Driving Profitable Trade

An overview of Global Sources’ products, services and key advantages
A Statement of Purpose

With equal measures of pride, hope and confidence, we hereby introduce the first issue of Asian Sources, a monthly magazine that will serve businessmen active in the trade of consumer products made in Asia for export to Western markets.

We realize that we are launching an enterprise at a time when The Trade is suffering from the effects of a down-turn in demand in the prime outlet market, the United States, and from economic uncertainty in general. But we are convinced that conditions for greater than ever growth exist. We have faith in the future largely because we have faith in the capabilities of people on both the source and buying ends of the business.

Thus assured, we are presenting this publication as our contribution to The Trade, and we pledge our best efforts to make Asian Sources a stimulant to its stable, long term and profitable growth.

To accomplish this objective, we intend to advance the marketing potential of sources of Asian-made product lines, and the many firms that service the ancillary needs of importers, through compelling, professionally prepared advertising messages. In our editorial content, we intend to eliminate as much as possible the uncertainty and complexities of international and cross-cultural commerce. We will gather facts, analyze developments and anticipate trends in the Asian supply scene for Western merchandisers responsible for making procurement, distribution and marketing decisions.

Our purpose for being has much broader significance as well. We believe that the cause for world peace through freedom from want is advanced by the establishment of long-lasting and mutually beneficial trade relations between private businessmen in the East and the West. We are firm enough in this conviction to speak out as we see fit against those elements we judge harmful to these relationships and to this cause, no matter what their association with this magazine. Among the already identifiable targets for admonition are protectionism and other restrictions on free market competition, self-serving bureaucracies, and opportunistic or tunnel-visioned businessmen.

But at this juncture, as we begin our mission of serving all those involved in The Trade, negative aspects must be put aside. There is simply too much ahead to be positive about.
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
- Higher ROI
- Faster evaluation
- Supplier & market intelligence

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

**Team members**
- Stability
- Career opportunity
- Company leadership
- Personal growth
- Stimulating environment
Quality community of professional buyers and suppliers 4
Verticalized O2O trade platform 6
Value-added services 8
Leading management practices 9
Domestic China business 10
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Global Sources milestones 12
For over 45 years, Global Sources has been serving the B2B industry with a reliable and professional trade platform, which is highly trusted by our professional buyer and supplier community.

**Exclusive quality buyer community**
More than 1.4 million international buyers rely on Global Sources to source efficiently, including 95 of the world’s top 100 retailers as well as the top e-tailers on Amazon.

Global Sources’ high-quality buyer community is composed of:

- **Active Buyers**: Who have registered to use one or more of our sourcing services within the last 12 months, including Global Sources Exhibitions, GlobalSources.com, trade magazines and Product Alert.

- **Verified Buyers**: A subset of our Active Buyer community, who have been qualified face-to-face when they attended a sourcing event hosted by Global Sources.

Global Sources attracts buyers through various channels, including search engine marketing, direct marketing, social media marketing and third-party trade shows.

The buyer community is also strengthened by Global Sources’ proprietary databases of trade show pre-registrants and attendees, and Global Sources’ print and e-Magazine subscribers.

**Unique Verified Supplier community**
Our unique “Verified Supplier” system helps suppliers build a professional and reliable corporate image to quickly win buyers’ trust.

- **Verified Suppliers**: Whose business registration details have been verified by independent third parties.

- **Verified Manufacturers**: Verified suppliers whose business scope, as licensed by relevant government departments, allows them to manufacture goods.

- **Supplier Capability Assessment**: In partnership with a third-party organization, we enable buyers to audit suppliers across several key areas, including production facilities, capabilities and product quality.
buyers and suppliers
**O2O services**
E-commerce removes boundaries of time and space from international trade. Today, an increasing number of buyers and suppliers choose to trade through a combination of online and offline channels as a way to mitigate those restrictions.

Dedicated to the B2B industry, Global Sources launched Asia’s first B2B online platform and has been organizing specialized trade shows for 14 years. This enables us to offer a seamless trade platform connecting buyers and suppliers online and offline.

