



## ASIANA – Mega Show Part Two (Hong Kong)

To accommodate the overwhelming demand from both waiting and potential exhibitors for an additional exhibition themed in toys, gifts, premium and household products, the Group strategically paired ASIANA with the Group's flagship mega event October Shows to create the "Mega Show" series. ASIANA – Mega Show Part Two, held on 28-30 October 2004 at the HKCEC, has generated much acclaims and great response.

With the latest products on display in 973 booths presented by the 878 manufacturers from 10 Asian countries and regions, ASIANA – Mega Show Part Two drew in 15,189 trade buyers, a 29% increase compared with its first debut in 2003.

The next edition of ASIANA – Mega Show Part Two will take place at the HKCEC on 27-29 October 2005.

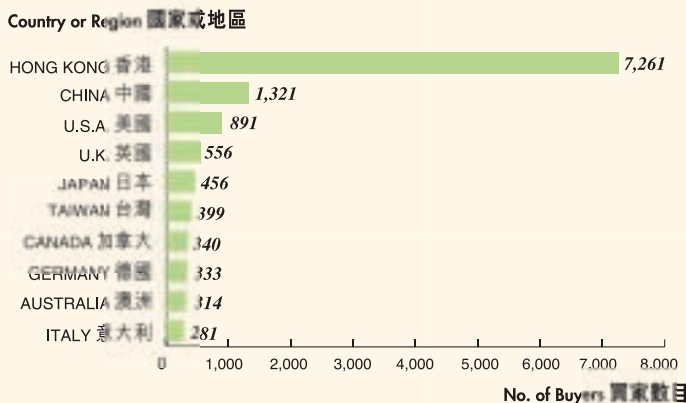
## ASIANA – 亞洲展覽盛事第二部份 (香港)

為滿足輪候名單上的廠商及其他潛在參展商對玩具、禮品、贈品及家居用品展覽會之龐大需求，本集團今年策略性地把「ASIANA」及「十月份展覽會」合組成「亞洲展覽盛事」系列。於2004年10月28日至30日假會展舉行之「ASIANA – 亞洲展覽盛事第二部份」，可謂反應熱烈，備受各界好評。

來自10個亞洲國家及地區之878名參展商，共設973個攤位展出其最新產品。入場參觀「ASIANA – 亞洲展覽盛事第二部份」的專業買家多達15,189名，人數較去年展覽會首次舉辦時增加了29%。

下屆「ASIANA – 亞洲展覽盛事第二部份」定於2005年10月27日至29日假會展舉行。

**Buyer Attendance**  
(Top 10 visiting countries or regions)  
入場買家 (10個主要參與國家或地區)



**Exhibitor Breakdown**  
(Top 5 exhibiting countries or regions)  
參展商分佈 (5個主要參與國家或地區)

