

"Asia Expo" series

Asia Expo (London, U.K.)

Asia Expo, the first trade fair of the "Asia Expo" series, made its debut in London, the U.K. in 2001 as Kenfair International's pioneer initiative to take Asian manufacturers abroad to meet directly with the European buyers.

Over the years, the show has become the largest trade fair for Asian-made products in the U.K., highly famed among European and international buyers. In 2003, Asia Expo also made its name on the UFI's list of "Approved Events".

A total of 687 Asian exhibitors took up 718 booths at the 5th Asia Expo, which was held between 3 and 5 February 2005 at the Grand Hall, Olympia in London, the U.K. The enchanting array of toys, gifts, premium and household products attracted 9,889 enthusiastic buyers from Europe and the rest of the world.

The 6th Asia Expo will be launched again in London, the U.K. on 2-4 February 2006.



「亞洲博覽會」系列

亞洲博覽會 (英國倫敦)

為貫徹帶領亞洲廠商進軍歐洲市場、讓亞洲廠商與歐洲買家直接洽商的承諾，建發國際於2001年開始於英國倫敦舉辦「亞洲博覽會」系列的首個展覽會。

短短數年間，倫敦「亞洲博覽會」已成為英國當地最大型的亞洲產品貿易展，獲得歐洲及國際買家的高度評價。2003年，倫敦「亞洲博覽會」更榮獲國際展覽聯盟UFI評定為「認可展覽會」。

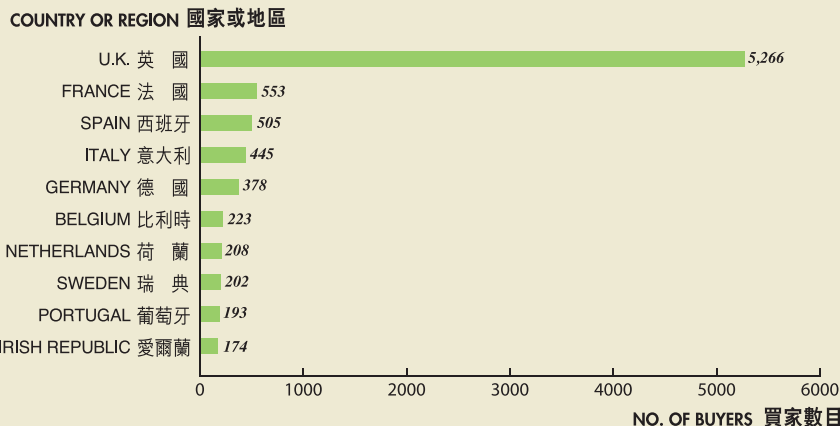
第五屆「亞洲博覽會」已於2005年2月3日至5日在英國倫敦之Grand Hall, Olympia順利舉行。是次展覽會由687個來自亞洲各地的參展商擺設718個攤位，展示其玩具、禮品、贈品及家居用品產品，吸引9,889名來自歐洲及世界各地的買家進場。

第六屆的倫敦「亞洲博覽會」將於2006年2月2至4日於英國倫敦舉行。



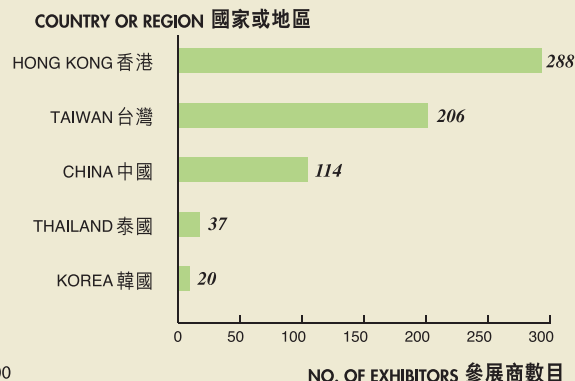
Buyer Attendance Breakdown (Top 10 visiting countries or regions)

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)



Kenfair Asian expo (Las Vegas, U.S.)

The Group inaugurated the second trade fair of the "Asia Expo" series, Kenfair Asian expo, in Las Vegas of the U.S. in August 2003. Replicating the successful Asia Expo model on American soil, Kenfair Asian expo renders Asian manufacturers a golden opportunity to directly market their top-notch products in the U.S.—the world's largest consumer market. Despite its short history, Kenfair Asian expo has come to be well-regarded as a very effective trade platform for Asian-made toys, gifts, premium and household products in the U.S..



The 2nd Kenfair Asian expo was held at Bayside B, Mandalay Bay Convention Center in Las Vegas of the U.S. from 17 to 19 August 2004. The 3-day event attracted 586 Asian exhibitors in 617 booths, staggering increments of approximately 45% and 44% respectively when compared with the inaugural show. In addition, the show drew 7,591 buyers, with the majority from the U.S. and other buzzing economies around the world.

The 3rd Kenfair Asian expo is expected to house 700 booths at the same venue on 16 to 18 August 2005.

拉斯維加斯—亞洲博覽會 (美國拉斯維加斯)

本集團於2003年8月在美國拉斯維加斯推出「亞洲博覽會」系列的第二項貿易展覽會—「拉斯維加斯—亞洲博覽會」。以將倫敦「亞洲博覽會」的成功模式引進美國市場為目標，「拉斯維加斯—亞洲博覽會」為亞洲廠商締造黃金機會將其產品直接帶到美國—全世界最大的消費市場作展銷。在短短兩年間，「拉斯維加斯—亞洲博覽會」已成為當地享負盛名的亞洲玩具、禮品、贈品及家居用品貿易平台。

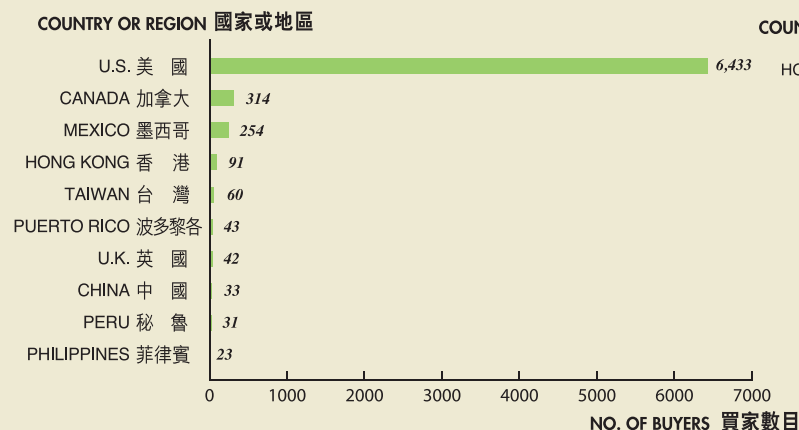
第二屆「拉斯維加斯—亞洲博覽會」於2004年8月17至19日假美國拉斯維加斯Mandalay Bay Convention Center Bayside B場館舉行。是次為期三日的展覽會共有586家亞洲廠商參與，設置617個攤位，數字較首屆的展覽會分別上升約45%及44%。展會共吸引7,591名買家進場參觀，他們主要來自美國，當中亦有來自其他國家及地區的買家。

第三屆「拉斯維加斯—亞洲博覽會」將於2005年8月16至18日再度於相同場館舉行，預期攤位數目約達700個。



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)