**Verticalization**
Information overload impedes buyers’ ability to find the right suppliers. Suppliers must demonstrate unique strengths to stand out from a vast number of competitors. Buyers, on the other hand, must efficiently screen out the wrong suppliers from a huge volume of potential partners.

By focusing on 16 verticals, Global Sources’ online and trade show platforms provide industry-specific information to help buyers and suppliers meet and trade efficiently, using integrated online and offline channels.

**GlobalSources.com**
The website features new, cool and innovative products, and detailed product and supplier information. Industry-specific content on our vertical sites is updated daily, along with exclusive third-party market research and trade show coverage.

O2O Showcase on the homepage displays select products in a prime position and helps suppliers demonstrate their strength and reach target buyers.

The *GlobalSources.com* app is designed as an easy tool for buyers to search for products and manage their inquiries and quotations.

**Global Sources trade shows**
Sourcing shows are held in April and October each year in Hong Kong and feature innovative products from industries including consumer electronics, mobile electronics, gifts and home products, and fashion. As of 2017, more than 2 million buyers have attended Global Sources trade shows, which enable buyers and suppliers to build successful relationships through face-to-face interaction.

The shows feature a range of special pavilions, and one-stop services for Amazon sellers. They also feature conference programs that help buyers and suppliers gain insight into the latest market trends.

*Startup Launchpad* connects leading hardware startups with overseas distributors, retailers, media outlets and investors. The event showcases innovators and facilitates global distribution for their products.

**Global Sources trade magazines**
Global Sources magazines feature well-researched reports on new products and thousands of informative advertisements that highlight suppliers’ unique value.

Show issues are distributed to visiting buyers at Global Sources trade shows which helps suppliers reach high-quality potential business partners who are actively sourcing.
88% of buyers go online to search for products before visiting a trade show

80% of buyers often or regularly use GlobalSources.com to find products and suppliers

54% of buyers place orders within trade show month

* Source: Global Sources trade shows buyer survey
Apart from the website, trade shows and magazines, Global Sources offers a series of value-added services to facilitate successful trade.

**MessageCenter**
*Global Sources MessageCenter* and its mobile edition, *GS Supplier app*, are designed with cloud storage and synchronization: an exclusive, one-of-a-kind feature in the B2B industry.

The powerful tool enables suppliers to easily manage inquiries, communicate with buyers anytime and anywhere, and track buyers’ sourcing activities online and offline during Global Sources trade shows. Additionally, it offers inquiry report for export executives to efficiently manage their teams.

**Export workshops**
More than 60 workshops run across mainland China each year featuring hot export topics and best industry practices to help nearly 5,000 export executives strengthen their export sales skills in buyer inquiry and keyword analysis, and sales team management.

Apart from the face-to-face courses, live streaming courses reach a more extensive range of exporters and helped sharpen their competitive edge in the export market.
In 1992, Global Sources launched Chief Executive China (CEC). Dedicated to the mission of providing “excellent management practices for China’s business leaders,” CEC examines the world’s latest management ideas and relates them to successful case studies within the China business context. In 2017, Chief Executive China celebrated its 25th anniversary.

CEC has established multichannel media platforms including print, online, offline events, mobile editions and social media, enabling advertising clients to interact with over 4 million business executives across China.

The voice of Made-in-China
The majority of CEC readers are in the business of manufacturing, and manufacturing is the engine driving China’s economic development. CEC offers readers rich management content on the latest trends in manufacturing.

Training programs for the business elite
CEC introduces a series of training programs to provide China’s business elite with pragmatic guidance and support:

• Global Export Strategy forums: Over 30 forums are held in mainland China each year featuring economists, industry experts and business leaders who share their insight on export and manufacturing issues.

• High-end customized management training: In alliance with well-known training organizations, CEC organizes a series of personalized training programs for China’s manufacturing elite.
In 2013, Global Sources entered into an agreement to acquire an ownership interest in the Shenzhen International Machinery Manufacturing Industry Exhibition (SIMM) and its related shows. China’s machinery manufacturing industry has become a critical component of the government’s “Made in China 2025” strategy. The industry is a huge and fast-growing market segment. Global Sources’ ownership interest in SIMM positions the company at the center of China’s ongoing economic transformation.

