



昂氏 (上海) 电子贸易有限公司  
中国 上海  
长宁区愚园路 1258 号 绿地商务大厦 15A 楼 07 室  
邮编 200050  
+86 (21) 6360-6111  
+86 (21) 6360-0189 传真  
shanghai@mouser.cn

## For Immediate Release

### Mouser Plays Key Role in CEDA Leaders Summit in Western China

**October 1, 2013** – [Mouser Electronics](#), Inc., a leading global distributor of authorized semiconductors and electronic components, affirmed its support for the development of the design chain in western China at the recent Chinese Electronics Distributor Alliance Leaders Summit ([CEDA](#) Leaders Summit), held in Xian. As a founding member of CEDA, Mouser is devoted to helping facilitate the development of franchised distribution services in China.

Presenting on behalf of Mouser was APAC Marketing & Business Development Director, Daphne Tien, who also served as an expert moderator for a panel discussion on the topic *“Design Purchase Strategies for Small Volume and High Mixed Purchase.”*

Participating in the CEDA Leaders Summit were government officers and industry leaders, including Gao Xiang, Director of the Industrial Planning and Development Division, Industry and Information Technology Department, Shanxi Province; Liu Minghua, Director of the Xi’an High-tech Enterprises Association; and Dr. Michael Liu, Secretary General of CEDA, plus more than 20 experts of supply chains in authorized distribution sectors. These experts gathered to discuss how best to achieve strategic collaboration in promoting the electronics industry in western China, as well as strategies for supply chain optimization.

Daphne Tien said, “There has been a significant rise in innovation and design in western China, thanks to the strategic development of the western regions, and the policies of upgrading relevant booster industries. This has resulted in prolific growth in electronics R&D in the western regions. Mouser has always strived to satisfy the design requirements of our clients. Not only do we have the most diverse and comprehensive product lines in the world, we also provide the cutting-edge technologies from world-class leading suppliers in the most timely fashion.

“We are honored to have the opportunity to collaborate with CEDA in advancing R&D in western China,” Tien continued. “Mouser provides the newest authentic products to design engineers and buyers, and supports a variety of payment options, including UnionPay. This means we can provide clients with highly efficient services, and help them speed up the product time to market.”

“Dr. Michael Liu mentioned, “Western China is an important stronghold for China’s industry, defense, and electrical and electronics R&D. These regions are enjoying increased opportunities due to the privatization of industries previously controlled by the military, the transfer of R&D facilities inland by large coastal enterprises, and the upgrading of industries. However, the weak supply chain has become an obstacle holding back R&D and production.”

“As a global leader in electronic component distribution, Mouser has experienced a rapid expansion in global authorized distribution,” Dr Liu continued. “Collaboration between Mouser and experts and government officials from western China will benefit the development of the electronic component supply chain in the region, and will provide support for the design chain in western China.”

In 2012, Mouser began transacting e-commerce with the Chinese Renminbi (RMB), a progressive step towards more seamless transactions and streamlined logistics throughout Asia. Mouser also accepts UnionPay’s *ChinaPay e-payment* service. The Renminbi is the official currency of the People’s Republic of China.

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Mouser executive Mark-Burr Lonnon, Senior Vice President of EMEA & APAC Business, serves on the Executive Board of CEDA. The organization aims to promote the value of authorized distributors in China by enhancing executive networking, cooperation between distributors and suppliers, shaping business regulations, and being the bridge of industry and government for establishing a stronger business environment.

With a broad product line and extensive customer service, Mouser Electronics provides valuable support to both design engineers and buyers by quickly delivering What's Next in Advanced Technologies. Mouser Electronics has 20 global support locations and stocks the world's widest selection of semiconductors and electronic components. The Mouser Electronics' website is updated daily and provides advanced search features for more than 10 million products for easy online purchase. Mouser.com also houses the industry's leading interactive catalog with data sheets, reference designs, application notes, technical design assistance, and a wide variety of engineering tools for both experts and novices.

#### **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 and fast delivery of new products and technologies to Engineers and buyers. Mouser.com features more than 4 million products online from more than 500 manufacturers. Mouser Electronics publishes multiple catalogs per year, providing designers with up-to-date data on the components now available for leading-edge electronic systems. Mouser Electronics ships globally to over 400,000 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>.

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Further information, contact:  
Kevin Hess, Mouser Electronics  
Vice President Technical Marketing  
+ 1 (817) 804-3833  
[kevin.hess@mouser.com](mailto:kevin.hess@mouser.com)

Further information, contact:  
Daphne Tien  
APAC Marketing/Business  
Dev. Director  
+886 (2) 2799 2096 #4816  
[daphne.tien@mouser.com](mailto:daphne.tien@mouser.com)

For press inquiries, contact:  
Ceres Wang  
Adv/Comm. Mgr./Asia  
+886 (2) 2799 2096 #4817  
+886 (0) 953-091-539  
[ceres.wang@mouser.com](mailto:ceres.wang@mouser.com)