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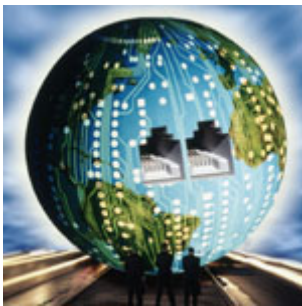


### 9 Sep: GlobalTRONICS 2008

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**GlobalTRONICS provides a one-stop sourcing, networking and education platform for the electronics manufacturing industry in Asia.**



Wednesday, August 27, 2008: Reed Exhibitions is going to host GlobalTRONICS 2008 at the SUNTEC Convention Centre in Singapore from 9 September to 12 September 2008. GlobalTRONICS 2008 will bring visitors a showcase of six electronics manufacturing segments from more than 550 international suppliers from 30 countries worldwide including key international participants from the United States of America, Germany, Japan, China, Hong Kong, Taiwan, the United Kingdom, Singapore and more.

Reed Exhibitions said the event will feature a Technology Forum that will showcase a lineup of prominent speakers from the industry who will present a wide range of innovative products and services that cater to the trends of the industry today. GlobalTRONICS 2008 will also feature various informative seminars, conferences and workshops that will include the EDN Asia Embedded Systems Seminar, GlobalTRONICS Supply Chain and Logistics Conference and conference topics such as surface mount technology, and key upcoming technology and manufacturing trends.

Commented Michelle Lim, General Manager for Reed Exhibitions, Singapore and Malaysia. "We see new opportunities in the electronics manufacturing industry amidst the many challenges that have recently arisen in the global market, from increasing inflationary pressures to more countries entering the contract

manufacturing arena. 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 utilise advanced manufacturing technology," said Michelle Lim, general manager, Reed Exhibitions, Singapore and Malaysia.

"Reed Exhibitions is proud to host GlobalTRONICS 2008 in Singapore as this is Asia's dedicated international sourcing, networking and educational platform for the electronics manufacturing industry for optimised manufacturing efficiencies and enhanced competitiveness, closer to home. It is the key electronics manufacturing platform of choice for major multinational and regional manufacturers in Asia as it brings together leading industry players and decision makers and is aimed to help them deliver and added value to their customers via insights on the issues, trends and developments of the industry in today's environment," she added.

"GlobalTRONICS is a great networking ground for exhibitors to learn and share insights about new technologies through the Technology Forum. It is also an excellent source for SMT products and services," added Charoenggamuang Somsak, SMT PM manager, Samsung Electro, Thailand.

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