Driving Profitable Trade
An overview of Global Sources’ products, services and key advantages
Our mission

To connect global buyers and suppliers by providing the right information, at the right time, in the right format.

Buyers
• Global product & supplier discovery
• Faster evaluation
• Higher ROI
• Supplier & market intelligence

Suppliers
• Global marketing & sales opportunities
• Faster time-to-market
• Higher ROI
• Buyer & market intelligence

Team members
• Stability
• Personal growth
• Career opportunity
• Stimulating environment
• Company leadership

Investors
• Proven business model
• Strong management
• Recognized brand
• Track record of profitability
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Dear reader,

Global trade is driven by information. As supply chains grow more intricate and complex, the need for reliable information grows ever greater. Buyers need to know they can trust their suppliers to deliver quality products at optimal prices. Suppliers need a platform to effectively communicate what they offer.

Global Sources is the platform where this information exchange takes place.

Since 1970, we have been B2B industry pioneers, developing an integrated marketing solution to connect buyers and suppliers through online, face-to-face and magazine channels. Buyers use Global Sources because they know they can trust our community of Verified Suppliers. Suppliers use Global Sources because they know they can reach their target buyers most effectively through an integrated marketing platform. This is what makes Global Sources such a powerful trade tool.

In our fifth decade, we are expanding both our offering of products and our geographic focus.

So whether you are a buyer, supplier, investor or team member, you have much to look forward to, and we welcome you to join our international community.

Merle A. Hinrich
Executive Chairman
Global Sources
Quality B2B media

International trade is vital to today’s global economy. It is a competitive, complex and growing industry presenting buyers and suppliers with substantial opportunity – and significant challenges.

Since 1970, Global Sources has been committed to helping quality suppliers and buyers meet and trade as efficiently and profitably as possible. In the post-financial crisis era, this commitment has never been more important. Our focus is to ensure our range of media meets the needs of buyers as well as the suppliers eager to reach them.

To make this happen, we offer:

**Integrated B2B export marketing solutions for Asian suppliers**
Integrated online, face-to-face and magazine channels help suppliers in Greater China and throughout Asia reach and sell to our community of more than one million professional buyers all around the world.

**Support for Greater China’s electronics industry: from design to sales**
Authoritative technical Chinese-language media help multinational vendors reach the engineers and manufacturers driving innovation in Greater China’s electronics sector. We then help those suppliers market their finished consumer electronics to buyers through our multimedia channels both domestically and internationally.

**Management and lifestyle media for mainland China’s executives**
For today’s leading brands selling into the world’s fastest-growing luxury goods market, we offer targeted access to China’s affluent business executives through our leading management and lifestyle media.

We are confident that our comprehensive range of products and services provides the most powerful platform to facilitate trade globally and domestically in China, and we are equally confident that trade will foster continued economic growth.
Global trade is experiencing a steady recovery in the aftermath of the financial crisis. However, much has changed in recent years. With increasing labor and raw material prices as well as currency fluctuations, the “Made in China” label is gradually losing its association with price advantage resulting in an urgent need for Chinese suppliers to transform themselves as they venture into the post-manufacturing era. Additionally, buyers are using new tools, such as tablets and other mobile devices, to access sourcing content.

Navigating these changes poses significant challenges to buyers and suppliers alike. But many opportunities exist as well.

**Global opportunities**
As consumption and investment in emerging markets continue to grow, suppliers will enjoy new sources of demand. Recovery in developed markets will also bring traditional buyers back to suppliers’ client rosters, although with new stringent demands for quality and innovation. Both trends have the potential to help suppliers significantly boost sales.

Additionally, new technology and innovation will help experienced suppliers climb the value chain and sell their products at higher margins.

The benefits of these developments can only be maximized when reliable information is available to both buyers and suppliers.

With reliable supplier information, buyers can find quality suppliers to develop the right products efficiently, leading to profitable sales. On the other side, by working with professional buyers, suppliers can move up-market and boost margins.

**Global challenges**
Sourcing and shipping goods internationally is complex and time-consuming. In addition to the normal risks of purchasing goods for resale, there are geographic and cultural barriers.

For buyers, product quality issues are a tremendous risk. A product recall can have a devastating effect on a company’s sales and brand. Quality problems often occur when buyers aren’t properly informed about the supplier they are working with.

Today, the amount of misinformation that exists in some online supplier communities makes this risk greater still.

On the supplier side, working with low-end buyers who are concerned more about product price than quality can trap them in the low-value, low-margin segment of the market, ensnaring them in a vicious price war.

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**China’s total exports**

Global trade rebounds after 'the Great Recession'. In 2013, China’s exports reached US$2.2 trillion.

