Reed brought together over six million industry professionals from around the world generating billions of dollars in business. Today Reed events are held in 38 countries throughout the Americas, Europe, the Middle East and Asia Pacific, and organised by 39 fully staffed offices.

Reed organizes a wide range of events, including exhibitions, conferences, congresses and meetings. Its portfolio of over 500 events serves 47 industry sectors, including:

Aerospace & aviation, automobiles, building & construction, electronics, energy, engineering, entertainment, environment, food & hospitality, gifts, healthcare, IT, jewellery, life sciences & pharmaceuticals, property, manufacturing, medical education, packaging & converting, printing & visual communication, security, sports & recreation, travel.

Working closely with professional bodies, trade associations and government departments Reed ensures that each and every event is targeted and relevant to industry needs. As a result, many Reed events are market leaders in their field.

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