



[For Immediate Release]

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**CHAIRMAN OF SUGA ATTENDS THE WORLD ELECTRONICS FORUM 2017
ON BEHALF OF THE HONG KONG ELECTRONIC INDUSTRIES ASSOCIATION**

Suga International Holdings Limited (“SUGA” / the “Group”) (stock code: 912) announced Dr. Ng Chi Ho (the Chairman and Chairman of The Hong Kong Electronic Industries Association) attended the World Electronics Forum 2017 held in Angers, France on 24-28 October 2017. The Forum was attended by many luminaries, including more than 300 senior management of industrial associations from many countries and regions such as China, Japan, the US, Switzerland and Israel. Noteworthy among these were prominent political figures in France, including Mr. Édouard Philippe, Prime Minister; Mr. Benjamin Griveaux, Minister of State, Attached to the Minister of Economy and Finance; and Mr. Christophe Béchu, Mayor of Angers. The World Electronics Forum aims to strengthen the links between international electronics and digital federations and to facilitate the development and promotion of the information and communications technologies around the world.

The five-day forum offered a wide range of programmes and the roadshow session attracted more than 70 startups and internationally renowned brands to exhibit the latest application technologies, including smart home, Internet of Things (IoT), 3D printing, virtual reality and robots etc. The delegation visited Station F, the largest startup in France, and also visited many high-tech companies in the fields of intelligent agriculture, intelligent energy and smart healthcare. During the conference, Dr. C. H. Ng, Chairman of SUGA delivered a speech in the role of Chairman of Hong Kong Electronic Industries Association on behalf of Asian countries. He promoted the ecological environment and development advantages for innovative technologies available in Hong Kong and interviewed by a French newspaper *Le Courrier* to discuss the feasibility and means of strengthening incubation of startup business in Hong Kong by taking reference from France’s experience.

Dr. C. H. Ng, Chairman of SUGA and Chairman of The Hong Kong Electronic Industries Association, said, “I am highly honoured to attend such a prominent industry event on behalf of Hong Kong. I have benefitted greatly within just a few days as I was able to view up close the leading technologies in the electronics industry and to gain exposure to the practices of top industry talent from different countries. As electronics products constituted more than 65.5% of Hong Kong’s total export value last year, complemented by the collaboration of many professional organisations, including the Hong Kong Electronic Industries Association, these factors are very favourable to the incubation of startup companies and technology development. In recent years, the IoT technology has seen flourishing development in Hong Kong which has started to bear fruit. SUGA’s self-developed smart pet product series PETBLE® is a good example, showing how our development direction aligns with that of the world’s leading enterprises. Looking ahead, I will continue to strive diligently on behalf of the electronics industry aiming to attain better unity and closer cooperation, so as to create favourable conditions for the long-term development of the industry and to lead to more business opportunities.”

Photo captions

Photo 1



Dr. C. H. Ng, Chairman of SUGA, delivers a speech in the role of Chairman of Hong Kong Electronic Industries Association on behalf of Asian countries

Photo 2



Mr. Édouard Philippe, Prime Minister of France, speaks at the Forum.

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About Suga International Holdings Limited (stock code: 912)

SUGA is a technology-based electronics total solutions provider, and was listed on the Main Board of the Stock Exchange of Hong Kong in September 2002. SUGA is mainly engaged in the research and development, manufacturing and sale of electronic products, including pet electronic devices, professional audio equipment, digital A/V products, interactive educational products, Wi-Fi and RF products, telecommunication products, consumer electronic products, smart cards and NFC-enabled products. SUGA also strives to build an innovative pet ecosystem by IoT technology and provide pet owners with a wide range of products and services. Its services include product manufacturing, sales and distribution, and provide a community for pet owners. Besides, the Group also invests in companies which create synergies with its businesses. SUGA has obtained green certification including ISO 14001, QC 080000, RoHS & WEEE Compliance, GPMS and Green Mark certificates. From R&D to logistics arrangements, SUGA provides customers with a total and proactive solution. Currently, SUGA has many well-known customers spread across the US, Japan, the UK, China and Hong Kong, Australia, etc. In addition, the Group's subsidiary SGI Venture Limited has won the "Silver Award for Youth Square – The Most Creative Award" and the "Advertising and Marketing Certificate of Merit" at the Asia Smartphone Apps Competition 2015 with its creative smartphone app "PetNfans". The Group has received the "Outstanding Solution/ Product Award" at the Asian Electronics Forum for its innovative PETBLE® pet care solutions.