Hong Kong: Ideal Platform for ThaiBusiness Expansion HKTDC International Fairs Offer Abundant Opportunities





31 May 2017–Hong Kong and Thailand have forged strong and fruitful trade links covering a broad variety of products and services, and these ties are set to become more robust in the future, according to Hong Kong Trade Development Council (HKTDC) Assistant Executive Director Sophia Chong. Speaking on a visit to Bangkok, Ms Chong said Hong Kong's year-round trade events further strengthen its position as an Asian business hub, offering an effective platform for Thai and international buyers and suppliers to develop business opportunities in the region.

HKTDC fairs provide a springboard to international markets
Speaking at a fashion business seminar in the Thai capital today, Ms Chong highlighted the enormous opportunities awaiting Thai enterprises at CENTRESTAGE, a glittering promotion platform and launch pad for fashion brands and designer collections. The 6-9 September event in Hong Kong provides a launch pad for international, and in particular Asian, fashion brands and designers to present their collections. The inaugural edition last year attracted close to 8,300 buyers from 71 countries and regions. This year's show will showcase some 200 fashion brands in three thematic zones including GLAM, ALLURE and METRO.

In addition to CENTRESTAGE, the HKTDC organizes more than 30 world-class exhibitions in Hong Kong each year. Of these events, 11 are the largest marketplaces of their kind in Asia, and the jewellery, gifts, watches and clocks, electronics and lighting fairs are the largest of their kind in the world. Over the 2016/17 fiscal year, the HKTDC fairs attracted more than 38,000 exhibitors and over 760,000 buyers from across the globe, affirming the city's reputation as Asia's trade fair capital. There were more than 580 exhibitors and over 8,700 buyers from Thailand participating in various HKTDC fairs.

Ms Chong said Thai corporations, especially SMEs, are encouraged to capitalise on the exhibiting and sourcing opportunities from HKTDC fairs, particularly in sectors such as fashion, food, houseware as well as gifts and premium. "Supported by a combination of international quality exhibitors and buyers, and complemented by HKTDC Product Magazines and Supplements, the HKTDC Online Marketplace (hktdc.com), hktdc.com Small Orders and the HKTDC Marketplace App, the fairs offer one-stop marketing and sourcing platforms and present prime opportunities for Thai traders to gather the latest market intelligence, and to form partnerships and develop their business through Hong Kong. We look forward to welcoming more Thai exhibitors and buyers in our world-class trade fairs," Ms. Chong added