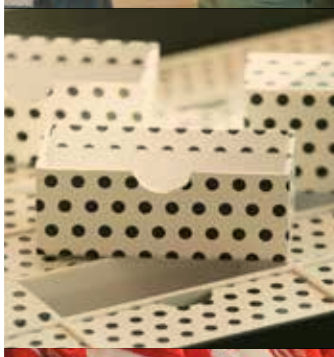

MEGA SHOW

HONG KONG CONVENTION & EXHIBITION CENTRE

PART 1
20 - 23
OCTOBER 2017

PART 2
27 - 29
OCTOBER 2017

HONG KONG'S LEADING **GLOBAL SOURCING** EVENT, **EVERY OCTOBER**

SHOW REPORT OCTOBER 2017

SHOW HIGHLIGHTS

4,085

EXHIBITORS

5,315

EXHIBITION STANDS

49,343

BUYERS FROM

132

COUNTRIES AND REGIONS

FACT FILE

PART 1

Year established:
1992

Venue:
Hong Kong Convention and Exhibition Centre

Dates:
FRIDAY 20 – MONDAY 23 October 2017

EXHIBITORS:
3,540 EXHIBITORS FROM **32** COUNTRIES

Number of exhibition stands:
4,646 EXHIBITION STANDS
37,425 TRADE VISITORS from 132 COUNTRIES AND REGIONS

Admission:
Free of charge for trade visitors who have pre-registered and buyers who are holders of admission badges. HKD100.00 admission charge applies for registration at the show.

Show Managers:
COMASIA LIMITED & MEGA EXPO

ASIAN **GIFTS & PREMIUMS** SHOW
ASIAN **GIFTWRAP & PACKAGING** SHOW
ASIAN **FESTIVE, CHRISTMAS & SEASONAL** SHOW
ASIAN **HOUSEWARES & HOME DÉCOR** SHOW
ASIAN **KITCHEN & DINING** SHOW
ASIAN **GLASSWARE TRENDS** SHOW
ASIAN **TOYS & GAME**S SHOW
ASIAN **BABY & NURSERY WORLD** SHOW
DESIGN STUDIO
ASIAN **DESIGNER START-UPS**

PART 2

Year established:
2003

Venue:
Hong Kong Convention and Exhibition Centre

Dates:
FRIDAY 27 – SUNDAY 29 October 2017

EXHIBITORS:
545 EXHIBITORS FROM **8** COUNTRIES

Number of exhibition stands:
669 EXHIBITION STANDS
11,918 TRADE VISITORS FROM **113** COUNTRIES AND REGIONS

Admission:
Free of charge for trade visitors and accredited press

Show Managers:
COMASIA LIMITED & MEGA EXPO

ASIAN **HOUSEWARES & HOME TEXTILES** SHOW
ASIAN **STATIONERY** SHOW
ASIAN **SANITARY & BATHROOM ACCESSORIES** SHOW
ASIAN **GIFTWARE & FASHION ACCESSORIES** SHOW

KEY EXHIBITOR FACTS

3,540 EXHIBITORS FROM 32 COUNTRIES & REGIONS

Australia
Austria
Bangladesh
Belgium
British Virgin Islands
Czech Republic
Demark
France
Germany
Hong Kong
Ireland
India
Indonesia
Israel
Italy
Japan
Mainland China
Malaysia
Mexico
Nepal
Netherlands
Pakistan
Poland
South Korea
Spain
Taiwan
Thailand
The Philippines
Turkey
UK
USA
Vietnam

KEY EXHIBITOR FACTS

545 EXHIBITORS FROM 8 COUNTRIES & REGIONS

Greece

Hong Kong

India

Indonesia

Mainland China

South Korea

Taiwan

Vietnam

WHAT BUYERS SAID

Based in Germany, Bertels Textilhandels is a wholesaler of gifts, toys, sporting goods, home textiles and outdoor items. This is my second visit to MEGA SHOW and I am keen to look for new gifts, toys and gaming products. The quality of products on display at the show is pretty impressive. The zoning of the hall layouts makes it easy for me to navigate the show and I have met some good new suppliers from China. It has been a very rewarding trip!

Daniela Reich, Purchasing Department / Bertels Textilhandels GmbH / Germany

On this trip to I am looking for new products gifts, giftwrap supplies, festive items, home products, toys and tech goods. MEGA SHOW Part 1 is again showcasing a wide variety of product choices and I have established contacts with some good suppliers from China. Compared to the Canton Fair, this show has more higher-quality exhibitors, enabling me to find new and of innovative products every time.

