

10) **Regional electronics expo highlights Go-Green values**

By Hoang Son, The Saigon Times Online – 9 September 2008

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HCMC – Hundreds of electronics manufacturers from across the world will gather at a trade show named GlobalTRONICS 2008, scheduled for September 9-12 in Singapore, where environmental-friendly values are highlighted among a wide specter of business opportunities.

GlobalTRONICS 2008 is expected to provide valuable industry insights on cost-saving manufacturing, innovations, networking and business opportunities that will strengthen competitive advantage in Asia's electronics manufacturing sector, the organizer says in a statement.

The four-day trade event, claimed to be Asia's dedicated international sourcing, networking and educational platform for the electronics manufacturing industry, will be the convergence point for 434 international suppliers.

GlobalTRONICS will feature a Go Green platform where companies offering Green products are highlighted, says Reed Exhibitions.

Explaining on the emphasis on environmental merits in electronics manufacturing, the organizer says manufacturers are facing many challenges such as wasteful manufacturing, and the fact that "the European Union's Restriction of Hazardous Substances (RoHS) directive noted the growing concern and preference for environment friendly products and processes."

The continued expansion of the electronics manufacturing services suppliers' role in terms of design for manufacturability and supply chain, innovation, operational excellence and sustainability, are key factors for the future growth of the industry. This can also be achieved by adopting cost-saving measures like energy-efficient manufacturing and initiatives to decrease the harmful effects to the global environment and to uphold health and safety directives.

Other than employing improved manufacturing technologies and streamlined processes to minimize costs and optimize manufacturing, electronics manufacturers need to implement a broader scope of activities and strategies to elevate the value chain to enhance competition, says Reed Exhibitions.

"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," says Michelle Lim, General Manager for Reed Exhibitions, Singapore and Malaysia.

She continues that "core manufacturing competencies and growing cost-effective skilled workforce have helped Asia be the leader in electronics manufacturing for many years."

However, "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," she said.

The trade event, which will also incorporate various informative forums, seminars,