

Business Review

During the Seven Months Period, the Group concentrated its effort on strategically repositioning two of its well-established trade exhibitions in Hong Kong to form a powerful exhibition brand – the “Mega Show” series – and launching its internationally recognized “Asia Expo” series in the overseas market. We are very pleased to report that during the Seven Months Period our branded exhibition series in Hong Kong and the United States were all successfully launched.

業務回顧

於過去七個月內，本集團致力將旗下兩項在香港舉辦之著名貿易展覽會合併重組為一個專業展覽品牌——「亞洲展覽盛事」系列；並同時在海外市場舉辦享譽國際之「亞洲博覽會」系列。我們欣然宣佈，在過去七個月內，本集團於香港及美國舉辦的展覽會均取得空前成功。

“Mega Show” series

October Shows – Mega Show Part One (Hong Kong)

Our key highlights were the 13th Hong Kong International Toys & Gifts Show and 12th Asian Gifts Premium & Household Products Show. The two shows are collectively known as the “October Shows”. Widely recognized as the largest exhibition in the toys, gifts, premium and household products industries in Asia, the October Shows is an “UFI-Approved Event” of the Global Association of the Exhibition Industry (“UFI”) since October 2002.

The overwhelming demand for exhibition space at the October Shows, as reflected in the 1,000-long waiting list, prompted us to align this year’s October Shows with the 2nd ASIANA into the two-part “Mega Show” series. The October Shows is coined as “Mega Show Part One”, while ASIANA followed a few days later as “Mega Show Part Two”.



「亞洲展覽盛事」系列

十月份展覽會 — 亞洲展覽盛事第一部份（香港）

合稱「十月份展覽會」之「第十三屆香港國際玩具及禮品展」暨「第十二屆亞洲贈品及家居用品展」，乃本集團最重要之核心展覽項目。此項被公認為亞洲最大型玩具、禮品、贈品及家居用品展之展覽盛事，更自2002年10月起獲國際展覽聯盟「Global Association of the Exhibition Industry」（「UFI」）評定為一項「認可展覽會」。

「十月份展覽會」多達1,000家廠商的熱誠參展名單，充分反映參展商對「十月份展覽會」展覽攤位的殷切需求，並促使本集團於本年度將「十月份展覽會」及第二屆「ASIANA」組合成一項共分為兩部份之「亞洲展覽盛事」系列。「十月份展覽會」被定為「亞洲展覽盛事」的第一部份，而緊接於數天後舉行之「ASIANA」則成為第二部份。

