

Immediate release:

Vietnamese traders grew nearly 9% in 2015 HKTDC fairs
Major Asia's leading Spring Trade Fairs strengthen business opportunities



18 March 2016 – Hong Kong Trade Development Council (HKTDC), the international marketing arm for Hong Kong-based traders, manufacturers and service providers, today announced that eight major trade fairs will be held from April to May to assist corporates for global or regional business expansion.

“Hong Kong Gifts & Premium Fair is the largest fair of its kind in the world while Hong Kong Electronics Fair (Spring Edition) and Hong Kong Houseware Fair are the largest of their kind in Asia. With a good reputation for internationality and product diversity, HKTDC fairs will offer traders a world of business opportunities.” said Tina Phan, HKTDC Director, Indochina.

The eight major trade fairs held in the upcoming April and May include:

- **Hong Kong International Lighting Fair (Spring Edition)**
- **Hong Kong Electronics Fair (Spring Edition)**
- **International ICT Expo**
- **Hong Kong Houseware Fair**
- **Hong Kong International Home Textiles and Furnishings Fair**
- **Hong Kong Gifts & Premium Fair**
- **Hong Kong International Printing & Packaging Fair**
- **Hong Kong International Medical Devices and Supplies Fair**

With an advantage of close proximity to the Chinese mainland and overseas markets, HKTDC organizes more than 30 exhibitions each year to provide one-stop platform for traders to showcase their quality products and explore new partnership.

In 2015, HKTDC's some 30 exhibitions attracted about **35,000 exhibitors** and **over 726,000 visitors** from all over the world, indicating 11.2% and 3.7% increase respectively. Vietnamese traders (including exhibitors and buyers) **grew nearly 9%** to more than 2,100. They were particularly keen on participating in Hong Kong International Jewellery Show, followed by Hong Kong International Diamond, Gem & Pearl Show, Hong Kong Gifts & Premium Fair and Hong Kong Houseware Fair.

During the period, **the total trade value between Hong Kong and Vietnam amounted to US\$16.3 billion**, up 16.7% y-o-y, in which Hong Kong's export to and import from Vietnam amounted to US\$9.8 billion and US\$6.5 billion respectively.

Vietnam is Hong Kong's **9th largest** trading partner in 2015. Under the Belt and Road Initiative proposed by the Chinese government, Hong Kong will continue to pursue free trade and avoidance of double taxation agreements with major trading partners along the Belt and Road, as well as strengthen its role as a platform for capital formation, finance, trade and logistics, professional and infrastructure services, according to the HKSAR Government Chief Executive's 2016 Policy Address announced in January.

"Leveraging on our strength as international marketing arm, Hong Kong Trade Development Council is determined to facilitating bilateral trade relation between Hong Kong and Vietnam. I'm sure more new business opportunities will be established under the "Belt and Road" cooperation." added Tina Phan.

Portfolio of the April and May Fairs

HKTDC Hong Kong International Lighting Fair (Spring Edition)

6-9 April 2016

<http://www.hktdc.com/hklightingfair>

The 8th edition of HKTDC Hong Kong International Lighting Fair (Spring Edition) is expecting around 1,200 exhibitors to the fair. A great variety of merchandise will be showcased at different theme zones which enhance business opportunities for visitors and industry players.

LED & Green Lighting continues to be the highlight zone as consumers and business adopt energy-efficient lighting. The Chinese mainland market for environmentally-

friendly lighting is growing rapidly and the Spring Edition is the ideal platform for trading in both functional and decorative LEDs and Green Lighting.

Hall of Aurora provides an elegant space for branded collections of eye-catching, high quality lighting fixtures. With an increasingly affluent and sophisticated consumer base in emerging markets, such products are seeing growing demand. Leading brands taking part in the zone include Viribright, Forest Lighting, TCL, Jaykal, SKY-LIGHTING, LITE SMART and many more.

Other product zones include **Avenue of Chandeliers, World of Professional & Industrial Lighting, Avenue of Inspiration, Advertising Lighting, Commercial Lighting, Outdoor Lighting** and **Lighting Accessories, Parts & Components**, etc.

HKTDC Hong Kong Electronic Fair (Spring Edition) cum International ICT Expo
13-16 April 2016

<http://www.hktdc.com/hkelectronicfaire>

<http://www.hktdc.com/ictexpo>

In 2015, Hong Kong's total exports of electronics products to Vietnam recorded US\$3.7 billion while import from Vietnam registered US\$4.8 billion. Both saw double digit growth which represents the strong opportunity in the sector.

As the important electronics trading hub in Asia-Pacific, Hong Kong is the ideal location to stage the two influential trade fairs, the Hong Kong Electronics Fair (Spring Edition) which is the Asia's largest spring electronics fair, and the concurrent HKTDC International ICT Expo, for industry players to preview the latest trends and exchange market knowledge. The twin fairs are expecting around 3,300 exhibitors to showcase their hottest electronics products and cutting-edge ICT solutions to potential business partners worldwide.

The Electronics Fair will launch a new zone, **iAccessories**, to showcase a wide spectrum of accessories for mobile and smart devices such as bags and cases for phones and tablets, screen protectors, stylus pens among others. **The Connected Home zone** will return to introduce the application of Internet-of-Things (IoT) for home automation. Visitors can find a wide range of products that allow users to remotely control electrical appliances and infra-red devices at home. Another popular zone returning is **Robotics & Unmanned Tech** will feature the latest remote-controlled gadgets from airborne cameras to robots and much more.

