

## For Immediate Release

### Mouser Focuses on Emerging Markets in China during CEDA Event

**September 29, 2011** – [Mouser Electronics](http://www.mouser.com), Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, today affirmed its continued support of the new China Electronics Distributor Alliance (CEDA) at the Alliance's recent executive meeting, held in conjunction with the Annual China Electronic Fair (CEF) in Xi'an, the largest electronics technology show in China. The CEDA meeting for industry executives addressed many topics, including the discussion of emerging markets in western China.

Mark Burr-Lonnon, Mouser Vice-President of APAC Business, spoke on behalf of Mouser. "West China shares an important and growing role in the electronics industry. We hope to see its new product development and design activities continue to grow and that we can support this development through strong "Authorized Distribution" that we have seen grow so strongly in Europe and North America," explained Burr-Lonnon. The global distributor, a founding member of CEDA, also attracted show visitors with its large exhibit at the CEF Xi'an show, helping to entrench its presence in China.

CEDA is an organization representing authorized distributors in China with the mission of enhancing executive networking, protecting distributor's benefits, establishing distribution business regulations, sharing market intelligence, driving the development of electronics component supply chains and promoting new value of the franchised distribution service model. The CEDA meeting focused on west China market demand and the development of emerging market strategies in China. CEDA includes executives from both Mouser and TTI, as well as other industry leaders.

"We orchestrated the CEDA West Meeting to coincide with the CEF Xi'an show specifically so that executives would be able to observe the technical and marketing trends present at CEF and to promote franchise and catalog service all at one stop," said Michael Liu, PhD, CEO of CNT Networks and secretary general of CEDA. "CEDA arranged its executive meeting to help foster networking between the members of local top electronics manufacturers and research institutes during the show's duration."

-- continued --

With its broad product line and unsurpassed customer service, Mouser caters to design engineers and buyers by delivering What's Next in advanced technologies. Mouser offers customers 19 global support locations, including five branches in Asia, and the latest, most technologically advanced components for their newest design projects. Mouser Electronics' website is updated daily and searches more than 8 million products to locate over 2 million orderable part numbers available for easy online purchase. Mouser.com also houses an industry-first interactive catalog, data sheets, supplier-specific reference designs, application notes, technical design information, and engineering tools.

### **About Mouser Electronics**

Mouser Electronics, a subsidiary of TTI, Inc., is part of Warren Buffett's Berkshire Hathaway family of companies. Mouser is an award-winning authorized semiconductor and electronic component distributor, focused on the rapid introduction of new products and technologies to electronic design engineers and buyers. Mouser.com features more than 2 million products online from more than 450 manufacturers. Mouser publishes multiple catalogs per year providing designers with up-to-date data on the components now available for the next generation of electronic devices. Mouser ships globally to over 300,000 customers in 170 countries from its 492,000 sq. ft. state-of-the-art facility south of Dallas, Texas. For more information, visit <http://www.mouser.com>.

### **Trademarks**

Mouser and Mouser Electronics are registered trademarks of Mouser Electronics, Inc. All other products, logos, and company names mentioned herein may be trademarks of their respective owners.

-- 30 --

Further information, contact:  
Larry Johannes  
Vice President Strategic Marketing  
+1 (817) 804-3534  
[larry.johannes@mouser.com](mailto:larry.johannes@mouser.com)

Further information, contact:  
Daphne Tien  
APAC Marketing Director  
+ (866) 2-2793-7565  
[daphne.tien@mouser.com](mailto:daphne.tien@mouser.com)

For press inquiries, contact:  
Ceres Wang  
Adv/Comm. Deputy Mgr./Asia  
+ (866) 2 953-091-539  
[ceres.wang@mouser.com](mailto:ceres.wang@mouser.com)