![China's total exports chart](chart)

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**Global Events**
- 1960s-1970s Containerized cargo revolutionizes trade
- Emergence of the Asian Tigers
- 1970 Merle Hinrich founds Asian Sources Ltd. in Hong Kong
- 1971 First Issue of Asian Sources magazine
- 1972 Circulation listings computerized

**Global Sources Milestones**

Driving Profitable Trade
Uncertainty remains in the global economy. Buyers and suppliers are more mature and cautious than ever. While embracing new opportunities, they face a lot of challenges.

**Buyer realities**
From small importers to huge multinationals, all buyers face common issues. These include:

- The ability to find reliable suppliers who can deliver quality products at the right price.
- The need for face-to-face supplier meetings and third-party assurance on supplier information to avoid fraud.

Buyer realities:

Supplier realities

Suppliers that feed global demand range from giant conglomerates to local labor-intensive manufacturers. They also face common problems:

- Tough competition for buyers’ orders — often from suppliers in countries and regions where labor costs are lower.
- Intense pressure to meet stringent price, quality and delivery requirements.
- A critical need to circumvent low price competition and instead to demonstrate unique value in order to advance in the value chain.

Through a range of media channels, Global Sources helps suppliers highlight their unique value and strength to effectively attract buyer attention and maximize profits.
Today, the “Made in China” label is gradually losing its association with price advantage and no longer do all buyers prove themselves profitable to suppliers. As a response to this new economic trend, suppliers now have the task to identify new target buyers, especially those focusing on value rather than price.

In more than 40 years, Global Sources has been dedicated to building a quality buyer community, and qualified such community in two ways: “Active Buyers” and “Verified Buyers”. Active Buyers are those who have registered to use one or more of our sourcing services within the last 12 months including China Sourcing Fairs, GlobalSources.com, digital or print edition of our trade magazines, and Product Alert. Verified Buyers are a subset of the Active Buyer community who have been qualified face-to-face when they attended a sourcing fair hosted by Global Sources.

Nowadays, buyers source more cautiously, requesting higher requirements from suppliers. They look for reliable suppliers that provide quality products at reasonable prices.

By building the most comprehensive platform for information exchange and facilitating successful trade, Global Sources is committed to meeting the needs of both buyers and suppliers.

GlobalSources.com features detailed product and supplier information. Our innovative “one-row per supplier” search results interface enables suppliers to promote their products more efficiently, and provides buyers with comprehensive and specific information about their target suppliers. Moreover, our selection of online screening tools enables buyers to pre-qualify suppliers.

Global Sources trade magazines feature thousands of informative supplier advertisements, and provide well-researched reports on new products and trends in sourcing. Print, electronic and iPad editions are available.

China Sourcing Fairs bring buyers face-to-face with quality suppliers at more than 40 industry-specific trade shows held each year. The Fairs have expanded throughout the world’s major sourcing hubs: Hong Kong, Miami, Jakarta, Sao Paulo, and Johannesburg.

Private Sourcing Events bring top buyers and suppliers together. This is a high-level and efficient sourcing platform allowing pre-screened suppliers to meet face-to-face with the world’s leading retailers.

Nowadays, buyers source more cautiously, requesting higher requirements from suppliers.
Global Sources has the broadest and most integrated multi-channel offering which helps suppliers engage with target buyers and effectively promote their unique value. Our comprehensive services address all stages of the buying process and enable buyers to access Global Sources content when, where and how they prefer.

The Buying Process

1. Identify/Discover need
2. Search
3. Inquire
4. Recognize brand & competitive differentiation
5. Compare
6. Negotiate
7. Select suppliers
8. Order

**Online**

**Private Sourcing Events**

**Magazines**

**Trade Shows**

**e-Magazines**

* Items in red text are services that Global Sources pioneered in our industry

GlobalSources.com
Through a range of marketing channels in Chinese and English, we support high-tech electronics sector – from design to manufacturing to sales.

**Design and manufacturing**
As more sophisticated original designs are created in China, designers need new ideas and techniques to produce next-generation electronics.

Through our joint venture with United Business Media, Global Sources’ eMedia Asia division offers *EE Times-Asia*, *EDN-Asia* and *Electronics Supply & Manufacturing-China*, which are available online and in magazine format.

*EE Times-Asia*, published in simplified Chinese, traditional Chinese and English, reaches 900,000 design engineers and managers in Asia with the latest industrial and technological information.

*EDN-Asia*, published in simplified Chinese, traditional Chinese and English, provides over 700,000 design engineers and managers with the latest news in electronics design.

*Electronics Supply & Manufacturing-China* offers updated technology trend analysis to over 380,000 managers in China’s electronics industry.

*Roboticschina.com*, the newest and most comprehensive robotics site in China, provides the latest robotics information from around the world to robotics design engineers, system integrators and key executives in industrial automation or system integration.

**Shenzhen International Machinery Manufacturing (SIMM)** is the most influential exhibition of equipment manufacturing in southern China with over 110,000 square meters of exhibition space and over 122,000 visitors.

