



Outlook

Trade exhibitions are widely regarded by businesses worldwide as one of the most effective and powerful marketing tools, offering participants the opportunity to meet face-to-face to forge ties and make deals. Aspiring to become “a gateway to achieve business opportunities” for manufacturers and buyers around the world, the Group will strive to apply its professional expertise and profound experience in organizing trade exhibitions in Hong Kong, China and overseas to further facilitate trade.

展望

貿易展覽會被全球各行各業視為最有效的推廣工具之一，為參與者提供直接會面、促成業務聯繫及交易的商機。本集團銳意成為全球廠商及買家「開啟商機之門」，致力運用其專業知識及豐富的經驗於香港、中國及海外籌辦貿易展覽會，進一步促進各地貿易活動。

(1) Hong Kong

Hailed as the trade fair capital of Asia, Hong Kong hosts a large number of internationally renowned trade fairs that attract huge congregations of quality international buyers each year, making it an important global sourcing hub. This reputation of Hong Kong will be enhanced by the opening of AsiaWorld-Expo, the brand new trade fair centre located next to the Hong Kong International Airport, and the Group is primed to benefit from it.

(1) 香港

香港被譽為亞洲展覽之都，每年均主辦多項國際知名的貿易展覽會，吸引眾多優質國際買家蒞臨參觀，是全球舉足輕重的採購中心。隨著毗鄰香港國際機場的全新貿易展覽中心亞洲國際博覽館的啟用，香港作為展覽之都的地位將得以更加鞏固，而本集團亦已準備就緒，抓緊龐大商機。

➤ Hong Kong Spring Fair

The Group will launch the very first exhibition at the AsiaWorld-Expo fairground in January 2006. Named Hong Kong Spring Fair, this brand new show is set to become a one-stop sourcing platform for light-industry products such as toys, gifts, premium, handicrafts, watches and clocks, custom jewellery, apparel and accessories, tableware, home appliances and other household products.

The Hong Kong Spring Fair, heading the ever-changing market trend and the shorter cycles of featured products today, aims to provide a platform for suppliers to cater for the sourcing need of buyers early in the year. This strategic timing will also give international buyers the opportunity to restock after the previous year-end peak business season and at the same time preview the hottest styles and designs of the new year.

The 1st Hong Kong Spring Fair to be held between 10 and 13 January 2006 will feature over 1,000 booths.

➤ 香港春季交易會

本集團將於二零零六年一月於亞洲國際博覽館舉行首個展覽會。這個名為「香港春季交易會」的全新展覽會，旨在成為輕工業產品包括玩具、禮品、贈品、手工藝品、鐘錶、人造首飾、衣服及配飾、餐具、家電產品及其他家居產品的一站式採購平台。

「香港春季交易會」定於年初舉行，旨在配合現今瞬息萬變、產品週期縮短之市場，能為廠商提供多一個貿易平台，得以在年初的採購時段滿足買家的需求。策略性的舉辦時間給予國際買家在年尾熱賣季節後一個補充貨源的良機，並同時率先預覽來年的潮流款式和設計。

首屆「香港春季交易會」將於二零零六年一月十日至十三日舉辦，設有超過1,000個攤位。

➤ Hong Kong International Furniture Fair

The Group will also co-organize a new trade exhibition – the Hong Kong International Furniture Fair from 27 to 30 October 2006 at AsiaWorld-Expo – with the Hong Kong Trade Development Council (“HKTDCC”), another leading trade fair organizer in Hong Kong.

The Hong Kong International Furniture Fair is launched with the vision to become one of Asia’s premier furniture trade events. It will showcase to an international audience a complete spectrum of high-end furniture, including the branded, decorative, intelligent, classic, ethnic and occasional categories. The fair will provide a fresh and powerful platform for international furniture suppliers to demonstrate their strengths and competitiveness in the global market.

➤ 香港國際家具展

本集團亦將與香港另一個具領導地位的貿易展覽會主辦機構 – 香港貿易發展局（「貿發局」）合作，於二零零六年十月二十七日至三十日，假亞洲國際博覽館合辦全新貿易展覽會 – 「香港國際家具展」。

「香港國際家具展」的推出，以成為亞洲其中一個主要家具貿易展覽會為目標，務求為來自世界各地的參觀人士帶來一系列高級家具，包括名牌、裝飾、智能、典雅、富民族性及配合特定場合等各種風格的家具。展覽會將為各國供應商提供一個全新的強大平台，向全球市場展現其優勢及競爭力。