The fair's **Hall of Fame** will return with over 570 international leading brands, including Bigben, Desay, Great Wall, Haier, Hubble, Hyundai, Intel and Polaroid. Other themed zones include 3D Printing, Wearable Electronics, Audio Visual Products, Healthcare Electronics, and more.

Meanwhile, the International ICT Expo brings the newest enterprise solutions, retail technologies, mobile applications, cloud computing solutions, telecommunications and network products, digital marketing strategies and e-commerce services for all businesses. Making a debut this year, **E-Commerce zone** will feature a variety of e-commerce technologies and services such as e-commerce platform, third party payment, IT infrastructure, system integration and workflow management.

HKTDC Hong Kong Houseware Fair cum Hong Kong International Home Textiles and Furnishings Fair

20-23 April 2016

<http://www.hktdc.com/hkhousewarefair>

<http://www.hktdc.com/hkhometextilesfair>

Celebrating its 31 year of success, the Hong Kong Houseware Fair will be held from 20-23 April. Being Asia's largest fair of its kind, it is expecting over 2,100 exhibitors from 30 countries and regions. Around 15 exhibitors from Vietnam Pavilion will be present under the **Best of ASEAN** section, including big names such as Artex D&T Co Ltd and Bac Ninh Manufacture Co Ltd.

In view of baby boom and growing demand for baby products in Asian markets, especially the Chinese mainland and ASEAN, the **Baby Products Zone** is revamped from last year's **Baby & Children's Homeware zone** to cater for all the needs of babies and small children.

The debut **Interior Furnishing Materials zone** will showcase furnishing materials, hardware & DIY Tools for architectural interior project and contract business while the dedicated zone of **World of Pet Supplies** offers an ideal marketplace for around 100 exhibitors to display their pet products.

The concurrent Hong Kong International Home and Textiles and Furnishings Fair welcomes Korea and Pakistan as new comers. The most eminent zone, **Hall of Glamour** will highlight a variety of top quality products ranging from bedding, curtains, carpet and towels in an elegant atmosphere.

HKTDC Hong Kong Gifts & Premium Fair cum Hong Kong International Printing & Packaging Fair

27-30 April 2016

<http://www.hktdc.com/hkgiftspremiumfair>

<http://www.hkprintpackfair.com>

Being the world's largest fair of its kind, the 31st edition of Hong Kong Gifts & Premium Fair is expecting over 4,200 worldwide exhibitors. **Hall of Fine Designs** will house about 130 high quality brands such as B.Duck, Moleskine, Nina Ricci and Sanrio. New zones such as **Art & DIY Gifts, BYOB, Photographic & Camera Accessories** and **Trophies & Medals** are established to cater market demand. Other zones include **World of Gift Idea, Avenue of Inspiration, Fine Porcelain Gifts, Green Gifts, Hiking and Camping Products and iAccessories**.

The Hong Kong Exporters' Association, the Fair's co-organiser, will establish a pavilion to feature two major zones: **Isle of Originality** and **Smart Design Village**.

Concurrently held is the 11th edition of the Hong Kong International Printing & Packaging Fair at AsiaWorld-Expo, with Indonesia as first-time participant. The 4 day fair is well-designed into 10 zones with **Green Printing & Packaging Solutions Zone** expanded to fulfill demand for eco-friendly, bio-degradable, light-weighted and recyclable products.

The **De Luxe Zone** will return to feature a series of premium and innovative printing and packaging solutions for high-end products.

HKDTC Hong Kong International Medical Devices and Supplies Fair

3-5 May 2016

www.hktdc.com/hkmedicalfair

In response to the rising demand from the aging population in the world, the 7th edition of Hong Kong International Medical Devices and Supplies Fair will provide an unrivalled platform for buyers to discover all kinds of medical and health-related technology, equipment, devices and supplies. The event is expected to attract over 250 exhibitors from 8 countries and regions to promote medical products and related services. New countries and regions include Sweden and India will join the fair.

The **Rehabilitation and Elderly Care Zone** is a showcase for mobility aids, orthopedic equipment, monitoring devices, wheel chairs and more. The zone hosts exhibitors serving not only the senior market but also the younger market prone to sports injuries.

Other highlighted zones include the **Physiotherapy Zone**, the **Medical Cosmetology Zone**, the **Tech Exchange Zone**, the **Hospital Equipment Zone**, and the **Household Medical Products Zone**. There creates strong synergy with the concurrent **Hospital Authority Convention 2016**, one of the region's largest events for healthcare professionals, with over 5,000 delegates expected to attend.

hktdc.com Small Orders: An alternative sourcing choice

hktdc.com Small Orders is a buyer-oriented online sourcing platform creating new business opportunities and flexibility for direct sourcing of quality products in small quantity to help buyers to reduce stock and save operational costs with quick turnaround time.

Over 100,000 products are available in smaller lots ranging from 5 to 1000 pieces. It is accessible via online at <http://small-order.hktdc.com> with instant payment by PayPal. Shipping arrangements is provided for select products.

Photo download:

<https://www.dropbox.com/sh/qe0pc06lc18o3vl/AABgA0BLoVoAdT0RiUiY71z1a?dl=0>

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About the HKTDC

A statutory body established in 1966, the Hong Kong Trade Development Council (HKTDC) is the international marketing arm for Hong Kong-based traders, manufacturers and service providers. With more than 40 global offices, including 13 on the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing business with China and throughout Asia. The HKTDC also organises trade fairs and business missions to provide companies, particularly SMEs, with business opportunities on the mainland and in overseas markets, while providing information via trade publications, research reports and online. For more information, please visit: www.hktdc.com. Follow us on  Google+  Twitter @hktdc  LinkedIn