Nataliya Ashikhmina, Buyer / Atelier / Russia

Our company is an importer of house wares, Christmas items, toys, home décor plus giftware, and stationery. We have been visiting MEGA SHOW Part 1 for over 10 years in search of new products and ideas. The high product quality as well as convenient environment and great atmosphere here just make my sourcing so enjoyable. I'm happy to have found some really good suppliers of festive items and décor.

Sonia Muñoz, International Buyer / Mizratex / Panama

We are a toy, gift and souvenir retail chain with 7 shops at major airports in Japan. Apart from Japanese suppliers, we are currently buying from China, Taiwan and Malaysia. I visited MEGA SHOW quite some years ago and I am back this year with the aim to look for new products and new suppliers. I am spending two full days at the show to meet potential suppliers for partnership. I am impressed again by the scale and big variety of merchandise on offer at the show.

Yoshifumi Itoh, CEO / Kakuhinkan Toy Park / Japan

I have been here for so many years, I love the show and I would say it's one of the best shows I have ever attended all these years. With so many good products and good suppliers, the show is also very well-organised. Once again, I was able to meet many new suppliers this trip.

Reid Herbert, Managing Director / Winning Moves / Australia

We are an importer of stationery and office supplies and I started visiting the Asian Stationery Show at MEGA SHOW Part 2 three years ago. It is great to have a designated hall for stationery suppliers making sourcing for stationery and related products very efficient. The quality and variety of products on offer are amazing. At this show, I have touched base with a number of suppliers from China I had met in previous years, and I also met with some new companies discussing future business relationships.

Nigel Parr, Managing Director/ The Gifted Stationery Co., Ltd. / UK

This is my third year to MEGA SHOW Part 2 show, mainly looking for new designs and innovative stationery and office supplies. The show is held in the right dates and located in a great venue which makes my trip to find new and inspirational product ideas and quality suppliers from Asia very easy. I managed to select a number of good and interesting products offered by exhibitors from China and Taiwan. It's a very good show indeed!

Brian Coyle, Key Account Director / Development Solutions Global, Inc. / USA

I have been a regular visitor to MEGA SHOW Part 2 show for the past seven years and each time I am able to see and select new, fresh merchandise for the coming season. Our company is an importer and retailer of a wide range of housewares, home décor and textiles, as well as kitchen and dining ware. The show has covered almost everything I'm looking for. So far I found and made contacts with a number of target supplies from China, Taiwan and India. The show's defined layout enabled me to find products easily. I will definitely be back again next year.

Komal Chawla, Head of Buying / Royal Furniture. / UAE

PROMOTIONAL ACTIVITIES AND PUBLICITY CAMPAIGN

- MEGA SHOW operates all year round marketing activities and promotional campaign to generate the widest publicity impact
- E-mailing, faxing and direct mailing of promotion leaflets and invitation letters to 350,000 target buyers including importers, department stores, mail-order companies, chain stores, supermarkets, retailers, distributors, wholesalers, agents and sourcing companies
- Special Sponsorship Program for selected overseas buyers
- Over 100,000 Buyer Admission badges mailed worldwide
- Advertising and listings in relevant trade magazines, publications and newspapers
- Listing the show details in international trade fair calendars (both print and online media)
- Liaison with press and media channels to generate special media coverage, feature articles, advertising and press releases on MEGA SHOW
- Press releases regularly distributed to trade magazines, journals, and international business papers
- Online banner advertising on major trade and trade association websites
- Show catalogue advertising barter deals with international and important gift, housewares and toy trade exhibitions to promote MEGA SHOW
- All major buying and sourcing offices in Hong Kong, China and the Asian region receive MEGA SHOW visiting information
- A professional call centre is employed to personally telephone international buyers
- Outdoor and mobile truck advertising at trade fairs in both Hong Kong and China
- Promotion and competitions on Facebook and other social media sites
- Distribution of admission cards to buyers at the Hong Kong and Southern China gift, housewares, electronics and jewellery trade fairs in April and October as well as at major nternational trade shows
- Promotional information on MEGA SHOW on display at local hotels
- Partnerships with hotel, travel and airline companies to offer value packages for the buyers visiting MEGA SHOW
- Contact with influential trade associations and chambers of commerce to gain their support and assistance in lining up trade and buying delegations to visit MEGA SHOW
- Special promotion stands and marketing activities for MEGA SHOW at a number of international trade fairs held during 2017 to encourage overseas trade buyers to visit Hong Kong
- 24/7 show website www.mega-show.com

2018 SHOW DATES

BUYERS CAN REGISTER NOW ONLINE AT www.mega-show.com for 2018

See you at HKCEC again for

MEGA SHOW PART 1 : 20 - 23 October 2018

STAY CONNECTED

MEGASHOWHK

MEGASHOWHK

HAVE YOUR SAY

Tell us what you would like to see at the show in 2018 and how we can improve your visit

CONTACT US

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