Today, the SIMM show extends over 110,000 sqm and features over 1,200 exhibitors and 92,600 visitors each year.

In 2017, Chief Executive China launched China InvestMatch, a brand new platform that explores overseas investment opportunities. Global Sources has steadily established a quality community composed of China manufacturers, and more than 4 million business elites. This experience in serving our China community gives Global Sources an in-depth understanding of the growth challenges faced by China enterprises.

In partnership with authoritative organizations, China InvestMatch hosts a series of overseas investment forums and summits, which bridge China investors with their potential overseas partners and provide investment strategies and opportunities for China businesses to expand internationally.

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Buyer testimonials

“ I use GlobalSources.com to find specific products before we come here to see them firsthand. I also use it to set up meetings and get samples from different companies. You can find unique products at the Global Sources trade show. I like the conferences and different speeches that were made at the e-commerce pavilion. I also like the fact that you set up a Welcome Center for Amazon sellers. I will come back next year.”

Hamzeh Kirresh
VP & Sales Manager,
Palestine

Supplier testimonials

“ The show does better in promoting our company than other advertising channels. This is our third time at the show and we have expanded to a 36 sqm booth. We will double our booth space next time and already renewed our contract through 2019. It’s important to be here consistently because some buyers who only met us last year placed orders this time.”

Salina Huang
Guangzhou Kgmeng Electronic Technology Co. Ltd, China

“ We can directly promote our products to buyers at the Global Sources trade show and keep in touch with them all year round through GlobalSources.com. The GS Supplier app is a convenient tool to collect buyer profiles and browse through their inquiry history. It will work best to combine the advantages of online and offline platforms.”

Andy Lao
General Manager,
Wujian Do Textile Co. Ltd, China

“ I trust Global Sources because it qualifies suppliers for me. I have been attending this show for over 10 years. It’s nice for me and for my business because I see many companies, new products and new ideas. Compared with other exhibitions I’ve attended, the Global Sources trade show is much bigger and better, and offers many sorts of products. It’s easy for me to get new ideas here.”

Mario De Sena
CEO,
Techmade, Italy
Global Sources milestones

1970s-80s

- Containerized cargo revolutionizes trade
- Emergence of the Asian Tigers
- Deng Xiaoping announces “Open Door” policy

1970
Merle Hinrich founds Asian Sources Ltd. in Hong Kong

1971
First issue of Asian Sources magazine

1974
First issue of Asian Sources magazine spinoff, Asian Sources Electronics

1980
China Sources magazine launches to cover the China supply market

1990s

- WTO established
- Transfer of Hong Kong to China
- Asian currency crisis
- Spectacular rise of B2B online marketplaces

1990s
Expands its portfolio of product-specific trade journals

1992
Launches Chief Executive China

1995
Launches Asian Sources Online, first international trade marketplace

1999
Asian Sources becomes Global Sources
### 2000s

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<th>Event</th>
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<tbody>
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<td>2003</td>
<td>First China Sourcing Fairs in Shanghai</td>
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<tr>
<td>2004</td>
<td>First Private Sourcing Event</td>
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<tr>
<td>2006</td>
<td>Global Sources trade shows move to Hong Kong</td>
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<td>2007</td>
<td>GlobalSources.com 2.0 launches, features Verified Suppliers</td>
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### 2010s

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- Dot-com bubble bursts
- China joins the WTO
- China becomes world’s largest exporter
- 2011 Verified Buyers initiative announced
- 2013 Acquisition of SIMM
- 2016 GlobalSources.com upgraded; and cool products are given more focus in trade shows
- 2017 Global Sources announces its acquisition by Blackstone
- 2017 GlobalSources.com upgrades to launch O2O Showcase on its homepage
- The Industry 4.0 wave in Germany accelerates the upgrade of the manufacturing industry

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The Industry 4.0 wave in Germany accelerates the upgrade of the manufacturing industry.
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Global Sources worldwide presence

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