



[For Immediate Release]

26 APRIL 2019

SUGA SPONSORS IEEE WORLD FORUM SUPPORTS INDUSTRY EXCHANGES

Suga International Holdings Limited (“SUGA” or the “Group”) (stock code: 912), a leading electronics total solutions provider, who also operates a pet food and accessories business, took part in and was the Bronze Sponsor as well of the 2019 IEEE 5th World Forum on Internet of Things (“IEEE World Forum”).

The four-day IEEE World Forum held in Limerick, Ireland ended on 18 April. Advancement of technologies such as 5G and Low-Power Wide-Area Network has brought disruptive changes to many industries. **Dr Alfred Ng, Executive Director and Chief Technology Officer of SUGA**, was a speaker at the Forum this year. As a manufacturer of electronics products, he shared about recent market trends and discussed how emerging technologies can help promote Internet of Things (“IoT”) applications in areas including management of physical assets, agriculture, consumer electronics and Industrial IoT.

Dr Alfred Ng, Executive Director and Chief Technology Officer of SUGA, said, “Technologies are developing at lightning speed. Fast maturing 5G and Low-Power Wide-Area Network technologies have enabled other industries to achieve breakthrough development. Apart from continuing to innovate so as to capture opportunities in this new age, for the Group to afford overall healthy development, it needs to step up exchanges with industry peers. Thus, it was my honour to be able to share my thoughts at the IEEE World Forum and exchange views and information with industry elites from around the world.”

The IEEE World Forum is a gathering of the most outstanding from the research community, the public sector and the industry. The Forum this year was themed “IoT and the Digital Revolution” to spotlight the importance of IoT technology in the digital revolution. Matching that theme, Limerick, a pioneer city in deployment of “smart” technologies and policies, was selected by the organisers to host the Forum.

– End –

About Suga International Holdings Limited (stock code: 912)

SUGA is a leading electronics total solutions provider listed on the Main Board of the Stock Exchange of Hong Kong in September 2002. It mainly engages in research and development, manufacturing and sale of electronic products, including IoT assets tracking, management and applications products, professional audio equipment, digital A/V products, Wi-Fi and RF products, telecommunications products and smart cards, and NFC-enabled products. The Group also operates its pet-related business through its wholly-owned subsidiary WePet International Holdings Limited, upholding the philosophy of “Caring for Pets, Technology for Pets” (關愛寵物、科學養寵) and using innovative technologies to build a comprehensive pet healthcare ecosystem, to provide all-round pet-related products and services to pet owners. WePet undertakes research and development, manufacturing, sales and distribution of pet food, accessories and smart electronic products, establishes and develops related social media and e-commerce platforms and sets up pet insurance products. Also, the Group makes other strategic investments synergistic with its existing businesses. SUGA has obtained green certifications including ISO 14001, QC 080000, RoHS & WEEE Compliance, GPMS and Green Mark certificates. Currently, it has customers from the US, Japan, the UK, Germany, Australia, the Greater China region, etc.