



In 2006, Mega Show Part 2 will have a brand new component – the Table Top Zone. This uniquely-themed area will provide tableware suppliers and buyers the most direct way for selling and buying relevant goods.

With this new element, Mega Show Part 2 – to be held at the HKCEC between 28 and 30 October 2006 – is set to offer both exhibitors and buyers a larger and more effective trade platform.

「亞洲展覽盛事第二部份」將於二零零六年增加一個全新區域—餐桌用品專區。這個具有特定主題的區域將為餐桌用品之廠商及買家提供買賣有關產品的最直接途徑。

加設新元素後，將於二零零六年十月二十八日至三十日假會展舉行的「亞洲展覽盛事第二部份」，勢必為參展商及買家造就更大型及更有效的貿易平台。

## “Asia Expo” series

### Asia Expo – Shanghai (Shanghai, China)

The “Asia Expo” series, showcasing Asian merchandises exclusively at major trade hubs around the world, is strategically designed to help Asian manufacturers effectively probe their target markets worldwide.

During the Seven Months Period, we selected Shanghai – one of the fastest growing economic hubs in China – as the host city for our brand new Asia Expo – Shanghai. Held between 4 and 6 April 2005 at the Shanghai Everbright Convention and Exhibition Centre, the 3-day event set up 224 booths for 183 exhibitors to showcase their latest arrays of toys, gifts, premium and household products to 5,003 international buyers.

Although the response from Asia Expo – Shanghai exhibitors and buyers were positive, the show failed to act as a profitable income stream for the Group. Following careful consideration of the Board of Directors and balancing the interests between our shareholders and exhibitors, the Group decided to stop organising the Asia Expo – Shanghai in the near future and expensed all the development cost in relation to Asia Expo-Shanghai immediately in accordance with the Hong Kong Accounting Standard. However, in view of the fast-growing economy of China, the Group will continue its feasibility study of organising exhibitions with different theme in different provinces of China.

## 「亞洲博覽會」系列

### 上海—亞洲博覽會（中國上海）

專於全球主要貿易中心展示亞洲商品的「亞洲博覽會」系列，旨在協助亞洲廠商進軍全球目標市場。

於七個月期內，本集團選擇中國最迅速發展的經濟中心之一—上海，推出全新的「上海—亞洲博覽會」。一連三日的展覽會於二零零五年四月四日至六日假上海光大會展中心舉行，共有183名參展商設置224個攤位，向5,003名國際買家展出其最新系列之玩具、禮品、贈品及家居用品。

儘管「上海—亞洲博覽會」得到參展商及買家的正面回應，惟展覽會未能為本集團帶來正面收益。董事會經審慎考慮及衡量股東和參展商的權益後，本集團決定暫停舉辦「上海—亞洲博覽會」，而有關「上海—亞洲博覽會」之發展成本亦已根據香港會計準則全數作為費用反影。雖然如此，有見於中國經濟騰飛，本集團會繼續研究於中國各省份舉辦不同主題之展覽會之可行性。