*IIC-China* is a large system design event in
China, offering an ideal platform for design engineers to find, view and learn about the latest IC applications and technologies.

**China International Optoelectronic Expo (CIOE)** is the world’s largest optoelectronics event featuring 90,000 square meters of exhibition space and over 80,000 visitors.

**Sales**

Before new electronic products roll off production lines, potential customers have to be identified and orders negotiated. Global Sources offers specialized online marketplaces, industry-specific magazines and trade shows to connect suppliers with hard-to-reach electronics buyers worldwide.

1993 European Union established

1993 most of the sourcing magazines launch publication in America, Asia and Europe

1993 Shanghai office opened

Mid-1990s Internet begins to revolutionize trade
In 1992, Global Sources launched Chief Executive China (CEC), a Chinese-language monthly magazine dedicated to the mission of “excellent management practices for China’s business leaders”. CEC offers readers successful case studies in China’s business environment and the world’s latest management ideas and practices, while being recognized as a leader of Chinese business management media.

CEC established multichannel media platforms that cover print, online, offline forums, social media, mobile editions and app for iPad, to help clients interact with over 3.5 million business executives across China.

With the help of CEC’s rich management content and diverse media channel offerings, CEC Training provides China’s business elites with pragmatic guidance and support. As one of its programs, export education is specifically designed to help export executives strengthen their export sales skills.

In a time that stresses information transparency and variety, management information and perspectives from the experts and editors can barely satisfy the needs of business executives. CEC gathers renowned authorities, successful entrepreneurs and audiences in a variety of highly effective media platforms to make their voices heard. Major events include:

- Forum: 30 forums held each year across China’s developed cities and regions
- Management Salon: leading management experts sharing their insights and experiences in an interactive environment.
- Leadership Training Ranking List: offering authoritative guide for exporters to select reliable training organizations

Elegant Living, the lifestyle section of CEC, provides comprehensive lifestyle information to senior executives.

Chief Executive China media provide the information China’s executives need to succeed in both business and their personal lives.
Chief Executive China offers an integrated management intelligence platform accessible through various media channels including print, online, offline forums, social media, mobile edition, and app for iPad. This platform offers convenient media tools for its readers and provides new brand promotion opportunities for its advertisers.
Value-added services

Ad creation
Our Client Service Centers offer suppliers professional ad production services and extensive content management support.

We have more than 150 team members throughout Asia working closely with suppliers to learn about their products and identify the most compelling sales points. Then professional copywriters and graphic designers create clear, accurate and effective multimedia advertising campaigns for each client.

This value-added service ensures that our advertisers’ unique selling points are effectively communicated to buyers. It also ensures the accuracy of our supplier information.

Private Supplier Catalog
Private Supplier Catalog is an online application that helps advertisers manage their Global Sources marketing content. Suppliers use it to create and update their information, apply for Private Sourcing Events, analyze marketing results and industry trends, book Keyword Star Ranking, participate in online trainings and efficiently optimize their marketing campaigns.

This application features industry’s leading inquiry management tool – Message Center, to help suppliers handle buyer inquiries easily and efficiently.

The Global Sources ad creation team helps Chinese suppliers build a professional image in order to improve strength demonstration.
Global Sources gives China’s suppliers the support they need to succeed in today’s competitive business arena.

* Items in red text are services that Global Sources pioneered in our industry
In recent years, Global Sources has been actively expanding its business in China in response to the rapid growth of the country’s domestic B2B market.

*Global Sourcing Fair: Mobile & Wireless* held in Shenzhen attracted thousands of buyers and helped China consumer electronics suppliers to successfully establish brands and expand sales channels.

*IIC-China* is a large system design event in China, which offers an ideal platform for the country’s design engineers to learn about the latest technologies.

The Global Sources operated *China International Optoelectronic Expo (CIOE)* has become the world’s largest optoelectronics event, featuring 90,000 square meters of exhibition space and over 80,000 visitors.

In 2012, Global Sources established a strategic partnership with *China International Fashion Brand Fair-Shenzhen* to promote the development of China’s fashion brands. Today, the show has become one of the largest and most influential fashion exhibitions in Asia.

In 2013, Global Sources entered into an agreement to acquire an ownership interest in the *Shenzhen International Machinery Manufacturing Industry Exhibition* and its related shows.

