



# mega SHOW

— HONG KONG —

  
Design Studio, Tech Gifts &  
Gadgets Accessories SHOW

  
Asian  
Sporting  
&  
Outdoor Products SHOW

## 20-23 OCTOBER 2023

# SHOW REPORT

At the Centre of Global Sourcing ———  
————— *In Hong Kong every October*



Organiser :  
 COMASIA LIMITED

See Us On :  
 MEGASHOWHK  
 MEGASHOWHK  
 megashowseries/

Supporting Organisations :  
 HONG KONG TOURISM BOARD  
 AHK German Industry and Commerce Ltd.  
德意志工商會有限公司

ITALIAN CHAMBER OF COMMERCE  
HONG KONG - MACAO

TRADE BUYERS ONLY

# SHOW FACT

## Years Established

1992

## Venue

Hong Kong Convention and Exhibition Centre

## Dates

20–23 October 2023

## Number of Exhibition Stands

4,216

## Number of Trade Visitors

26,282 From 120 Countries & Regions

## Admission

For Trade Buyers Only (Visitors under 18 are not allowed)

## Organiser

Comasia Limited

## Supporting Organisations

Hong Kong Tourism Board  
German Industry and Commerce Ltd.  
Italian Chamber of Commerce in Hong Kong & Macao



# EXHIBIT PROFILE



# SHOW HIGHLIGHTS



▶ **4,216**  
EXHIBITION  
STANDS



▶ **26,282**  
BUYERS



▶ **120**  
COUNTRIES  
& REGIONS



# 3,193 EXHIBITOR FROM

30 COUNTRIES & REGIONS

Australia  
Bangladesh  
Belgium  
Bulgaria  
Czech Republic  
Denmark  
Germany  
Greece  
Hong Kong  
India

Indonesia  
Italy  
Japan  
Mainland China  
Malaysia  
Nepal  
New Zealand  
Philippines  
Poland  
Russia

Singapore  
South Korea  
Spain  
Sri Lanka  
Taiwan  
Thailand  
Turkey  
United Kingdom  
USA  
Vietnam



# 26,282 BUYERS FROM

120 COUNTRIES & REGIONS



Algeria	Christmas Island	India	Mongolia	Saudi Arabia
American Samoa	Colombia	Indonesia	Montenegro	Senegal
Andorra	Costa Rica	Iran	Morocco	Serbia
Argentina	Croatia	Ireland	Mozambique	Singapore
Australia	Cyprus	Israel	Myanmar	Slovakia
Austria	Czech Republic	Italy	Nepal	Slovenia
Bahrain	Denmark	Japan	Netherlands	South Africa
Bangladesh	Dominican Republic	Jordan	Netherlands–Antilles	South Korea
Belarus	Ecuador	Kazakhstan	New Zealand	Spain
Belgium	Egypt	Kuwait	Norway	Sri Lanka
Belize	Estonia	Laos	Oman	Sweden
Bhutan	Finland	Latvia	Pakistan	Switzerland
Bolivia	France	Lebanon	Palestine	Taiwan
Bosnia Herzegovina	French Polynesia	Liechtenstein	Panama	Tanzania
Botswana	Georgia	Lithuania	Paraguay	Thailand
Brazil	Germany	Luxembourg	Peru	Tunisia
Brunei	Ghana	Macau	Philippines	Turkey
Bulgaria	Greece	Madagascar	Poland	U.A.E.
Burundi	Guadeloupe	Malaysia	Portugal	Ukraine
Cambodia	Guam	Maldives Islands	Puerto Rico	United Kingdom
Cameroon	Guatemala	Malta	Qatar	Uruguay
Canada	Haiti	Martinique	Romania	USA
Chile	Hong Kong	Mauritius	Russia	Venezuela
China	Hungary	Mexico	San Marino	Vietnam

# EXHIBITOR COMMENTS

► For thousands of year Anatolian artisans have been making and perfecting Anatolian crafts. We have been serving our customers with these quality handmade folklore crafts since 1990. We used to visit **MEGA SHOW** as buyers and this is our first year here as an exhibitor. My target customers are from West Europe, the US, Italy, Spain, France and I would like to sell to South Korea too. I am glad I have found my customers here so it is very successful for me. I will definitely come again next year.

