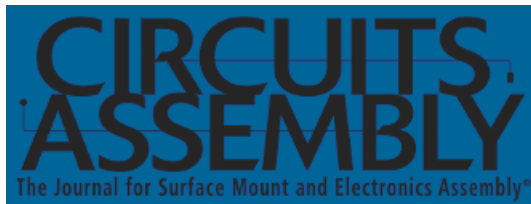


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### **Technical Conference a Boost to GlobalTronics Show**

By Mike Buetow, Circuits Assembly – 21 August 2008

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SINGAPORE – GlobalTronics, the biennial trade show, takes place here Sept. 9 through 12. This year's event features a lineup of prominent speakers on a range of state-of-the-art and innovative products and services, plus embedded systems seminars, and a separate supply chain and logistics conference.

"We see new opportunities in the electronics manufacturing industry amid the many challenges that have recently arisen in the global market, from increasing inflationary pressures to more countries entering the contract manufacturing arena," said Michelle Lim, general manager for Reed Exhibitions, Singapore and Malaysia, which produces the trade show. "Core manufacturing competencies and growing cost-effective skilled workforce have helped Asia be the leader in electronics manufacturing for many years. By taking advantage of these competencies and also constantly improving on the skills and strategies to elevate the value chain, Asia will continue to lead as the world's producer and exporter of electronics. The challenge is to identify the higher value segments in the electronic components market, for example integrated circuits, testing and development of components and even design, which require higher levels of skilled workers to utilize advanced manufacturing technology."

Reed expects nearly 400 exhibitors, and notes the last show, in 2006, attracted just fewer than 12,000 attendees.