

Press Release

November, 2019



MEGA SHOW



20 – 23 October, 2019

27 – 29 October, 2019

HONG KONG CONVENTION & EXHIBITION CENTRE

HONG KONG CONVENTION & EXHIBITION CENTRE

2019 Hong Kong October MEGA SHOW Series Concluded With Much More & Better-than-expected Results

The 2019 edition of **MEGA SHOW Series**, held in Hong Kong from 20-23 and 27-29 October 2019, concluded strongly with much more and better than expected results despite the ongoing and quite disruptive social incidents happening in the city. The 2-part show series attracted a strong attendance of **40,849 international buyers from 123 countries and regions**.

With **3,552 exhibitors from 33 countries and regions** showcasing their new lines in **4,573 booths**, the 2019 Show continued to be one of the most important sourcing marketplaces in the region to meet, network and seal business deals during the seven show days.

The broad range of merchandise on show at the **MEGA SHOW Series** was effectively presented in well-designated product-themed exhibit zones. The first session took place from 20-23 October and featured five shows: ASIAN GIFTS & PREMIUMS SHOW, ASIAN HOUSEWARES & KITCHEN SHOW, ASIAN TOYS & BABY PRODUCTS SHOW, ASIAN FESTIVE, CHRISTMAS & SEASONAL SHOW and the newly-added ASIAN SPORTING GOODS SHOW. The second session, which was held from 27-29 October, showcased ASIAN GIFTS & TRAVEL GOODS SHOW, ASIAN STATIONERY SHOW AND ASIAN SANITARY & BATHROOM ACCESSORIES SHOW.

Despite uncertainties arising from the ongoing China-USA trade issues and the street protest activities in the hosting city, the 2019 Show generated much better-than-expected results and a healthy visitor attendance. While the actual numbers recorded a drop, the show witnessed a high percentage of “quality” visitors with serious and genuine buyers keep coming. In addition to the established USA and European markets, there was a strong attendance from those emerging markets including those developing countries such as Russia, Poland, Czech Republic, Ukraine, Croatia, Brazil, Mexico and South Africa. In particular buyers from Asia and ASEAN, including Japan and South Korea continued to follow the up-trend and were well-represented.

According to surveys conducted at the show, many of the interviewed buyers were satisfied with the sourcing experience in the show series. The large variety of product range was rated good quality and competitively-priced, plus a noticeable upgrade in design and innovation. Almost all of interviewees revealed that they were able to source their required products and connect with target suppliers at the show. On the exhibitor side, many commented positively on the increased quality of visitors who come with high business potential.

The return of the popular DESIGN STUDIO and ASIAN DESIGNER START-UPS continued to be a special highlight zone featuring some 100 exhibitors at the first session to showcase the creativity and design-led talents from companies in Asia. Also a spotlight in 2019 was the newly-added Fashion Accessories Section at Asian Gifts & Travel Goods Show at the second session of the show series to cater the fast-growing market demand for the product category.

The highly-welcomed buyer sponsorship program was again taken up by a large number of qualified overseas buyers who not only qualified for cash sponsorship, but gained further business opportunities from contacts at the show.

The next **MEGA SHOW Series** will again take place at the Hong Kong Convention and Exhibition Centre on 20-23 and 27-29 October, 2020.

Online buyer pre-registration for the 2020 Show is available at the show website: www.mega-show.com for the complimentary admission badge, benefits and services, plus the application for sponsorship program.

Notes to Editors

Key Show Facts :

MEGA SHOW Series - 20-23 October 2019

5 concurrent shows: ASIAN GIFTS & PREMIUMS SHOW
ASIAN HOUSEWARES & KITCHEN SHOW
ASIAN TOYS & BABY PRODUCTS SHOW
ASIAN FESTIVE, CHRISTMAS & SEASONAL SHOW
ASIAN SPORTING GOODS SHOW

MEGA SHOW Series – 27-29 October 2019

3 concurrent shows: ASIAN GIFTS & TRAVEL GOODS SHOW
ASIAN STATIONERY SHOW
ASIAN SANITARY & BATHROOM ACCESSORIES SHOW

Venue: Hong Kong Convention and Exhibition Centre

Official Websites : www.mega-show.com
www.asiangnp.com
www.asianhnk.com
www.asiantnb.com
www.asianchristmas.com
www.asiansporting.com
www.asiangnt.com
www.asianstationeryshow.com
www.asiansnb.com

Email : cs@comasia.com.hk

Organiser :

Comasia Limited

Email: cs@comasia.com.hk

Tel: (852) 2700 6726

Idea Trade Limited

Media Enquiry :

Miss Linda Chan

Email : linda.chan@comasia.com.hk

Tel : (852) 2700 6726