

May 1, 2006.

### **Hong Kong earned HK\$1.5 billion from April fairs before “Golden Week”**

Trade fairs in April have already earned HK\$1.5 billion for Hong Kong before the “Golden Week”.

April has been the trade fair season for Hong Kong. This year, the Trade Development Council (TDC) expanded the portfolio of Hong Kong’s trade fairs further by staging two new shows, the Autoparts Fair and the Printing and Packaging Fair at the AsiaWorld-Expo, in addition to its Spring Electronics Fair, Houseware Fair and Gift Fair staged at the Hong Kong Convention and Exhibition Centre. All shows recorded an encouraging influx of exhibitors and buyers.

The five fairs attracted 9,525 exhibitors and 180,479 buyers. Among them, there were 4,498 exhibitors and 94,391 buyers from outside Hong Kong.

According to TDC’s survey, an overseas exhibitor spends around HK\$20,040 (including accommodation, local transportation, meals, entertainment and shopping) in average and a buyer from outside Hong Kong spends HK\$15,870. It is estimated that they have spent HK\$1.5 billion in Hong Kong.

TDC’s Assistant Executive Director Benjamin Chau said: “Hong Kong has been regarded by exhibitors and buyers as the trade fair capital of the world. However, competition is intensifying as neighboring cities, such as Guangzhou, Beijing, Shanghai, Macau, Singapore and Seoul are expanding their facilities. In 2007, there will be 500,000 square metres of new exhibition space added to their existing venues.”

“Hong Kong must expand its exhibition facilities, stage more new shows and continue to upgrade its exhibition services in order to stay competitive.”

The Hong Kong Gifts & Premium Fair, which ends today, has attracted a total of 54,875 buyers, among which 26,321 come from countries and regions outside Hong Kong.

Running from April 28 – May 1, the fair is the largest fair of its kind in Asia, with 3,879 exhibitors from 35 countries and regions.

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**Buyers’ quotes:**

(1) Mr Ross Thompson, President of Giftpoint Limited, UK and President of International Advertising Gift & Council

"I think Hong Kong is the number one (Gifts & Premium) Fair in the world. If you only go to one show in a year, Hong Kong is the best choice. Products at Hong Kong Fair are more creative and innovative. We source for ideas and present them to our customers."

(2) Mr Heniz E. Roethlisberger, President of PolyDono, Switzerland

"I visited exhibitions in Singapore and Kuala Lumpur too but Hong Kong Gifts Fair has more innovative products. The Canton Fair is good but products are not as creative and innovative as those found in Hong Kong."

(3) Mr Steve Slagle, President, Promotional Products Association International

"This is a very well-organised, impressive and great fair. The scope of products and exhibitors is very good, and it's a job well done by HKTDC. Our association members always come here because they can find something new every time. Promotional products for marketing and advertising purposes are becoming more important. Total sales in the US reached US\$18.01 billion last year - a record for the industry, and it could see an even better year in 2006."