**MERT EL SANATLARI LTD.ST, Turkey**



◀ This is my 10th time exhibiting here and we enjoy the good vibe here every October. We are looking for the customers who are able to pay a bit more money for the products but also for the quality and design. We are happy to have met some new customers here from Australia, New Zealand, South and North America, and I will definitely come again next year.

**Paw Sp. Z.O.O., Poland**

► We have been exhibiting at **MEGA SHOW** for 5 to 6 times. We export our products to 46 different countries so we have customers all over the world. At MEGA SHOW, we are trying to sell our specific aroma and candle product lines to Thailand, Taiwan, Australia and North America, and we are happy with the result this year.

**Graziani SRL, Italy**



# EXHIBITOR COMMENTS

▶ We are a 170 years old company specializing in floor covering made of coir, rubber and jute. Probably it's our 14th year at **MEGA SHOW**. After 4 years of Covid gap, it's good to be back. It's been a great show this year, very inspiring with good traffic. We want to expand to eastern Europe and eastern Asia, and we have received quite a lot of enquiries. Surely, we will be back next year. The market is opening and it's important that people come touch and feel and make a face-to-face contact.

**Travancore Cocotuft, India**



◀ This is our first show in Asia in fact. It's been very nice. We came here particularly to find Asian partners and customers, and we achieved it! We got many contacts from Thailand, Vietnam, India, and of course China. All are new customers! It's been a very, very good experience for us, and we are really satisfied. Because our company is based in Europe, we don't have much customers in Asia. I am glad to have met some high potential buyers with big interest in our products and I truly think we will close some really good leads and deals soon.

**CHUFAMIX S.L, Spain**



▶ We make jute bags, cotton bags and some gardening products. This is our first time participating at **MEGA SHOW** as we are targeting for the Asian market, most likely Japan, China, Hong Kong, Singapore and Malaysia. We are extremely happy with the buyer traffic. Not only the Asian buyers, but also lots of the US and German buyers are here too. Many buyers came visit our booth and we had some fruitful discussion and contact exchange! The show has been a very very great experience on me and I am impressed!

**Jucofabs, India**





# BUYER COMMENTS

▶ I have been visiting **MEGA SHOW** since 2000, and this trip is probably my 15th time! Over the years, I have found many business partners at this exhibition. It's an exceptional sourcing platform. The arrangements and layout here are very well organized. I will definitely recommend this exhibition to my peers.

**Asana, Russia**

▶ We are a trading company from Brazil. I was invited by my client to visit **MEGA SHOW** with two nights of free accommodation. This is our first visit, mainly to source toys and Christmas products. Since most of our suppliers are from China, **MEGA SHOW** provides us an opportunity to understand other manufacturing powerhouses in Asia.

**Matthews, Brazil**

▶ We are a distributor from New Zealand, mainly dealing with toys, sports equipment, and children's books. I have been attending **MEGA SHOW** for almost 30 years. Every October, we come to MEGA SHOW to meet our existing business partners and source new products for the coming season. I am very satisfied with the results of this sourcing trip!

**Marcustry, New Zealand**

▶ We are a wholesaler in Mexico and import products mainly from China, Taiwan, Europe and Turkey as well. On this trip, we hope to source new housewares, kitchenware, bathroom accessories and sports products. This is my fourth time at **MEGA SHOW**. Although the journey is long, I often find high-quality products at the exhibition, so it is always worth it.

**Mario Davidson, Mexico**

▶ We are a wholesaler from Canada, dealing with a wide range of product categories. We mainly import from China and South Korea and sell in Canada and the United States, or through our online store, Amazon, eBay, BestBuy, etc. This is my first visit to **MEGA SHOW**. The exhibition showcases a diverse range of high-quality products and broadens my horizons. I love **MEGA SHOW** and I will definitely come again next year!

