

Global Sources 2024

April Hong Kong Shows Phase 2

Show Report

18–21 April
AsiaWorld-Expo, Hong Kong

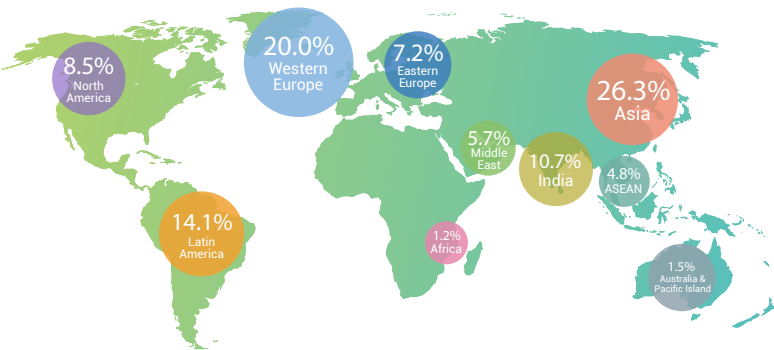


Buyer Attendance

The April 2024 Global Sources Lifestyle and Home & Kitchen shows

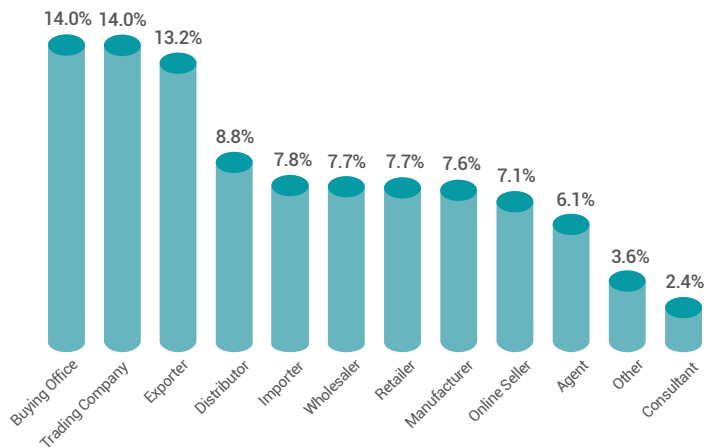
drew a total of **10,826** buyer visits from approximately 180 countries and territories over four days.

Overseas Buyer



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

Buyers' Business Type



VIP Buyer Representatives

- | | | | | |
|--------------------------------|----------------------------|---|---|----------------------|
| AMC | GALA CENTRE | WALMART | CARREFOUR GLOBAL SOURCING ASIA LTD | LI & FUNG |
| LIDL & KAUFLAND ASIA PTE | SAINSBURYS ARGOS ASIA LTD. | SELLER X, AUCHAN INTERNATIONAL | Clementoni | |
| IFI HK LTD | Gavy Pte. Ltd. | DSL GROUP | LIFE EGG CORPORATION | CLEMENTONI ASIA LTD |
| LINMARK(HK)LIMITED, SIMBA TOYS | Melec Costa S.L. | STAPLES, VALORE(SHENZHEN) PRIVATE LIMITED | | |
| MA LABS Test Rite Retail | WALGREENS BOOTS ALLIANCE | TESCO | KOOZIE GROUP | |
| BUY IT DIRECT GROUP | GIFTS ATELIER | MKTO CATAL IMPORTACIONES | MULBERRY STUDIOS | |






Top10 Popular Products

- 01** Copy Paper
- 02** Glass Crafts
- 03** Stainless Steel Cup
- 04** Cat Climbing Frames
- 05** Food Packaging Bags
- 06** Pet Collars
- 07** Paper Gift Boxes
- 08** Disposable Plastic Cups
- 09** Scented Candles
- 10** Disposable lighters

