

Global Sources 2023  
October Hong Kong Shows  
Phase 2

**Show Report**

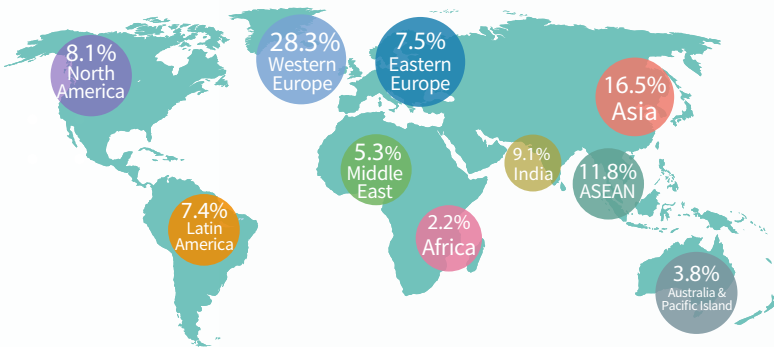


**Buyer Attendance Data**

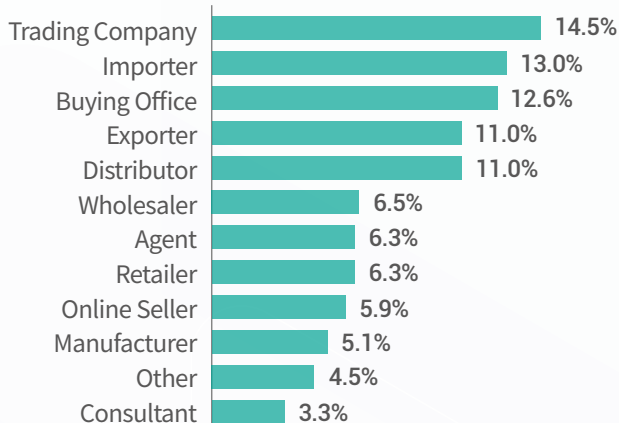
Global Sources Lifestyle and Global Sources Home & Kitchen, held in October 2023, registered

**10,794** visits of buyers from nearly 180 countries and regions over the course of four days.

**World wide Buyer Region Share**



**Buyers' business type distribution**



**Hot Products**

- 01 **Stainless steel water bottles**
- 02 **Disposable baby diapers**
- 03 **Pet carrier bags**
- 04 **Cardboard gift boxes**
- 05 **Disposable nitrile household gloves**
- 06 **Ceramic mugs**

**O2O Interaction Data**

Buyer traffic at the show increased




**75%** year on year  
**1,859** On-site scanning interactions  
**2,993** On-site assisted buyer inquiries


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


- CARREFOUR GLOBAL SOURCING LTD
- CITY SUPER LTD
- MATRIX SOURCE INDUSTRIAL CO LTD
- COPPEL**
- GIBSON BRANDS
- LCX LTD
- BOULANGER
- LEXIBOOK LTD.
- TARGUS ASIA PACIFIC LIMITED
- SAINSBURY'S ARGOS ASIA LTD
- WALMART**
- EXPORT PLUS INTERNATIONAL SA
- WHSMITH (ASIA) LIMITED
- TOYS'R'US ASIA LTD
- CONTINENTAL CONAIR LTD
- ANTEPRIMA BRANDS INT LTD
- ASUNG HMP CO., LTD.
- CHERRY PICK GIFTS PTE LTD
- KOOZIE GROUP

## Virtual Show Data


Some buyers were unable to attend the show in person, but they were able to visit the show in real time through the “Virtual Show”. A total of **72,186** high-quality buyers from around the world visited the show page.


 The average time buyers spent watching the Virtual Show during the event was **11.6** minutes

