

# Hong Kong Gifts & Premium Fair

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The world's leading Hong Kong Gifts & Premium Fair opened its door from 27 – 30 April 2019 at Hong Kong Convention & Exhibition Centre. The fair recorded 4,380 exhibitors from 31 countries and regions. This 34<sup>th</sup> Hong Kong Gifts & Premium show was concurrently held with the 14<sup>th</sup> Hong Kong International Printing & Packaging Fair which in total welcomed 67,000 buyers from 150 countries witnessing an increase of 4% as compared to previous year. The show invited the buyers from emerging markets including Mainland China, the Philippines, Vietnam, Russia and the United Arab Emirates, together with satisfactory growth in buyers from traditional markets such as Singapore, New Zealand, the Netherlands and the United States. Close to 50,000 buyers attended the Gifts & Premium Fair while more than 17,000 took in Printing & Packaging Fair.

The fair featured numerous zones including Hall of Designs, World of Beauty, Fitness and Well-being zone and primarily focusing on Start-up zone. The Hall of Designs highlighted and gathered more than 140 globally renowned brands to showcase a huge variety of exquisite gifts in these four days. Several local brands showcased their outstanding products that made everyone to react OMG! With beauty and well – being products continued to rise in popularity and more frequent being chosen by companies as corporate gifts. The Gifts & Premium Fair debuted the World of Beauty, Fitness and Well-being zone to offer products to meet this growing trend that featured nearly 50 exhibitors from around the world receiving a positive response from buyers.

A key focus at the Gifts & Premium Fair is the Startup zone, featuring 35 start-ups from Hong Kong, Mainland China, Taiwan, Indonesia, the Philippines and the Netherlands. Among the products on display is the Cubio Portable Laser Engraver, the world's most compact engraver, developed by Taiwanese start-up Muherz and the winner of a coveted Red Dot Design Award in 2018. To further foster the development of local start-ups, the HKTDC is organizing several Startup such as Smart Launch sessions during the fair to help start-ups



**Gifts & Accessories**



expand their networks and generate more business opportunities.

This year the fair also featured a total of 19 product zones. Other highlighted zones include the World of Camping & Outdoor Goods, which was introduced at the fair last year, World of Gift Ideas, Advertising Gifts & Premium, Fashion Accessories, Green Gifts, Party & Festive Items, Tech Gifts and Toys & Baby Products.

The Hong Kong Exporters' Association assembled around 170 local companies to form three zones – Isle of Originality, Brand Oasis and Smart Design HK – at this year's Gifts & Premium Fair, demonstrating the design skills and branding excellence of Hong Kong's product designers. Also on display were the winning works from the latest Hong Kong Smart Design Awards, highlighting the creativity and flair of local talents.

Multiple national and regional pavilions were featured at the Gifts & Premium Fair, including a debut pavilion jointly presented by the Hong Kong-Nepalese Business Association and the Consulate General of Nepal, Hong Kong. The pavilion featured local speciality crafts and herbal products to help Nepalese SMEs enter the international market

Various seminars and networking events were organized during the Gifts & Premium Fair. The Business Development Director of Suning, Xiao Tonghao, examined the ways to “Unlock Cross-border Business Potential in the Greater Bay Area with e-Commerce Platform” at the buyers forum. It was an interactive session where buyers and exhibitors made their points clear by actively participating in the forum.

According to Benjamin Chau, HKTDC Deputy Executive Director, said: “To gauge industry players' views on market prospects and product trends, an independent survey commissioned by the HKTDC, and conducted onsite during the Gifts & Premium Fair, found that respondents are generally more optimistic about the market prospects for 2019 than those surveyed a year ago. Though uncertainties such as the ongoing Sino-US trade negotiations, Brexit and global interest-rate developments cast a shadow over the world's economy, respondents are generally confident about market prospects and expect issues such as the trade negotiations and Brexit to have little impact on exports.”

The onsite survey interviewed 982 exhibitors and buyers at the Gifts & Premium Fair. It found that 89% of respondents expect overall sales to remain steady or increase in 2019. In terms of the growth prospects for the industry's major sales markets, the survey found that most respondents view Mainland China (77%) to have the strongest growth prospects in the coming two years, followed by Taiwan (72%), Hong Kong (71%), Australia (69%) and Western Europe (69%).

With regards to product trends, 20% of respondents expect advertising gifts and premiums to be the product category with the greatest growth potential, followed by tech gifts (19%), figurines and decorations (9%) and toys and sporting goods (9%).

One of the Canadian buyer Michael Zhu, General Manager of leading Canadian souvenir company Snowcap Trading Company Ltd, said that “North American consumers are increasingly favouring gifts made from eco-friendly materials. He praised the fair for gathering reliable suppliers that provide high quality and eco-friendly products, saying this was one of the reasons he visits the event every year, he added. This year, he was looking for die-cast toy cars and managed to identify 20 potential suppliers within a very short period. He said he plans to buy products worth at least US\$100,000 from each new supplier and has already placed an order for US\$250,000 worth of handmade wooden souvenirs from a Philippines supplier”.

The Gifts & Premium fair is one of its leading show setting a benchmark for others to be organized by Hong Kong Development Council (HKTDC). With 50 offices globally, including 13 in Mainland China, the HKTDC promotes Hong Kong as a two-way global investment and business hub. The HKTDC organizes international exhibitions, conferences and business missions to create business opportunities for companies, particularly small and medium-sized enterprises (SMEs), in the mainland and international markets. The HKTDC also provides up-to-date market insights and product information via trade publications, research reports and digital news channels.

