

For Embargo until 13th September 2010

30% More New Products on Showcase at 10th Edition of GlobalTRONICS

13-15 September 2010, Sands Expo and Convention Centre, Marina Bay Sands, Singapore

Singapore, 9 September 2010 – Long recognized as the platform to introduce the latest products and services to the Southeast Asian market, 50% of the exhibiting companies are showcasing 30% more new products at the 10th edition of GlobalTRONICS. Not to be missed by industry professionals, GlobalTRONICS 2010 is reinforced as the perfect platform for industry professionals to gain first-hand experience on more than 81 new products and services that are launched in the market, all under one roof.

“The recovery in the market is evident with more new products being introduced at GlobalTRONICS this year. We are also happy to note that there are 237 companies from 22 countries at GlobalTRONICS, with international presence from China, Germany, India, Japan, Malaysia, Singapore, South Korea, United Kingdom, United States and Taiwan,” remarks Ms Michelle Lim, Managing Director of event organizer Reed Exhibitions.

Industry professionals will be able to establish new contacts with more than 53% of the exhibiting companies that are first-timers at GlobalTRONICS. These companies will be participating alongside returning exhibiting companies such as BTU, Chip Hua, Dou Yee, Fuji Machine, Long Shine, Tamura, TransTechnology and Trimech.

“GlobalTRONICS is established and well-recognised as the electronics manufacturing event for the industry. We do not want to miss out on it and with the market recovery, it is timely for us to participate in this exhibition for the first time. GlobalTRONICS is a barometer for us to test the Southeast Asian market,” remarks Mr Wim Van Riet (CEO) from INTERFLUX Singapore Pte Ltd & DIMA Group Asia Pte Ltd.

GlobalTRONICS is the driving force for innovation and one of the latest technologies in the industry – Printed Electronics, will be featured at the exhibition. The inaugural Printed Electronics Conference, with the theme of “Emerging Opportunities in Printed Electronics – Product Design and Manufacturing” will be held alongside GlobalTRONICS on the first day. This first-time collaboration with SIMTech and SPRING Singapore exemplifies the confidence in GlobalTRONICS to bring forth this new technology to the electronics manufacturing industry.

Another learning platform at GlobalTRONICS will be the Supply Chain Security in Global Logistics Conference organized by Singapore Institute of Materials Management (SIMM) held on the second day. Participants can understand more about supply chain security issues that global players in logistics industry are facing and learn about issues faced in Supply Chain Security, Supply Chain Security implementation and the ISO standards for Supply Chain Security. Luminary speakers include Mr Danny Tan from Llyod’s Register, Mr Jason Teo from Infineon Technologies Asia Pacific Pte Ltd, Mr Jerry Tng from Global PTM Pte Ltd, Mr Mohamed Feroz from Singapore Customs, Mr Roman Luth from Schenker Asia Pacific and Mr Seow Aik Meng from IBM Singapore Pte Ltd.

Held from 13th – 15th September at the all new venue of Sands Expo and Convention Centre, Singapore, the 10th edition of GlobalTRONICS is well-equipped to be the central meeting point for industry professionals in search of learning and experiencing all things new.

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About GlobalTRONICS

GlobalTRONICS is the only electronics manufacturing event which brings together regional buyers and well known international sellers from the PCB & SMT, testing & measurement, components, support services, printed electronics and renewable energy sectors. It is the most effective platform for international suppliers to present their latest technology, launch new products & services and foster new business contacts in the region.

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

Key event details

Date : 13-15 September 2010 (Monday-Wednesday)

Venue : Sands Expo and Convention Centre, Marina Bay Sands, Singapore

Website : www.globaltronics.com.sg

Email : globaltronics@reedexpo.com.sg

About Reed Exhibitions

Reed Exhibitions is the world's leading events organiser, with over 440 events in 36 countries. In 2009 Reed brought together over six million active event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East and Asia Pacific, and organised by 35 fully staffed offices.

Reed organises a wide range of events, including trade and consumer exhibitions, conferences and meetings. Its portfolio of over 440 events serves 44 industry sectors, including:

Aerospace & aviation, automobiles, beauty & cosmetics, broadcasting, building & construction, electronics, energy, oil & gas, engineering & manufacturing, food service & hospitality, gifts, healthcare, interior design, IT & telecoms, jewellery, life science & pharmaceuticals, machinery, marketing, business services & training, medical education, printing & graphics, security & safety, 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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