

# Phase 3 of April 2024 Global Sources Hong Kong Shows Post Show Report

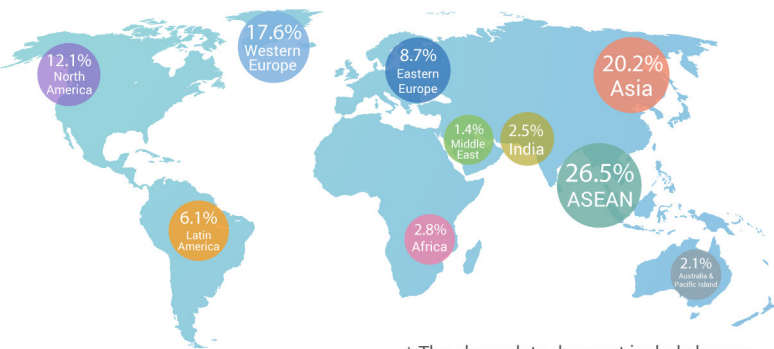
27-30 April  
AsiaWorld-Expo, Hong Kong



## Buyer Attendance

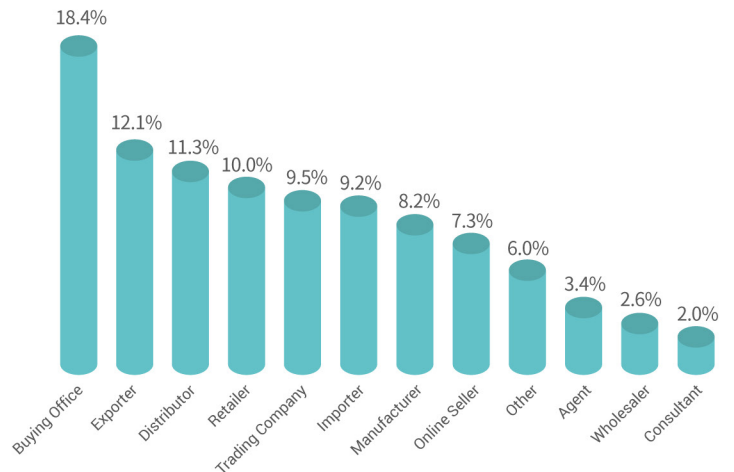
The April 2024 Global Sources Sports & Outdoor Show drew a total of **11,856** buyer visits from approximately 180 countries and territories over four days.

### World wide Buyer Region Share



\* The above data does not include buyers from Mainland China and Hong Kong

### Buyers' business type distribution



## A partial list of VIP buyers who visited the show

COOP FAR EAST LTD   KOOZIE GROUP   LINMARK (HK) LIMITED   HIROMORI INC   MATRIX SOURCE  
 YOKA YO LTD   **NOVOPROM**   BLUE ART PROMOTION AB   BRAND ADDITION   PLH FASHION GROUP  
 THE SAK   BOARDRIDERS ASIA SOURCING   AQUA LEISURE   **WALMART**   CARREFOUR GLOBAL SOURCING LTD  
**CITY'SUPER**   FNAC DARTY   **LCX**   **ANDA PRESENT LTD**   **LIDL & KAUFLAND**  
 MIGROS (HONG KONG) LIMITED   SELLER X   LOGOMARK   SOXO SP. Z O.O. SPÓŁKA KOMANDYTOWA

# Top 10 Hot Products

- 01** Sports shoes
- 02** Stainless steel travel mugs
- 03** Yoga wear
- 04** Camping cookware
- 05** Bamboo fabric
- 06** Smart watches
- 07** Electric bikes
- 08** Camping mattresses
- 09** Plastic water bottles
- 10** Cruiser bicycles

## Exhibitor Data

**786** booths      **440** exhibitors

## Product Pavilions

-  **251** Sports Fashion
-  **80** Camping & Leisure
-  **43** Outdoor Sports
-  **31** Urban Sports
-  **30** Functional Fabrics & Technology
-  **180** Fashion Accessories
-  **86** Fashion Apparel & Textiles
-  **85** Fashion Bags

## Exhibition Highlights



## Emphasizing Sustainable Growth and Setting a New Standard for Professional Trade Platforms

Global Sources has infused ESG principles throughout the shows. This holistic approach spans from the design of the exhibition halls, the selection of exhibitors to the planning of events, all with the goal of promoting environmental consciousness and sustainable practices.

- 01**  
 To minimize environmental impact, Global Sources has made efforts to cut down on disposable items used in the shows;
- 02**  
 It advocates for the advancement of philanthropy and community welfare, driving forward the long-term well-being of society;
- 03**  
 Sourcing sustainably is prioritized, with a preference for suppliers who have obtained ESG accreditation;
- 04**  
 Collaborating with AsiaWorld-Expo to enhance waste management protocols;
- 05**  
 A suite of initiatives has been put in place to safeguard the health and safety of all participants.



## Virtual Show

For those who couldn't attend physically, our Virtual Show continues to bring the action to you through live streaming and online tours. This hybrid approach saw remarkable engagement, with a total of **278,004** high-quality overseas buyers browsing the Virtual Show pages during the show.



