

## Trade Exhibitions

### “Mega Show” series (Hong Kong)

#### October Shows – Mega Show Part One

Kenfair International’s annual flagship event was the Hong Kong International Toys & Gifts Show and Asian Gifts Premium & Household Products Show (collectively known as the “October Shows – Mega Show Part One”). The twin-fair has grown to such magnitude since its inauguration in 1992 that it is now widely recognized as the largest trade exhibition for toys, gifts, premium and household products in Asia.

Highly acclaimed by manufacturers and buyers worldwide, the October Shows - Mega Show Part One has been an “Approved Event” of UFI since 2002. This international recognition signifies that the scale, scope and services of the exhibition have surpassed world-class standards.

The 2004 October Shows – Mega Show Part One was held between 20 and 23 October 2004 at the HKCEC. The 4-day event took up all available exhibition space at the HKCEC, including exhibition halls, convention halls, meeting rooms and corridors to house the record-breaking 3,058 exhibitors in 4,670 booths. The exhibitors, coming from 33 countries and regions around the world, displayed their latest offer of toys, gifts, premium and household products to an all-time high of 63,905 buyers.

The 2005 October Shows - Mega Show Part One will be held between 20 and 23 October 2005 at the same venue. All the exhibition booths had been booked in November 2004, and with 1,000 manufacturers on the waiting list. Kenfair International is currently seeking possible options to expand the event to accommodate more manufacturers.



## 貿易展覽會

### 「亞洲展覽盛事」系列 (香港)

#### 十月份展覽會 — 亞洲展覽盛事第一部份

合稱「十月份展覽會—亞洲展覽盛事第一部份」的「香港國際玩具及禮品展」暨「亞洲禮品及家居用品展」乃本集團每年的重點展覽項目。該展覽會自1992年創辦以來迅速擴展，目前已廣被認為亞洲玩具、禮品、贈品及家居用品業內最大型的貿易展覽會。

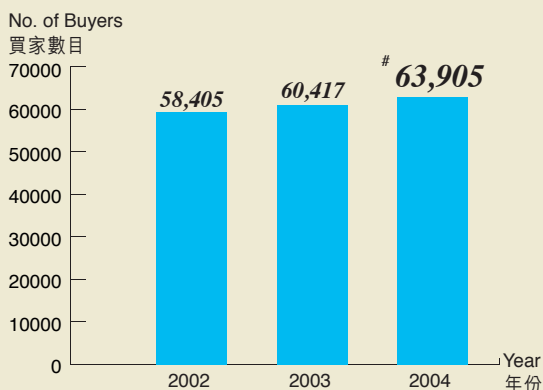
有賴各廠商及國際買家的支持，「十月份展覽會—亞洲展覽盛事第一部份」已於2002年榮獲國際展覽聯盟UFI評定為「認可展覽會」，充分證明該展覽會的規模、展覽範疇及服務均已達致世界級水平。

2004年度的「十月份展覽會—亞洲展覽盛事第一部份」於2004年10月20日至23日假會展舉行。一連四日的展覽會用盡了會展每一寸可供展覽的空間，包括所有展覽廳、會議廳、會議室，甚至走廊地方，3,058名參展商設置共4,670個攤位，打破歷屆紀錄。是次展覽會的參展商來自33個不同國家及地區，向進場的63,905名買家展示最新穎的玩具、禮品、贈品及家居用品，買家人數創下歷史新高。

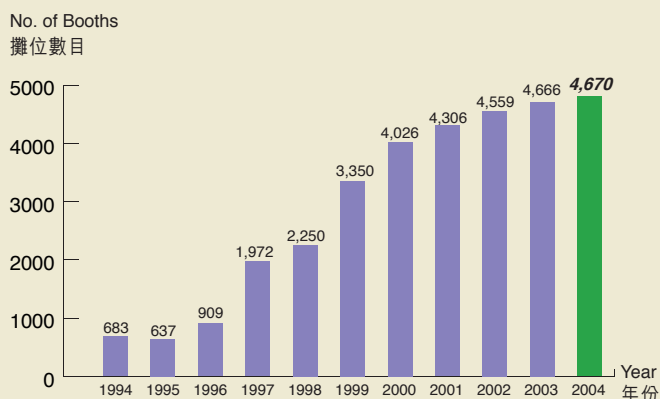
2005年的「十月份展覽會—亞洲展覽盛事第一部份」定於2005年10月20至23日假會展舉行。展覽會的所有攤位經已於2004年11月全數租出，而等候名冊上約有逾1,000家公司。建發國際目前正積極尋求擴充展覽會規模的可行辦法，務求讓更多廠商獲得參展機會。