 **392** exhibitors received **2,005** inquiries

 **751** interactive exhibitors received **5,055** business cards

 **747** interactive exhibitors received a total of **5,130** buyer follows

 **576** exhibitors participated in **3,009** online communication sessions


 20 live channels attracted over **25** buyers and **429K** visits


\* Statistics gathered from October 9 to October 30


## Exhibitor Data

**555** booths      **412** exhibitors

## Product Pavilions


 **113** Household Products & Home

 **109** Kitchenware & Tableware

 **73** Health & Personal Care

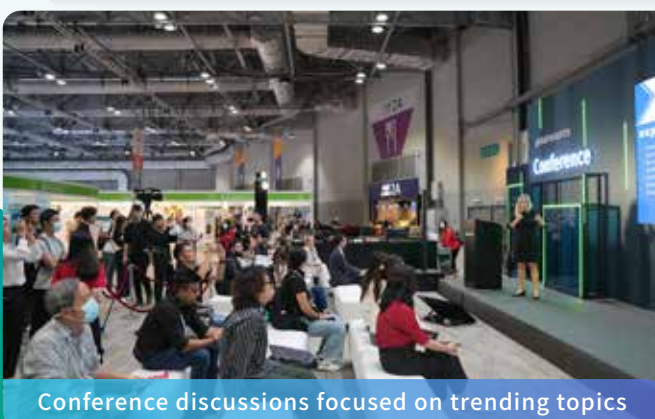
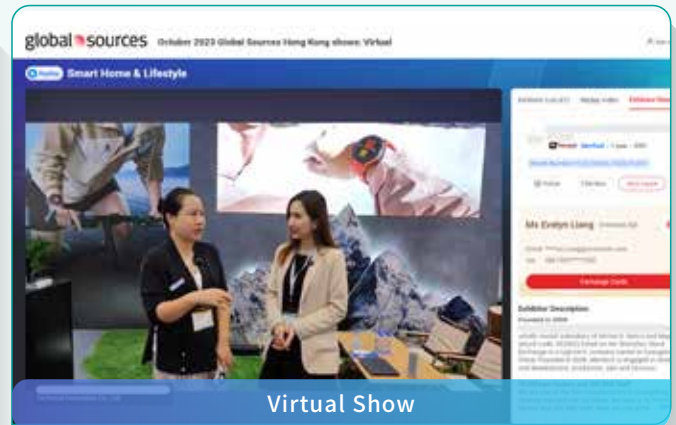
 **32** Pet Supplies

 **75** Sports & Outdoor

 **153** Tech Gifts & Premiums

\* All numbers above are about the booth count

## Exhibition Highlights



## Partners

### Supporters



### Official Media Partners



### Official Partners



## Media Coverage

- Partner media coverage: **833+**
- KOL video coverage: **14+**
- The second phase of Global Sources' Hong Kong shows in October was covered by **14** media outlets onsite, including domestic and international mass media, financial media, and overseas radio stations.





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



## Buyer testimonials

We are impressed by the product quality that we're seeing out there. We meet suppliers through a variety of platforms and Global Sources is definitely one of them. We maintain relationships for years with suppliers we met at the show.



**Anthony Bass**  
Director  
Bass Trading Corporation, Australia

I've been coming to this show since it started. It's a great and trusted resource. There are a lot of familiar faces that we have done business with for a decade and it's just a safe environment and very easy to get around, and it's convenient to visit the show from Hong Kong.



**Henry Fajardo**  
Managing Director  
Matrix Source, United States

We learned about the Hong Kong show at the Indonesia show. The exhibition is quite good in arrangement and the location is also easy for transportation. I can find quite a variety of exhibitors from OEM, ODM to brand owners. I can also find out what is trending in the industry.



**Bobby Ivan**  
Senior Division Manager  
Datascript Business Solution, Indonesia

## Exhibitor testimonials

It is our first time to exhibit at a Global Sources Hong Kong show, and we are very grateful to have this excellent platform to reach buyers directly. We have talked with buyers from Russia, Belarus, Spain and mostly from Europe and the U.S. Some of them have strong intentions to work with us and even placed orders. We will continue to follow up after the show.



**Zhang Yue**, Sales Manager  
Laiian Classic Craft Factory

This is the third day of the show, and I felt very nice because everybody I've met has a very strong interest in our products, and we had over 20 meetings here yesterday. I expect to expand our business overseas. We are expecting to participate again next year because we have many opportunities here to meet. So we would like to attend again.



**Scarlet Kim**  
Oversea sales manager  
VIXXCO

We've found many buyers from different countries, like from UA, Dubai, Australia, UK, US., what we want are already got from this exhibition, so we are very happy to participate in here. The last 2 days were absolutely fantastic, we've got tremendous orders from all around the world. We've already booked the booth for next year's show at today morning, so you understand how happy we are with this show.



**Gaurav Deruja**  
Director  
Vizion India Pvt.Ltd

