



With its venue expanded, the Mega Show Part 1 this year housed an additional 620 exhibitors in 713 booths. In total, the two venues had 5,384 booths displaying products of 3,715 exhibitors from 36 countries and territories.

To further enhance the worldwide exposure of Mega Show Part 1, the Group formed a strategic partnership with Alibaba.com, a leading e-commerce platform in China. The arrangement had alibaba.com served as the official trade media partner for the Mega Show Part 1, and buyers were able to pre-register for visiting the show on [www.alibaba.com](http://www.alibaba.com). This trade media partnership played an important role in boosting the tally of international visitors to the Mega Show Part 1 to a record-high of 66,465.

The 2006 session of the Mega Show Part 1 will be held between 20 and 23 October 2006.

隨著場地的擴展，本屆「亞洲展覽盛事第一部份」額外容納620名參展商共713個攤位。兩個場地共吸引來自36個不同國家及地區的3,715名參展商，設置合共5,384個攤位展出其產品。

為提升「亞洲展覽盛事第一部份」於全球市場的知名度，本集團和中國首屈一指的電子商貿平台Alibaba.com達成策略性合作協議。Alibaba.com為「亞洲展覽盛事第一部份」的指定貿易宣傳媒體合作夥伴，而買家亦可透過[www.alibaba.com](http://www.alibaba.com)預先登記參觀展覽會。此項貿易宣傳媒體合作協議帶動參觀展覽會的國際買家人數增加至66,465名，打破歷屆紀錄。

二零零六年的「亞洲展覽盛事第一部份」定於二零零六年十月二十日至二十三日舉行。

## Seize the expanded sourcing opportunity for Toys, Gifts, Premium & Household Products

