

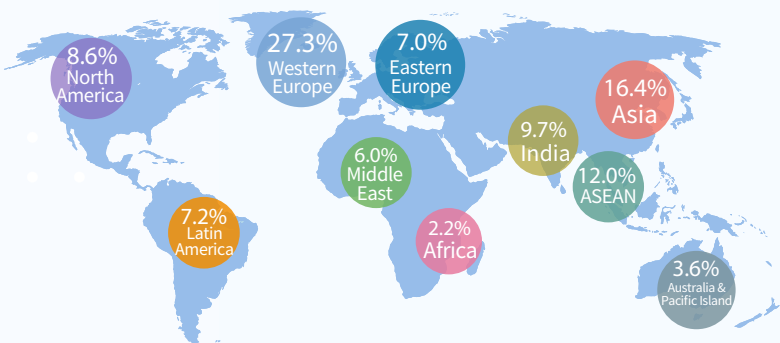
Global Sources 2023
October Hong Kong Show
Phase 2
Show Report



Buyer Attendance Data

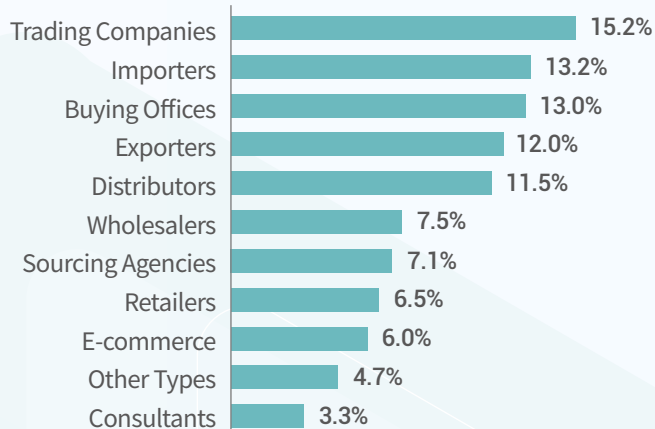
The four days 2023 October Global Sources Hong Kong Show of Mobile Electronics, Smart Home and Home Appliances attracted **36,923** buyers from nearly 180 countries and regions

World wide Buyer Region Share



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

Buyers' Business Type Distribution



Top 5 Hot Mobile Electronic Products

- 01 Smart watches
- 02 TWS earbuds
- 03 Power banks
- 04 5G phones
- 05 Portable power stations

Top 5 Hot Smart Home, Security & Home Appliance Products

- 01 Smart sockets
- 02 IP cameras
- 03 Smoke alarms
- 04 Aromatherapy diffusers
- 05 Beauty apparatuses

2023 October Hong Kong Show O2O Interactive Data

Website traffic increased by **75%** during the show

1,859 On-site scanning interactions

2,993 On-site assisted buyer inquiries





A partial list of VIP buyers who visited the show


- LI & FUNG HSBC COPPEL FNAC DARTY
 TATA DNS RETAIL JML MEDION ASIA PACIFIC LIMITED
 ASUNG HMP CO., LTD. PANASONIC HONG KONG CO LTD
 SEIKO CLOCK (HONG KONG) LTD. GALA CENTRE FNAC DARTY
 MARVEL DISTRIBUTION SOFTBANK WALMART
 MONSTER PRODUCTS TARGUS ASIA PACIFIC LIMITED
 SAINSBURY'S ARGOS ASIA LTD ECO HK FARM LCX LTD
 BOULANGER LEXIBOOK LTD. RMVHG PTE LTD


Virtual Show Buyer Data


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


 Average time buyers spent watching the Virtual Show during the event: **11.6** minutes

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

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

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

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

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

















*Above figures based on data collected from October 9 to 30

Exhibitor Data

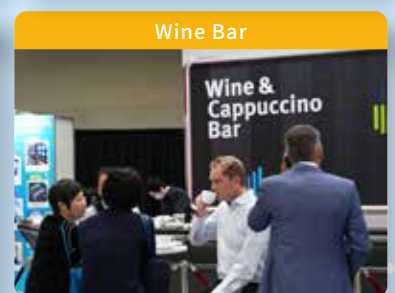
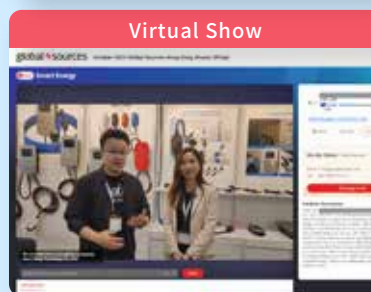
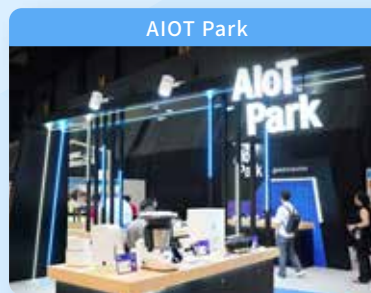
3,291 booths

1,525 exhibitors

Product Pavilions

-  **517** Brand Zone
-  **55** AR/VR/MR
-  **180** Wearable Electronics
-  **303** Mobile Electronics
-  **623** Mobile Speakers & Headphones
-  **317** Mobile Accessories
-  **283** Charging Products
-  **192** Cases & Covers
-  **110** Repair Equipment, Materials & Services
-  **26** Korea Pavilion
-  **138** Energy Storage
-  **73** Solar Energy
-  **70** EV Chargers
-  **163** Smart Home
-  **137** Security Products
-  **104** Appliances

