



## Trade Exhibitions

### "Mega Show" series

#### Mega Show Part 1 (Hong Kong)

The UFI (the "Global Association of Exhibition Industry") approved Mega Show Part 1 again was the highlight event of our trade fair portfolio. Held between 20 and 23 October 2005, this year's Mega Show Part 1 was extended for the first time from the Hong Kong Convention and Exhibition Centre ("HKCEC") to the nearby Tamar Site, making it the largest trade exhibitions for toys, gifts, premium and household products in Asia and the largest ever trade fair staged in Hong Kong.

The Group was the first trade exhibition organizer to use the Tamar Site as an additional venue, and this move allowed us to accommodate previously unmet demand for exhibition space.

## 貿易展覽會

### 「亞洲展覽盛事」系列

#### 亞洲展覽盛事第一部份（香港）

這個已獲UFI（「國際展覽聯盟」）認可的「亞洲展覽盛事第一部份」繼續成為本集團每年的重點展覽會項目。本年度的「亞洲展覽盛事第一部份」於二零零五年十月二十日至二十三日舉行，更首次將展覽場地由香港會議展覽中心（「會展」）擴展至毗鄰的添馬艦，成為全亞洲最大型的玩具、禮品、贈品及家居用品貿易展，以及香港有史以來最大型的貿易展覽會。

本集團為首個租用添馬艦作為附加展覽場地的貿易展覽會主辦機構，此舉讓我們更能充份地滿足參展商及買家對展覽空間的殷切需求。

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



**Growth of Booths Number**  
攤位數目增長



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