**Growth of Buyer Attendance**  
入場買家增長



**Growth of Booths**  
攤位數目增長



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## Mega Show Part Two

Heeding the market demand for an additional trade show in the toys, gifts, premium and household products industries, Kenfair International paired the October Shows - Mega Show Part One with Mega Show Part Two as the "Mega Show" series in October 2004.



The Mega Show Part Two was purposely timed between 28 and 30 October 2004, just a few days after the October Shows - Mega Show Part One, to ensure the exhibiting manufacturers and buyers reap maximum benefits during the peak sourcing period in October.

The pairing was a great success. The Mega Show Part Two recorded encouraging participation rate and feedback from the Asian manufacturers and international buyers. The 3-day event attracted a total of 15,189 international buyers, a remarkable increase of approximately 29% over its inaugural session in 2003. Buyers were treated to a wide range of top-notch yet competitively-priced Asian-made toys, gifts, premiums and housewares in 973 booths, occupied by 878 exhibitors from 10 Asian countries and regions.

The 2005 Mega Show Part Two will be staged from 27 to 29 October 2005 at the HKCEC.

## 亞洲展覽盛事第二部份

為滿足玩具、禮品、贈品及家居用品行業對貿易展覽會殷切的需求，建發國際遂將「十月份展覽會—亞洲展覽盛事第一部份」及「亞洲展覽盛事第二部份」合併為「亞洲展覽盛事」系列，並於2004年10月舉行。

「亞洲展覽盛事第二部份」安排在2004年10月28日至30日即「十月份展覽會—亞洲展覽盛事第一部份」數日後舉行，務求為各現有及潛在的參展商及買家於10月這採購高峰期尋求最多的商機及裨益。

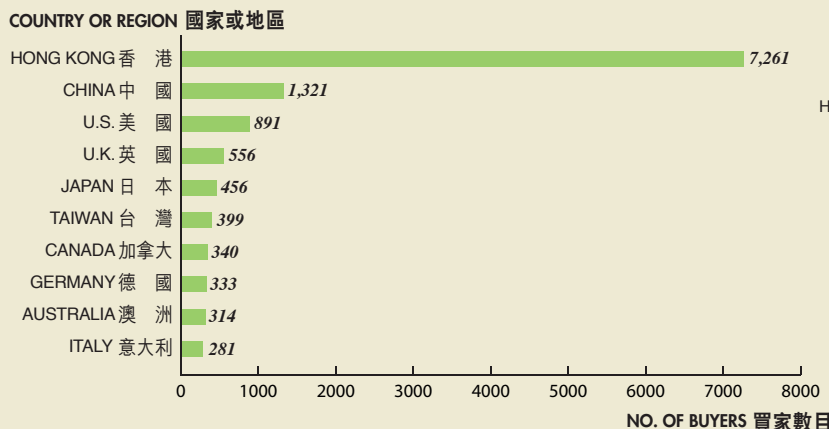
是次兩個展覽會的結合非常成功，「亞洲展覽盛事第二部份」深受亞洲廠商及國際買家歡迎，並錄得令人鼓舞的參與率。一連三日的展覽會共吸引15,189名國際買家入場參觀，較2003年的首屆的入場紀錄大幅上升約29%。來自10個不同的亞洲國家及地區共878名參展商共設置973個攤位，展示其質優價廉的亞洲玩具、禮品、贈品及家居用品。

2005年的「亞洲展覽盛事第二部份」將於2005年10月27至29日假會展舉行。



### Buyer Attendance Breakdown (Top 10 visiting countries or regions)

入場買家分佈 (十個主要參與國家或地區)



### Exhibitor Breakdown (Top 5 exhibiting countries or regions)

參展商分佈 (五個主要參展國家或地區)

