



megaSHOW

HONG KONG

PART 1 • 20-23 OCTOBER 2024
HONG KONG CONVENTION & EXHIBITION CENTRE



POST-SHOW REPORT

SHOW FACTS

Dates: 20 - 23 Oct, 2024
Venue: Hong Kong Convention and Exhibition Centre
Show Nature: Trade Only
Exhibit Profile:

- Gift & Premiums
- Housewares & Kitchen
- Toys & Baby Products
- Festive, Christmas & Seasonal
- Sporting & Outdoor Products



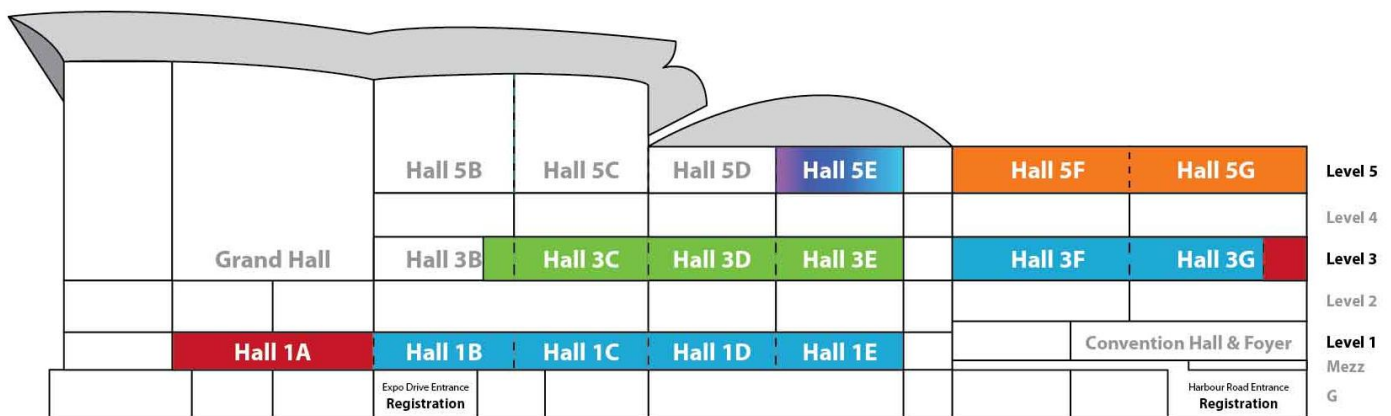
Show Organiser: Comasia Limited



Supporting Organisations: Hong Kong Tourism Board
 German Industry and Commerce Ltd.
 Italian Chamber of Commerce

Hong Kong Convention and Exhibition Centre
(Exhibition Area)

20 - 23 October 2024



* For reference only, The Show Organiser may effect change if necessary without prior notice.



EXHIBITION OVERVIEW

MEGA SHOW Part 1 was successfully held at the Hong Kong Convention and Exhibition Centre from 20 to 23 October 2024, once again providing an excellent exhibition and trade platform for exhibitors to expand their markets and foreign trade connections, while allowing global buyers to source the latest products from Asia and around the world.

Rooted in Asia, the MEGA SHOW is a professional trade show with global presence. Since its debut in 1992, the Show has provided a premium platform for Asian suppliers to showcase their latest products in Hong Kong every October.

With the support of exhibitors and buyers, the Show has established its reputation as one of the most important shows in Hong Kong.



EXHIBITOR

This year's exhibition gathered **2,458** exhibitors. With a total of **3,195** booths, the exhibition showcased a wide range of gifts and premiums, housewares and kitchen products, toys and baby products, festive, Christmas & seasonal items, as well as sporting and outdoor products.

The exhibition featured seven themed pavilions displaying products from China, South Korea, Thailand, Taiwan, Vietnam, the Philippines, and India. The four-day event attracted **21,491** professional buyers to visit and source.

Top 15 Countries / Regions of Exhibitors

	Country/Region	No. of Exhibitors	No. of Booths
2,458 exhibitors	Mainland China	1,746	2,231
	Hong Kong	385	551
	Taiwan	95	114
	India	72	100
	South Korea	34	38
	Vietnam	33	33
	Thailand	17	20
from 28 Countries & Regions	Philippines	17	17
	UK	10	11
	Indonesia	10	9
	Japan	5	6
	Bangladesh	4	6
	Australia	4	4
	USA	3	13
	Italy	3	4
	Total	2,438	3,157



BUYER

Top 15 Countries/Regions of Buyers

	Country/Region	No. of Buyers	Country/Region	No. of Buyers
21,491 buyers	Hong Kong	4,997	Australia	612
	Mainland China	3,998	UK	572
	Japan	1,412	Russia	460
	USA	1,071	France	448
From 110 Countries & regions	South Korea	820	India	423
	Italy	728	Spain	389
	Taiwan	708	Malaysia	325
	Germany	628		
	Total		17,591	

Overseas Buyer Hotel Sponsorship Program



To attract more overseas buyers to visit the exhibition, the organizers have launched an "Overseas Buyer Hotel Sponsorship Program," offering pre-registered overseas buyers two-night of complimentary hotel accommodation.

This year, over 1,000 overseas buyers are qualified for free stays at the following hotels:



- Hyatt Regency Hong Kong
- The Park Lane Hong Kong, a Pullman Hotel
- Sheraton Hong Kong Hotel
- Dorsett Wanchai Hong Kong
- Regal Hongkong Hotel
- Royal Pacific Hotel
- Harbour Plaza Hotel

Exhibition Summary

The international trade environment is challenging this year. With the European economy showing no signs of improvement and the on-going Russia-Ukraine conflict, global airlines have to divert or cancel flights. Amid this challenging situation, MEGA SHOW Part 1 still managed to attract buyers from 110 countries and regions, with around 40% of the attendees come from Europe and the United States, underscoring the Show's attractiveness to these markets. Over 50% of the visiting buyers came from Asia and Oceania, primarily due to the resilience of the Asia-Pacific economy and the substantial demand for various products.

To sum up, buyers from around the world continue to perceive MEGA SHOW Part 1 as a must-visit event for sourcing high-quality Asian made products, underscoring the Show's status as the premier sourcing event in Asia.





LOOKING FORWARD

The **2025 MEGA SHOW Part 1** will be held at the Hong Kong Convention and Exhibition Centre from **20 to 23 October 2025**. With new elements added, the Show will continue to provide an excellent exhibition platform to help exhibitors showcasing their latest products, expanding their markets and forging foreign trade connections.



mega SHOW HONG KONG

PART 1 • 20-23 / 10 / 2025

HONG KONG CONVENTION & EXHIBITION CENTRE



BOOK A STAND NOW

MEGA SHOW HONG KONG 2025

(852) 2700 6726 | sales@comasia.com.hk

www.mega-show.com