Viewers spent **12.7** minutes on average watching the live stream of the event



A total of **8,957** buyers followed the **615** interactive exhibitors



**418** exhibitors received **2,417** inquiries



**587** exhibitors engaged in **3,723** online conversations



**617** exhibitors interacted with buyers, receiving **9,939** business cards



20 live streaming channels drew the attention of over **430,000** buyers, accumulating **693,000** visits

\* Above figures based on data collected from April 11 to 30

## Show Genie

**1,984** buyers added **13,270** items to their planners

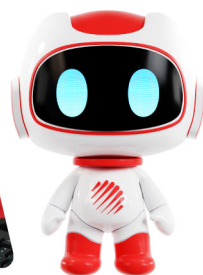
**859** buyers exchanged business cards with a total of **3,874** exhibitors

**2,175** buyers followed **3,067** exhibitors

**1,448** buyers initiated **1,824** scans

**518** buyers started **4,337** online communications

**1,466** buyers sent out **5,194** inquiries



## The Top 10 Most Visited Exhibitors

Exhibitors whose QR codes were scanned the most by buyers using the Show Genie

01

Yiwu \*\*\* Instrument Co., Ltd

Ningbo \*\*\* Outdoors&Sports Co.,Ltd

02

03

Dongguan \*\*\* Tent Co.,Ltd

Qingdao \*\*\* Industry And Trade Co., Ltd

04

05

Shenzhen \*\*\* Technology Co.,Ltd

SHENZHEN \*\*\* TRADE CO, LTD

06

07

Shaoxing \*\*\* Outdoor Products Co. Ltd

Zhangzhou \*\*\* Industry and Trade Co.,Ltdd

08

09

Quzhou \*\*\* Outdoor Goods Co. Ltd

\*\*\* HARDWARE CO.,LTD

10



## Global Sources Supplier App

**3,757** buyers were invited by **1,003** exhibitors utilizing the invitation feature on the app

The total count of products uploaded to the platform reached **715,505**

# Business Partners

Official Media Partners **global sources 世界经理人**

Media Partners **PR Newswire 美通社** **The Standard** **信報** **tech applé** **投資界** **Wheelive**

Notebook Italia **GIZMOCHINA**    

Supporting Government Units

 **廈門商務 XMBOF.COM** 

Supporting Associations



# Media Coverage

- Media coverage before the show : **664+**
- Media coverage during the show : **744+**
- The third wave of publicity for the shows effectively reached a wide range of key domestic and international media sources, including leading financial publications and international radio networks.

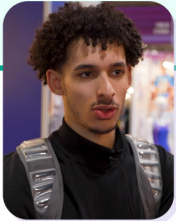


## Buyer Testimonials



**Germany**  
Lars, CEO

I always like the quality of the exhibitors here. This show is a little different from others, where you might get overwhelmed with all the different trading companies. Here, you're more likely to find true factories. Additionally, compared to other trade shows, I appreciate the spaciousness of this exhibition complex as well as the hospitality of the exhibiting staff.



**USA**  
Faris Khalifa, Executive Manager

I'm here mainly looking for better quality fabrics and to see the differences between different manufacturers. I've seen a lot of new things that I haven't encountered at other exhibitions. This is because I attended another fashion exhibition before, and it's definitely different.



**Argentina**  
Laura Lichtmaier, Head Designer

We have friend suppliers that suggest that we have to be here. We want to explore all kinds of new technologies and textile designs. We're overwhelmed by all the amazing things that we have found in Global Sources. So I think I'm definitely going to return next year.



**Australia**  
Will Freeman, General Manager

We are trying to build relationships with the suppliers that were actually producing the goods rather than just selling them. I think trying to differentiate yourself, and that's partly why we're here too.

## Exhibitor Testimonials



**Baba international**  
Mr. Ajay Sharma, Partner

Global Sources Show is quite good. We had some nice visitors in the past two days, and we look forward to having some handsome business with them. Magnificent! I am very satisfied with the services of Global Sources. We never expected this much at first, they are very supportive, and the atmosphere we have encountered here is absolutely magnificent.



**Belco Sports**  
Mr. Mukesh Kumar, Managing Director

It is my first time at the Hong Kong Global Sources trade show. It has been a very, very good and wonderful experience. There are quality visitors and customers, and I've met some from the US, Australia, and New Zealand, so I'm quite happy with it. Buyers from all over the world do come here. So, my priority was to have a variety or diversity of visitors.



**Bao Lan Textile Co., Ltd**  
Dave Quach, Founder

It's my first time at the Hong Kong Global Sources Show. If I had to rate it from one to five, I'd give it somewhere around 4.5. And for us, the service is good. It's close to the airport. The service here is excellent. Everything is good.



**New Horizon Knits Private Ltd.**  
Mr. Ravi Chamria, Managing Director

The first two days were busy as we served our customers. I appreciate how Global Sources verifies customers and buyers, making verification easier for us. Since the start of this year, I've been using my Global Sources account, and I'm thrilled to have received numerous inquiries from global customers. I believe Global Sources' ESG efforts will draw more customers.



To learn more about the show, please visit our official website.