Exhibition Highlights





Partners

Supporters  厦门商务

Official Media Partners      

Official Partners          

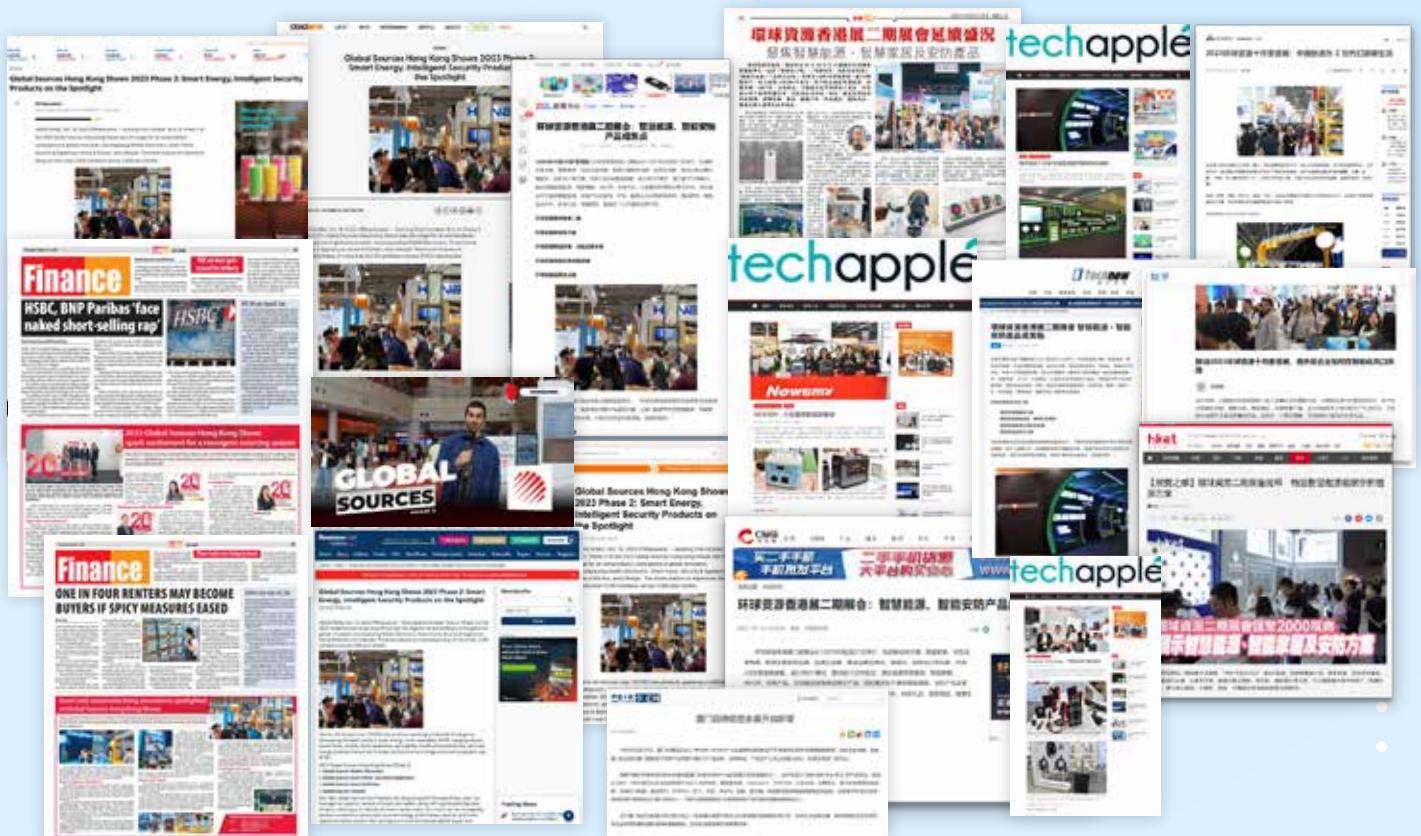
              

Media Coverage

- Partner media: **833+** articles
- **14+** KOL media reports
- **14** media outfits participated in the second phase of the 2023 October Global Sources October Hong Kong Show. The publicity basically covered domestic and international mainstream authoritative mass media, financial media, overseas radios, and more





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



Buyer Testimonials

I had a fantastic experience. We've had some really great winning products, specifically multiple chargers with a 3-in-1 and also smart watches. We've been buying smart watches for the last 10 years, the journey around technologies changes constantly, especially when you have key brands like Apple and Samsung that are constantly innovating, so being able to create a dynamic version of their products and finding that product in here is fantastic.



Karanbir Landa
Director
DSL Group, UK

I think this is the largest show which has all the categories from across China and surrounding places, and the show is not only about electronics, so I think it also gives us an idea of what else we can do. You can see all suppliers from small scales to large scales, all taking equal opportunities, and all showing their best products, so I think the show has been a great success.



Narayanan Subramanyam
Chief Information Officer
Ample Technologies, India

This is the place based on manufacturers and distributors and it's really is the center of where we should be to source. I think the show has been very successful, since we've had found new manufacturers and new suppliers at better prices and better quality, I hope my company will give me the opportunity to come again next year. I think the show highlights are the friendliness of everyone, the wide variety of options and products that are new and exciting.



Dean Smedley
Key Account Manager
Omnica, South Africa

Exhibitor testimonials

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

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 have participated in the Global Sources exhibition for more than 10 times. Every year, we will come to participate, and the effects are always good, as we have gained lots of favorable or well-known customer resources from this exhibition. Some old customers came to meet us in the past two days, and we have met pretty much new customers, too. After counting on the second day, we have gained nearly 100 new customers.



Cong Tang
Sales Manager
Shenzhen Meishunhe
Electronics Co. Ltd

