

Overseas buyers at TDC's spring electronic show up 20%

The Trade Development Council's (TDC) spring electronic show concluded today (April 17) and attracted a record-breaking number of buyers from outside Hong Kong. A total of over 50,000 buyers visited the four-day event, and those from outside Hong Kong increased by 20%.

Apart from Hong Kong, buyers are mainly from the U.S, Korea, Japan, Turkey, Australia, India, Singapore, Germany, Chinese mainland and Taiwan.

The fair also attracted buyers from renowned international chain retailers such as Sharper Image, Nantel, Metro, Canadian Tire, Sanyo, Auchan and Target. Carrefour and Walmart have also participated at the show.

TDC's Assistant Executive Director Benjamin Chau attributed the success of the fair to the bullish outlook of the electronics market, as well as the growing demand towards branded and higher-end ODM (original design manufacturing) electronics products from Hong Kong.

Overseas buyers said they were able to source digital products which were advance in function and attractive in design.

Their views are similar to the rest of 1,000 exhibitors and buyers who were interviewed at the fair.

The study was carried out by Oracle Added Value, which interviewed 350 exhibitors and 668 trade buyers at Hong Kong Electronics Fair (Spring Edition), held this week (April 14 - 17) at the Hong Kong Convention & Exhibition Centre.

According to the survey, over 90% of exhibitors and buyers expected a better or similar market outlook this year. Respondents also expect the market for electronics, information and communication technology (ICT) products to grow by an average of 11% in 2006.

The Chinese mainland will have the biggest growth (21%) on retail sales, followed by Western Europe (13%) and the United States (13%). Respondents expected Broadband, Wireless LAN and 3G products to become the most popular items in 2006.

The next Hong Kong Electronics Fair (Spring Edition) will be held from April 14 -17 at Hong Kong Convention and Exhibition Centre.