

Press Release



<< November, 2018 Hong Kong>>

20 – 23 October, 2018

27 – 29 October, 2018

HONG KONG CONVENTION & EXHIBITION CENTRE.

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2018 Hong Kong October MEGA SHOW Series Attracts Robust Attendance of 51,500 Global Buyers

The 2018 edition of **MEGA SHOW Series**, held in Hong Kong from 20-23 and 27-29 October 2018, successfully concluded having attracting an increased attendance of **51,524 international buyers from 133 countries and regions**.

With **3,936 exhibitors from 33 countries and regions** showcasing their new lines in **5,164 booths**, the 2018 Show again reinforced its reputation as the most important sourcing marketplace 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 four shows: **ASIAN GIFTS & PREMIUMS SHOW**, **ASIAN HOUSEWARES & KITCHEN SHOW**, **ASIAN TOYS & GAMES SHOW** and **ASIAN FESTIVE, CHRISTMAS & SEASONAL 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, the 2018 Show generated better-than-expected results and a strong visitor attendance with the first session recording a **4.1% increase (38,960)** and the second session a **5.4% (12,564)** over the 2017 figures. In addition to the established USA and European markets, there was a strong attendance from developing countries such as Russia, Brazil, Mexico and South Africa. In particular buyers from Asia and ASEAN, including Japan and South Korea were well-represented.

According to surveys conducted at the show, many of the interviewed buyers were satisfied with the sourcing experience in the show. The large variety of products and ranges was rated good quality and competitively-priced, with a noticeable increase in design and innovation observed. Almost all of interviewees revealed that they were able to source their required products and connect with their targeted suppliers at the show. On the exhibitor side, many commented on the attendance of professional buyers with high business potential.

The return of the popular **DESIGN STUDIO** and **ASIAN DESIGNER START-UPS** continued to be a special highlight at the first session to showcase the creativity and design-led talents from companies in Asia.

New at the 2018 Show were the two special market seminars which took place during 20 and 21 October. The seminar topics addressed two highly relevant issues: **E-COMMERCE & E-SOURCING** and **HOW CAN ASIAN EXPORTERS COPE WITH THE COMING YEAR'S ECONOMIC CHANGES AND MARKET CHALLENGES?** The seminars were well-attended by both buyers and exhibitors and presented by invited industry leaders and prominent market players discussing new market trends and providing insight into current trading conditions.

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, 2019.

Online buyer pre-registration for the 2019 Show is available via 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, 2018

4 concurrent shows: ASIAN GIFTS & PREMIUMS SHOW
ASIAN HOUSEWARES & KITCHEN SHOW
ASIAN TOYS & GAMES SHOW
ASIAN FESTIVE, CHRISTMAS & SEASONAL SHOW

MEGA SHOW SERIES - 27-29 October, 2018

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

Venue: Hong Kong Convention & Exhibition Centre

Official Websites : www.mega-show.com
www.asiangnp.com
www.asianhnk.com
www.asiantng.com
www.asianchristmas.com
www.asiangnt.com
www.asianstationeryshow.com
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