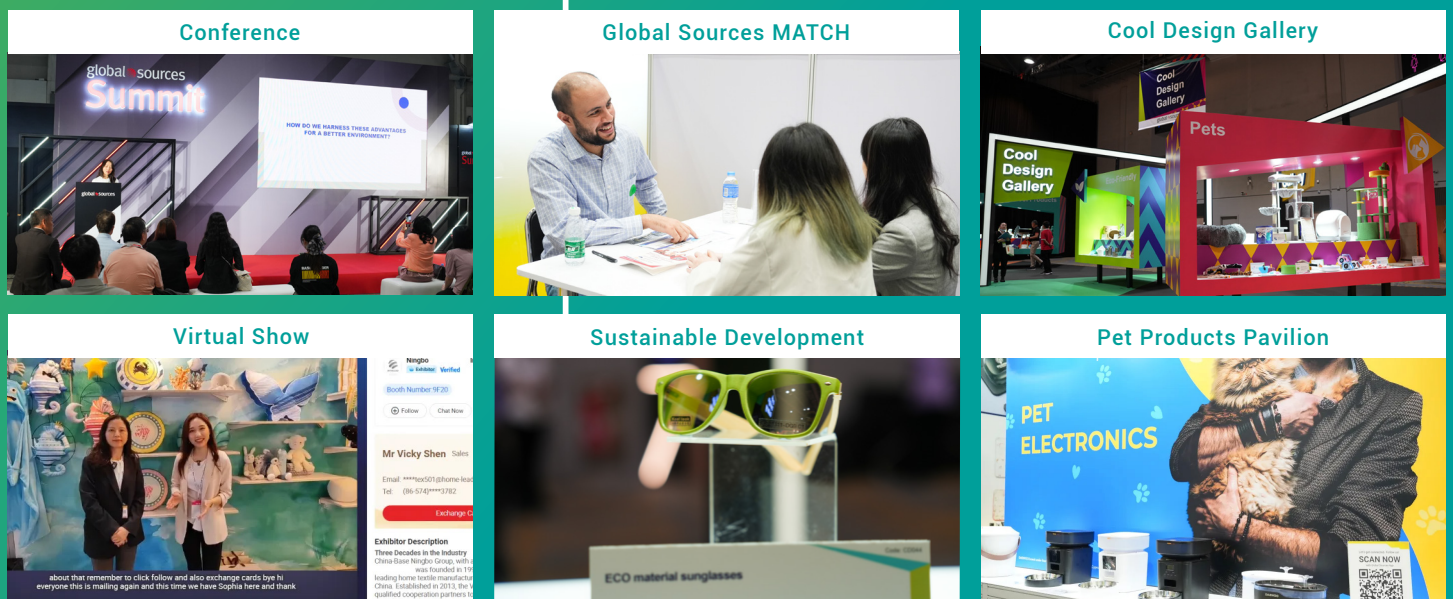
Exhibitor Data

486 booths **364** exhibitors

Product Pavilions

-  **128** Home Décor
-  **67** Pet Products
-  **98** Kitchenware
-  **150** Tech Gifts
-  **43** Health & Personal Care

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 **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** interactive exhibitors



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



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

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

Show Genie

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

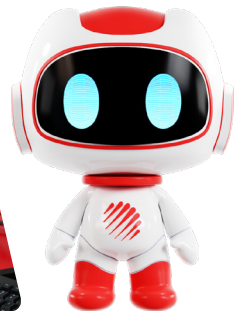
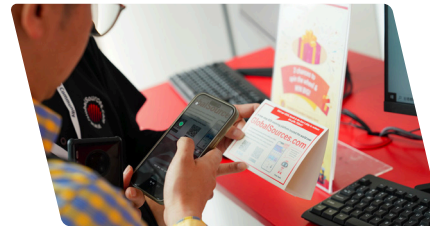
859 buyers exchanged business cards with a total of **3,874** exhibitors

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

01 Qingdao G*** Furnishing Co. Ltd

Fuzhou K*** Gifts Co. Ltd

03 DongGuan B*** Ltd.

Dongguan S*** Paper Co., Ltd

05 F*** Industrial Ltd

Qingdao S*** Import And Export Co.LTD.

07 Dalian H*** Packaging Co., Ltd.

Ningbo T*** Co., Ltd.