**Alex, Canada**



# SPECIAL MARKET SEMINAR

20 October, 2023

## China Brand Overseas Growth Forum

Empowering Brands, Fostering Trust, and Creating Mutual Success help propel the Global Success of  
“Chinese Factories and Brands”

Chen Yu, Senior Operation Manager of Customer Expansion and Operations

### **Amazon Global Store**

Capitalizing on the Going Overseas Wave to tap into the Global Market

Liang Runyi, Founder & CEO

### **Hao Tian Jun Consulting**

E-commerce Platform Shopify Empowers Chinese Brands to Explore the Lucrative Overseas Market

Billy Yeung, CEO

### **InsCoder**

Explore New Options and Trends for Brands To Go Overseas

Yi Shan, Head of Tmall Taobao Overseas South China Region

Yang Wen, Director of Tmall Taobao Hong Kong and Macao Business Department

### **Tmall Taobao**

Avoid Financial Risks for South East Asia Trade

Zhang Jun Feng, Head of Guangdong Region

### **CoralGlobal**



# SPECIAL MARKET SEMINAR

21 October, 2023

## Complete ecosystem of e-commerce, new code of business growth, To B, To C, Too Easy

Interpretation of cross-border e-commerce opportunities in 2024 & first-year support policies for new sellers

Kan Ru Lin, South China Region Development Manager

### **Amazon**

Absolute advantage in omni-channel e-commerce for innovative categories

Harry Lui, Business Development Director

### **Smrk Global (Holdings) Limited**

The Importance of Reliable Logistics Service Providers for Sellers in VUCA

Zhang Cai Feng, Vice General Manager

### **Linktrans Group**

The "Carbon Reduction and Emission Reduction" and "Business Benevolence" of the Catering Supplies Supply Chain

Ryan Lei, MKT & Brand Manager

### **ROCKBANG Group**

Real time, low cost and compliant remittance for Global trade

Terence Lam, District Manager

### **XTransfer**

## The way for national brands to go to sea --- a full analysis of the actual combat strategy

Cross-Border Trade Opportunity on eBay

Lawrence Wong, Business Development Manager

### **eBay**

Plugging in the wings of the sea, analyzing the growth trend, and the wind direction of the independent website operation in 2023

Mevius, Vice President

### **Midodo**

Supply Chain Flexibility Optimization, Enabling Further Upgrade of Order Delivery Experience

Tianyu Fan, Regional Director

### **Winit Shenzhen**

Cross-border Payment and Risk Control Optimization Practice

Doris Luo, New Business Development Manager

### **Stripe Greater China**



# OVERSEAS BUYER SPONSORSHIP PROGRAM



## TWO-NIGHT HOTEL SPONSORSHIP

Sheraton Hong Kong Hotel & Towers  
Regal Kowloon Hotel  
Hyatt Regency Hong Kong  
New World Millennium Hong Kong Hotel  
The Parklane Hong Kong (A Pullman Hotel)  
Wanchai Dorsett Hotel  
Inter Continental Grand Stanford  
Regal Hong Kong Hotel



CASH SPONSORSHIP of  
**USD200 / USD100**

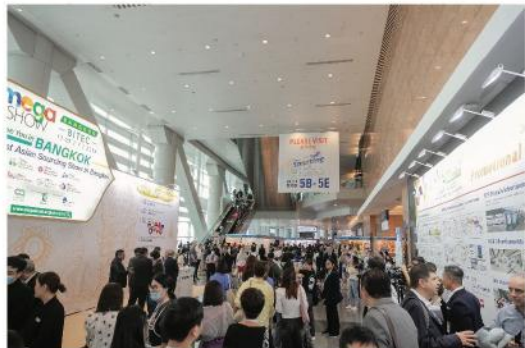
# SHOW SNAPSHOTS

Buying Groups from Around the World



# SHOW SNAPSHOTS

A Proven Sourcing Platform for Industry Peers



# SHOW SNAPSHOTS

Lots of Invaluable Networking Opportunities



## STAY CONNECTED



## HAVE YOUR SAY

Tell us what you would like to see at the show in 2024 and how we can improve your visit.

## CONTACT US

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# 2024

SHOW DATES

See you at HKCEC again  
**on 20-23 October 2024**

