

Phase 1 of April 2024 Global Sources Hong Kong Shows Post Show Report

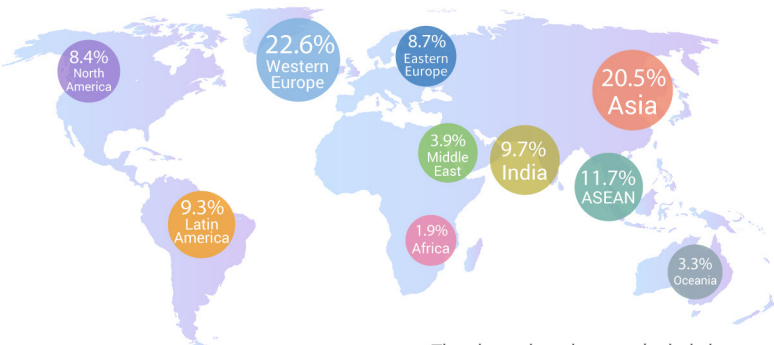
11-14 April
Hong Kong - AsiaWorld-Expo



Buyer Attendance

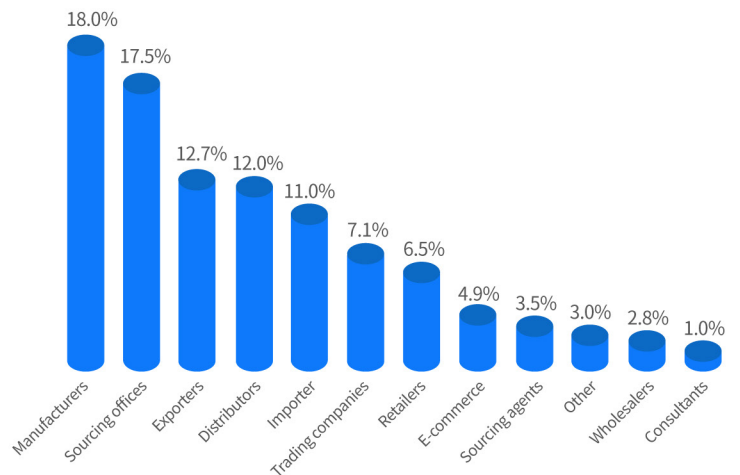
The inaugural phase of the April 2024 Global Sources Hong Kong Shows drew attendees from approximately 180 countries and territories throughout a four-day period, tallying a total of **61,985** visits from buyers.

Overseas Buyers



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

Buyers' Business Types



VIP Buyer Representatives

- AUCHAN RETAIL INTERNATIONAL BELKIN BEST BUY CEDAR ELECTRONICS CLP CONAIR DNS RETAIL
 EBAY ELKJØP NORDIC AS EUROGROUP FAR EAST LTD HAMA GMBH & CO ICA GLOBAL SOURCING ASAHI ELECTRIC CO LTD
 AVALONICA BELKIN BEST BUY BOULANGER CEDAR ELECTRONICS CLP KOOZIE GROUP LENOVO LEXIBOOK LTD
 LI & FUNG MARVEL DISTRIBUTION LOGITECH MATTTEL GLOBAL PROCUREMENT ASIA LTD MEDION ASIA PACIFIC LIMITED PCCW
 MGF SOURCING PERFECTO INTERNATIONAL LIMITED SBS S.P.A SEB ASIA LIMITED SEIWA CO., LTD SELLER X WALMART STAPLES
 SIEMENS LIMITED TARGUS INTERNATIONAL LLC TELFORCEONE S.A THREE R CORP. JAPAN TOSHIBA LIFESTYLE ELECTRONICS ZEEVA INTERNATIONAL LIMITED

Top Six Product Categories

01 Batteries & Power Supplies

02 EV Charging Equipment

03 Audio Equipment & Headphones

04 Gaming Product

05 Computers & Laptops

06 Auto Electronics

Exhibitor data

3,988 booths

2,091 exhibitors

Pavilions

-  Batteries & Power Supply **130** booths
-  Computer & Accessories **1,094** booths
-  Korea Pavilion **12** booths
-  Electronic Components **133** booths
-  Outdoor Electronics **256** booths
-  Brand Zone **440** booths
-  Automotive Electronics **543** booths
-  Commercial Electronics **301** booths
-  Audio & Video **794** booths
-  Gaming & eSports **285** booths

Show 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.

techapplé



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

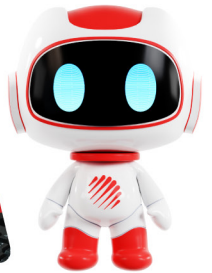
859 buyers exchanged business cards with a total of **3,874** exhibitors