09 Wuxi M*** Co., Ltd.

Guangzhou O*** Co.,Ltd



Global Sources Supplier App

1,003 buyers were invited by **3,757** exhibitors

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

投资界

Wheelive
唯轮网, 关注未来的出行方式



Supporting Government Units

Notebook Italia

GIZMOCHINA



林仔



Sourcing with Kian



香港著名小博主 Zoe 李芷晴



Kinki 达人 - 紫汐

Supporting Associations

AsiaCommerce

ATIS

CAMARA CHINESE DE COMMERCE DE HONG KONG

CCPIT

CSA cloud security alliance

CAHK

香港工業總會 FHKI

FINNCHAM HONG KONG

香港工業總會 FHKI

香港玩具商會 Hong Kong Toys Council

香港毛皮商會

香港毛皮商會

GS1 Hong Kong

HKCEIA

香港電腦業協會

HKCEIA

香港工程師學會

香港工程師學會

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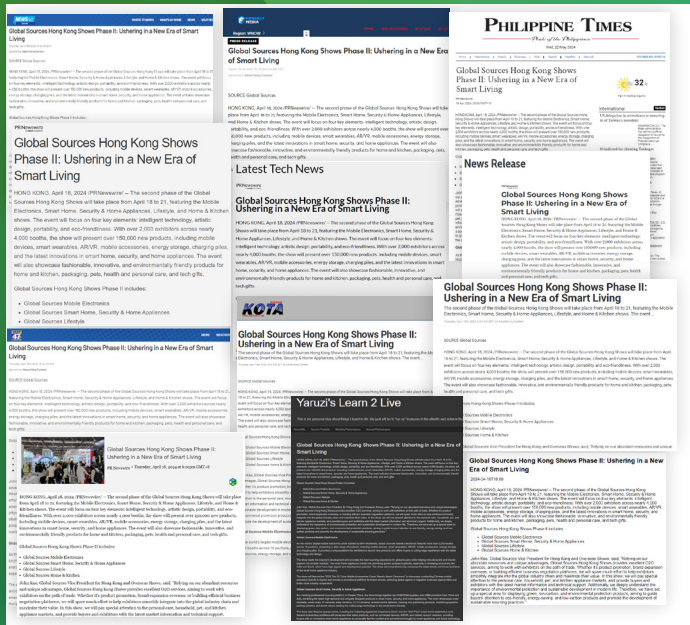
香港工程師學會

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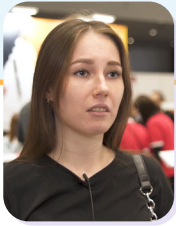
Media Coverage



- Media coverage before the show : **664+**
- Media coverage during the show: **961+**
- KOL video coverage: **25+**
- The initial 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



ROMANIA
KOVALEVA ANNA, MANAGER/1SMART

Our company has heard about this place, there are a lot of different producers and different factories from all over China. Global Sources platform is one of the best for such communication connection with producers and factories.



LITHUANIA
**REVKOVSKAIA ANASTASIIA,
SOURCING MANAGER/E-GASTRO**

I can tell we can make business in the future. Global Sources brings the suppliers and then we can make contact and have an extent to our networking and make business. I'm really satisfied with all the suppliers I met here.



USA
SCOTT WHITTALL
SENIOR VICE PRESIDENT/CE SMART HOME

Global Sources exhibition is kind of a good platform and we've been here for many years. We definitely see a lot of new people, almost every single time, and then we start relationships with them too. It's a really good exhibition.



USA
FOON
FOUNDER/PAWKIETALKIE

The products at the Global Sources show are very diverse, so I was happy to be able to come here and physically touch them. The exhibiting experience is great and makes me want to come back because there is always a very diverse group of vendors to meet.

Supplier Testimonials



Guangzhou Lite Leather Goods Co., Ltd
Vicky Wu, Foreign Trade Manager

This is our third time attending the show. Every time we participate in the exhibition, we have gained a lot of high-quality customers, and through the exhibition our products are more sell well through the exhibition. Through this exhibition, we have access to more high-quality resources, and then we can better promote our brand and serve more customers.



Zhejiang Fuwan Pet Technology Co., Ltd
Liujiahui, Sales Manager

It's our first time to participate in the exhibition of Global Sources, and we feel that a lot of customers are quite interested in us, and they think that our products are very innovative, and the degree of intention is still quite high, and the related harvest is still quite a lot.



Suzhou Kudi Trading Co., Ltd
Wangjinxia, Sales Director

This is our third time to participate in this exhibition. Our target customer will come to this exhibition to do some communication with us, which is also a motivation for us to continue to participate in the exhibition.



Chengdu Tangmi Technology Co., Ltd
Qianjingwen, Business Manager

The effect of this exhibition organized by Global Sources is still good. There are a lot of professional buyers from all of the world, and their knowledge of the products is still ahead of time, and their intention of cooperation is relatively high. They are very interested in our products. We hope to have further communication.



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