

For immediate release:

## Seven Trade Fairs To Open Early Next Year in Hong Kong *Strengthening businesses between Hong Kong and Vietnam*



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**13 December 2018** – Hong Kong and Vietnam have enjoyed robust bilateral trade relations on a range of products and services over the years. Adding to Hong Kong’s business advantages, the Hong Kong Trade Development Council (HKTDC) gathers the latest market intelligence and form partnerships to develop business for corporations.

To provide one-stop trading platforms for buyers and suppliers from both economies to develop their businesses, the HKTDC organises more than 30 exhibitions in Hong Kong every year. **Eleven of them are the largest marketplaces of their kind in Asia**, and among them **five are the largest in the world**, namely Hong Kong International Diamond, Gem & Pearl Show cum Hong Kong International Jewellery Show; Hong Kong Gifts & Premium Fair; Hong Kong Watch & Clock Fair; Hong Kong Electronics Fair (Autumn Edition) cum electronicAsia; and Hong Kong International Lighting Fair (Autumn Edition) cum Hong Kong International Outdoor and Tech Light Expo.

Ms Tina Phan, Director, Indochina, HKTDC announced today that seven international trade fairs will be held early next year in Hong Kong, which will offer ideal platforms for traders and suppliers from Vietnam to expand their businesses into new markets. These fairs are:

- HKTDC Hong Kong Toys & Games Fair (7-10 January)
- HKTDC Hong Kong Baby Products Fair (7-10 January)
- Hong Kong International Stationery Fair (7-10 January)
- HKTDC Hong Kong International Licensing Show (7-9 January)
- HKTDC Hong Kong Fashion Week for Fall/Winter (14-17 January)
- HKTDC Hong Kong International Diamond, Gem & Pearl Show (26 February - 2 March)
- HKTDC Hong Kong International Jewellery Show (28 February - 4 March)

“The HKTDC’s some 30 fairs attracted **about 39,000** exhibitors and **over 750,000** visitors from all over the world in 2017/2018.” Ms Phan said. She looked forward to welcoming more Vietnamese corporations to explore business opportunities and tap into global markets through HKTDC exhibitions. She also highly encouraged all buyers, distributors and retailers from Vietnam to come to Hong Kong for sourcing.

**Vietnam is Hong Kong's 10<sup>th</sup> largest trading partner.** In the first three quarters of 2018, bilateral trade reached US\$14 billion, while Hong Kong imports from Vietnam grew 7.2 per cent over last year to US\$6.1 billion. Hong Kong’s total exports to Vietnam also amounted to US\$7.9 billion.

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## **Portfolio of HKTDC Fairs**

**HKTDC Hong Kong Toys & Games Fair**  
**7-10 January 2019**  
[hktoyfair.hktdc.com](http://hktoyfair.hktdc.com)

Featuring more than 2,000 exhibitors, the 45<sup>th</sup> edition of the HKTDC Hong Kong Toys & Games Fair is Asia’s largest event of its kind and the second largest in the world. In 2018, over 49,000 buyers from 129 countries and regions visited the fair.

Technology creates new marvels every day, and the integration of technology in toys is the industry’s dominant trend. **Smart Tech Toys** zone will showcase a vast array of tech-based toys and games including those operated via mobile apps, or incorporated with the latest VR, AR and MR technologies. A **STREAM Toys Product Display** will also be set up to highlight educational and high-tech toys featuring science, technology, robotics, engineering, arts and maths, as these topics have been gaining greater attention in the toys and games industry worldwide.

The signature **Brand Name Gallery** is expecting around 240 brands in 2019 including 4M, Aurora, Forces of Valor, Soap Studio, Welly, offering products of excellence in design, quality and safety. For many adults and even seniors, toys and collectible items are a great way to relive their childhoods and stay young at heart. **Kidult World** will return to feature hobby goods, performance magic items, models, figurines and war games equipment. The **Fireworks** zone is also returning to display shells, firecrackers, toy fireworks as well as stage fireworks suitable for use in different events.

International flavour will be on full display at the fair. The Chinese mainland, Korea, Spain, Taiwan and the UK will once again set up pavilions. The World of Toys pavilion will also feature a dazzling showcase of exhibitors mainly from Europe.

A series of events will be held for visitors to keep abreast of the latest industry development and strengthen their networks. The **Hong Kong Toys Industry Conference 2019** will feature heavyweight speakers to share their insights on key global and regional trends shaping the toys industry. The **Hong Kong Toys and Baby Products Awards** will continue to highlight quality toys and baby products. Judging is based on innovation, functionality and safety, marketability as well as environmental friendliness. Results will be announced during the fair with awarded entries on display.

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**HKTDC Hong Kong Baby Products Fair**  
**7-10 January 2019**  
[hkbabyfair.hktdc.com](http://hkbabyfair.hktdc.com)

The 10<sup>th</sup> edition of the **HKTDC Hong Kong Baby Products Fair** is expected to welcome close to 600 global exhibitors to showcase a comprehensive range of products. In 2018, the fair attracted over 32,000 international buyers.

The signature **Brand Name Gallery** is a trusted source for quality baby products and will showcase over 45 brands including Goodbaby, Babyauto, Biba Toys and Tutti Bambini. To cater for the needs of mother-to-be, a new **Maternity Products zone** will be launched in 2019, featuring a variety of essentials for mothers before and after pregnancy, from hospital bags to breast pumps. **World of Strollers & Gear II @ Convention Hall** is returning to showcase award-winning and quality strollers and baby car seats.