Global Sources and China Foreign Trade Centre will jointly organize *Shanghai International Electronics Expo* in March, 2015.
Rapid growth of exports to developing markets

2009 China becomes world’s largest exporter

Late 2000s Rapid growth of exports to developing markets

2007 First China Sourcing Fairs held in emerging markets

2009 Acquired China International Optoelectronic Expo

2009 Launched first digital magazine

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Awards & accolades

Gold Award for Excellence in Management and Corporate Governance
The Asset
2013

Gold Award for Social Responsibility & Investor Relations
The Asset
2011-2012

Titanium Award for Corporate Governance & Investor Relations
The Asset
2009-2010

Best Investor Relations Website
IRGR
2006-2011

Best Corporate Governance
IRGR
2008-2010

Forbes Asia’s 200 ‘Best Under a Billion’
Forbes Asia
2007

Top 50 Most Powerful B2B Media
BtoB Magazine
2006

Best of the Web
Forbes.com
2004

2003
Forbes
Best of the Web
Forbes.com
2003

2002
Forbes
200 Companies for 2002
Forbes Global
2002

200 Best Small Companies
Forbes Global
2001

Best B2B Site
Revolution Magazine
2001

2001
Darwin
Fittest 50 Award
Darwin Magazine
2001

Best B2B Internet Site
Internet World Asia Industry Awards
2001

Enterprise Award
DHL / SCMP Hong Kong Business Awards
2000

Gold Award, e-Futurist Award
Standard Chartered Bank's e-Innovator of the Year Awards
2000

2010
Global Trade Events
2010 China bypasses Germany to become the largest trading nation

Global Sources Milestones
2010 Announced Verified Buyers Initiative

2010 Recovery from Great Recession

2011
Global Sources Milestones
2011 China Sourcing Fairs launched in Miami July 2011

2011 Buyers access sourcing content using various devices, apps and formats
Enabling successful trade for over 40 years

“\nSo far, we have received orders from four buyers and have learned about the latest product trends from other exhibitors. I would recommend Global Sources to other companies in the industry and would advise them to utilize the combination of the online platform and a trade show.”

Ge Chuanlong, Manager
Ningbo Yinzhou Yichuan Artware Co. Ltd

“\nIn addition to the shows, we use GlobalSources.com which helps us target quality buyers. This is how Global Sources differentiates itself from other platforms. The professional services it offers are helpful for us to increase sales in new markets.”

Wei Jing, General Manager
Nanchang Wise Works Knitting Co. Ltd

“\nOver the years, we have seen Global Sources grow steadily and expand its business from magazines to online and trade shows. We hope to keep the partnership and grow together with the Company.”

Zhao Yang, General Manager
Wenzhou Success Group Co. Ltd

Global Sources brings us many quality buyers who have high requirements for our products, which motivates us to go for a high-end positioning. We also work with other trading platforms, but they cannot provide the same complete service mix as that of Global Sources to help us maximize our exposure.”

Pang Yan, General Manager
Nansin (HK) Limited

“\nAmong the various services Global Sources offers, I like the export training the most. Global Sources provides the most professional training for our sales staff to improve their skills. The integrated multi-channel marketing solution is another unique advantage of Global Sources.”

Rock Cai, Sales Manager
Sunny Gift & Promotion Company

“\nCompared to other export marketing platforms, Global Sources is most suitable for us. It has a strong industry foundation and unparalleled influence among overseas buyers. Many of our clients come from Global Sources. That is why we traded up to take full advantage of its diverse marketing channels.”

Mei Qingkai, President
Cowin Electronics Co. Limited

GlobalSources.com
*Items in red text are services that Global Sources pioneered in our industry
Key contacts for buyers, suppliers and team members

Customer Service
service@globalsources.com
Tel: 800-870-8887
400-602-2028

Shenzhen
36/f, International Chamber of Commerce Tower, Futian District, Shenzhen 518048, China
Tel: (86-755) 8828 2888
Fax: (86-755) 8828 2588

Shanghai
28/f, City Point Building, No.666 Huaihai West Road, Shanghai 200052, China
Tel: (86-21) 6263 8888
Fax: (86-21) 5306 8969

Human Resources
szjobcenter@globalsources.com

Hong Kong
22/f, Vita Tower, 29 Wong Chuk Hang Road, Aberdeen, Hong Kong
Tel: (852) 2831 0222
Fax: (852) 2831 2722

Singapore
1 Sims Lane, # 08-01
387355, Singapore
Tel: (65) 6547 2600
Fax: (65) 6547 2333

Manila
15/f, Citibank Center 8741
Paseo de Roxas, 1226 Makati City, Manila, Philippines
Tel: (63) 2 894 2762

Key contacts for investors

Corporate information
www.corporate.globalsources.com

USA
Cathy Mattison LHA
Tel: (1-415) 433 3777
E-mail: cmattison@lhai.com

Asia
Connie Lai
Tel: (852) 2555 4747
E-mail: investor@globalsources.com

Key contacts for media

USA
Brendon Ouimette
Tel: (1-480) 664 8309
E-mail: bouimette@globalsources.com

Asia
Camellia So
Tel: (852) 2555 5021
E-mail: cso@globalsources.com

Global Sources worldwide presence

For more details about our products and services, please scan the QR code or visit us at www.corporate.globalsources.com