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**For Immediate Release**

## **Mouser Electronics Honored as Outstanding Authorized Distributor in IoT by China Electronics Distributor Alliance**

**September 12, 2018** – [Mouser Electronics](http://www.mouser.com), Inc., the authorized global distributor with the newest semiconductors and electronic components, has been named a “Fast-Growing Authorized Distributor in the Industrial and IoT Field” by the [China Electronics Distributor Alliance](http://www.ceda.com) (CEDA). The award, presented at the 2018 Industrial Internet of Things, Internet of Vehicles and 5G Technology Summit, honors Mouser’s outstanding performance in optimizing value-added services, technical support and corporate sustainability.

“Mouser is honored to receive this recognition from CEDA,” said Daphne Tien, Mouser Vice President of APAC Marketing & Business Development. “The electronics supply chain is the foundation of intelligent manufacturing and accelerating innovation in China. As a leading global distributor of semiconductor and electronic components, Mouser guarantees the newest authentic products and strives to support design engineers from prototype to market and beyond.”

CEDA aims to advance the value of authorized distributors in China by enhancing executive networking, cooperation between distributors and suppliers, shaping business regulations and serving as a bridge between industry and government to promote a stronger business environment. Mouser has long been a strong proponent of standards set by CEDA and the Electronic Components Industry Association (ECIA) to promote the value of [genuine electronic components](#).

For more information on Mouser’s commitment to providing genuine components and membership in CEDA and ECIA, visit [www.mouser.com/ecia](http://www.mouser.com/ecia).

With its broad product line and unsurpassed customer service, Mouser strives to empower innovation among design engineers and buyers by delivering advanced technologies. Mouser stocks the world's widest selection of the latest semiconductors and electronic components for the newest design projects. Mouser Electronics' website is continually updated and offers advanced search methods to help customers quickly locate inventory. Mouser.com also houses data sheets, supplier-specific reference designs, application notes, technical design information, and engineering tools.

### **About Mouser Electronics**

Mouser Electronics, a Berkshire Hathaway company, is an award-winning, authorized semiconductor and electronic component distributor focused on rapid New Product Introductions from its manufacturing partners for electronic design engineers and buyers. The global distributor's website, Mouser.com, is available in multiple languages and currencies and features more than 5 million products from over 700 manufacturers. Mouser offers 23 support locations around the world to provide best-in-class customer service and ships globally to over 600,000 customers in more than 220 countries/territories from its 750,000 sq. ft. state-of-the-art facility south of Dallas, Texas. For more information, visit [www.mouser.com](http://www.mouser.com).

### **Trademarks**

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