Also returning to the fair are the **Singapore Pavilion** and the **Hong Kong Children, Babies, Maternity Industries Association (HKCBMIA) Pavilion**, both set to bringing in more quality baby products. The popular **Korea Pavilion** will feature more than 35 exhibitors, presenting renowned brands such as i-angel (baby carrier), Dwingular (playmat), DAIICHI (baby car seat) and Haenim (electrical appliances).

Other featured zones include Baby Tech, Baby Bedding Items and Furniture, Feeding, Nursery and Healthcare Products zones among others.



**Hong Kong International Stationery Fair**  
**7-10 January 2019**

[www.hkstationeryfair.com](http://www.hkstationeryfair.com)

The **Hong Kong International Stationery Fair**, jointly organised by the Hong Kong Trade Development Council (HKTDC) and Messe Frankfurt (HK) Ltd, will be welcoming its 19<sup>th</sup> edition at the Hong Kong Convention and Exhibition Centre. The four-day fair will attract around 260 exhibitors from across the globe and more than 21,000 international visitors.

The upcoming fair will be organised into five distinct product zones, namely DIY Supplies, Gift Stationery, Kids & School, Pen & Paper and Smart Office, for an easy-to-navigate sourcing environment. The fair will continue to feature pavilions from Korea and Taiwan in cooperation with renowned industry associations, the Korea Stationery Industry Cooperative (KSIC) and the Taiwan Association of Stationery Industries.

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**HKTDC Hong Kong Fashion Week for Fall/Winter**  
**14-17 January 2019**

[hkfashionweekfw.hktdc.com](http://hkfashionweekfw.hktdc.com)

The 50<sup>th</sup> edition of the **HKTDC Hong Kong Fashion Week for Fall/Winter** expects **some 1,400 exhibitors** worldwide to present an array of new season garments, designer collections, accessories, fabrics and related professional services. As an important event in the global fashion calendar, the fair provides opportunities for market expansion with reference to the attendance of about 14,000 buyers from 76 countries and regions in 2018.

The fair is well-structured in thematic zones focusing on various industry sectors to streamline buyer sourcing. Responding to the growing demand for workplace uniforms, the **Corporate Fashion and Uniforms** zone will return to the fair, while **World of Fashion Accessories** will continue to be a consortium of accessories-related exhibitors, including bags, footwear, gloves, legging & socks, and scarves & shawls. Other highlights are **Fashionable Sportswear, Bridal & Evening Wear**, as well as the **International Fashion Designers' Showcase** which will gather cutting-edge collections of featured designers and fashion design talents around the globe.

The fair will deliver an exciting line-up of fashion parades, which serve as marketing platforms for exhibitors to showcase their latest collections and designs to global buyers. Veterans from key international trend forecasting agencies and industry professionals will be invited to unveil the latest fashion trends and shed light on updated market information at seminars and forums, while the networking reception will present great opportunity for expanding business contacts.

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**HKTDC Hong Kong International Diamond, Gem & Pearl Show**

**26 February – 2 March 2019**

[hkdgp.hktdc.com](http://hkdgp.hktdc.com)

**HKTDC Hong Kong International Jewellery Show**

**28 February – 4 March 2019**

[hkjewelleryshow.hktdc.com](http://hkjewelleryshow.hktdc.com)

The 6<sup>th</sup> edition of the **HKTDC Hong Kong International Diamond, Gem & Pearl Show** dedicated to raw jewellery materials will be held from 26 February - 2 March 2019 at AsiaWorld-Expo, while the 36<sup>th</sup> edition of the **HKTDC Hong Kong International Jewellery Show** featuring finished fine jewellery will run from 28 February - 4 March 2019 at the Hong Kong Convention and Exhibition Centre. The twin shows are set to welcome a total of over 4,600 exhibitors, forming the world's largest jewellery marketplace. With a wide range of jewellery products from the globe, the shows attracted about 87,000 buyers from 145 countries and regions in 2018.

The Jewellery Show comprises several themed zones including top-tier jewellery collections at the **Hall of Extraordinary**, internationally renowned jewellery brands such as ELLE (Hong Kong) and Lao Feng Xiang (the Chinese mainland) at the **Hall of Fame**, and innovative designer brands at **Designer Galleria**. **Amber Jewellery** zone will be introduced for the first time. The Diamond, Gem & Pearl Show houses quality diamonds, precious gemstones and fine pearls in three themed zones including **Hall of Fine Diamonds**, **Treasures of Nature** and **Treasures of Ocean**.

The biennial **International Jewellery Design Excellence Award (IJDE)** is undergoing with an aim to recognise outstanding jewellery designers and facilitate information exchange in design, professionalism and craftsmanship. The award gathers the champions of various jewellery design competitions worldwide to run for the champion of the champions. In addition, the **Hong Kong Jewellery Design Competition** returns in 2019 to honour local designs of superior craftsmanship and creativity from the Student Group and the Open Group. A series of seminars, buyer forums and networking events during show period will also bring industry players the latest market intelligence and facilitate business exchange.

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## About the HKTDC

Established in 1966, the Hong Kong Trade Development Council (HKTDC) is a statutory body dedicated to creating opportunities for Hong Kong's businesses. With 50 offices globally, including 13 on the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing business with China, Asia and the world. With more than 50 years of experience, the HKTDC organises international exhibitions, conferences and business missions to provide companies, particularly SMEs, with business opportunities on the mainland and in international markets, while providing business insights and information via trade publications, research reports and digital channels including the media room. For more information, please visit: [www.hktdc.com/aboutus](http://www.hktdc.com/aboutus). Follow us on  Google+  Twitter @hktdc  LinkedIn