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 ▶ ShenZhen *** Electronics Technology Co., Ltd

Dongguan *** Audio Electronic Industry Co.,Ltd ◀ 02

03 ▶ Ningbo *** Ltd

*** Innovation Technology Co., Ltd ◀ 04

05 ▶ Dongguan *** Electronics Technology Co. Ltd

Shenzhen *** Technology Co.,Ltd ◀ 06

07 ▶ *** OPTOELECTRONIC TECHNOLOGY CO., LTD

Guangzhou *** Electric Manufacturing Co., Ltd ◀ 08

09 ▶ Shenzhen *** Electronics Co. Ltd

Dongguan *** Electronic Technology 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



林仔



Sourcing with Kian



香港健身小帮手
Zoe 李宇潔



Kinkie 黃少

Supporting Government Units

廈門商務 XMBOF.COM

BRAND XIAMEN 2024

Supporting Associations

AsiaCommerce

ATIS

CAMARA CHINA

CCPIT

CSA cloud security alliance

TAHK

LEARNING CONSORTIUM

FKKB

香港工業總會 FHKI

FINNCHAM HONG KONG

GS1 Hong Kong

HKMA

香港貿易發展局

HKCBMA

香港工程師學會

香港電機工程師學會

香港電子工程師學會

Hong Kong Industry Association

香港工業總會

香港玩具協會

香港毛皮業協會

life

HKITA

hkiecca

香港製造業總會

Hong Kong System Cluster of Commerce

香港中小企業聯合會

Hong Kong Software Industry Association

香港軟件業協會

十大發明

香港玩具協會

WTIA

iPRO

IOTHK

NSIA

馬六甲及檳城商會

MKMA

香港工程師學會

RCCI

ATZS

深圳市進出口商會

EIA

香港出口商會

台灣機械工業同業公會

TSFA

台灣紡織工業同業公會

ASIA

亞洲新晉貿易商會

ASIAN

亞洲新晉貿易商會

AWSP

臺灣與海運專業人士協會

CHKI

香港出口商會

GIFTS ASSOCIATION SINGAPORE

HKitIC

icc

icc Hong Kong

afyfad

SPAIN SPORT

TOP AUSTRALIA

MO IT

HKIF

Media Coverage

- Media coverage before the show : **664+**
- Media coverage during the show : **1,001+**
- KOL video coverage : **51**
- 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.

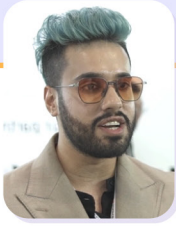


Buyer Testimonials



Brazil
Marcella Derze de Paiva, Co-Founder

There are many exhibitors, so the show it's like a huge platform, so of course I would be here. It was great I mean, I did with no problem and there also have shuttle bus from the Hong Kong city to here, which is also very good, so I think it's very well organized. And for me, it's like everything's different. This is my first time here, but I hope to be here every year from now.



India
Jacky, Sales Manager

It's a good show. I feel that there's always good potential in the show. I met a lot of my old suppliers because I've been coming to the show for almost 10 years. It's a hub for all the consumer electronics stuff. This is a bigger platform for us to reach these suppliers around China. It's nice.



Germany
Carsten Waldeck, CEO

I have been to many different kind of shows, probably most of the bigger shows, this Global Sources show is one of my favorite ones. because it's really well organized.



US
Waleed Saleem, Product Design Engineer

If you have a plan and you know exactly what you're looking for and you're into the development of products, then you can come out ahead of a lot of other people. We've historically found the best pricing and quality – when you weigh them together – this is the best place to find it.

Supplier Testimonials



Eric, Manager
LH Healthy Life

This is our second time participating in the Global Sources Shows, and we're back because we see immense potential here. Our previous experience was fruitful, with a substantial number of prospective buyers, solid contracts, and beneficial MOUs.



Clint Yun, CEO
Mangpslab

I believe participating in this show holds significant value. We've encountered numerous buyers eager to source products from events like this. They're not just passersby; they're genuinely interested in discussing trade opportunities. So, I'd say the show is indeed worthwhile.



Mr. Marlik, CEO
ML brother LIP

We've received a considerable number of inquiries through the Global Sources online platform. The physical event serves as a vital meeting ground where we can connect with online buyers in person and forge deeper business ties. Post-show, we aim to cultivate friendships with these buyers, thereby broadening our business horizons.



Scotte, So
CTO, PEPE

We've been collaborating with Global Sources since last year. My experience at last year's show was incredibly beneficial, which is why we're here again. With aspirations to market our products globally, I believe this show is the premier venue for connecting with international buyers. It's our intention to make this an annual event on our calendar.



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