

Global Sources 2023  
October Hong Kong Shows  
Phase 3

**Show Report**

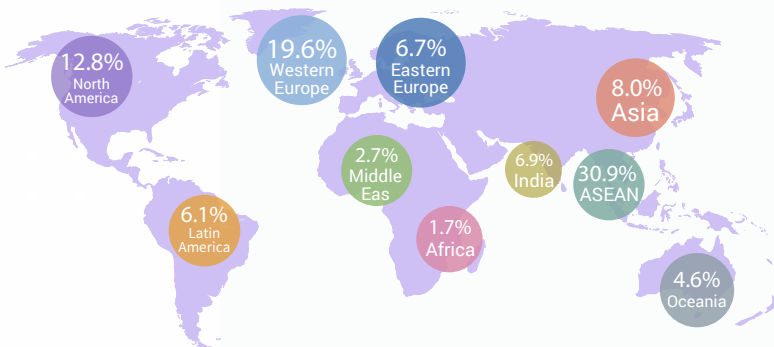


**Buyer Attendance Data**

Global Sources Fashion, held in October 2023, registered

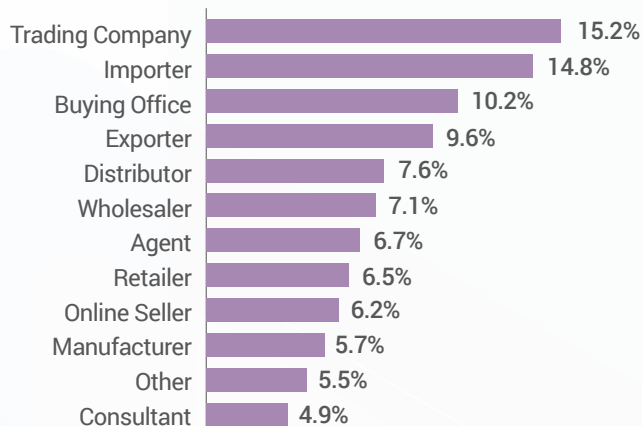
**7,015** visits of buyers from nearly 180 countries and regions over the course of four days.

**World wide Buyer Region Share**



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

**Buyers' business type distribution**



**Top 6 Hot Products**

- 01 Men's round-neck T-shirts
- 02 Yoga wear
- 03 Beach bags
- 04 Baseball caps
- 05 Women's pullover hoodies
- 06 Casual dresses

**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**


- INDITEX ALO YOGA PUMA NOVOPROM
- SMALL PEARL SDN. BHD MIRACLE SHOES
- PARK INTERNATIONAL INC REGENTEX INDUSTRIAL LTD
- MAIZY MANUFACTURING LIMITED LINMARK
- KOOZIE GROUP LTD SMF JEANS
- DOUBLE SMART SDN BHD TRUE BOGOTA
- THE COLOR WEAR MACCABI ART LLC
- ANDA PRESENT LTD ISLANDHAZE LLC


## 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: **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

\*Statistics gathered from October 9 to October 30


## Exhibitor Data


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


## Product Pavilions


 **85** Casual Wear

 **15** Designer's Corner

 **37** Knitwear & Kids Zone

 **22** Fashion Accessories & Eyewear

 **138** Scarves & Gloves


 **19** Fabrics, Lace & Trimmings


 **167** Fashion Bags

 **121** Sportswear

 **21** Footwear

 **55** Fashion jewelry

 **60** Underwear & Sleepwear

 **63** Socks & Leggings

\*All numbers above are about the booth count

## Exhibition Highlights



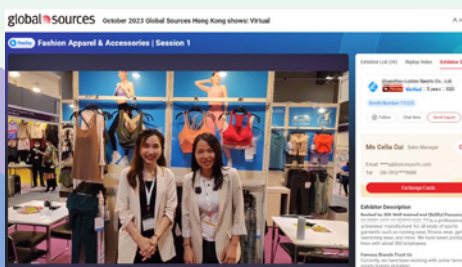
Trends spotlight



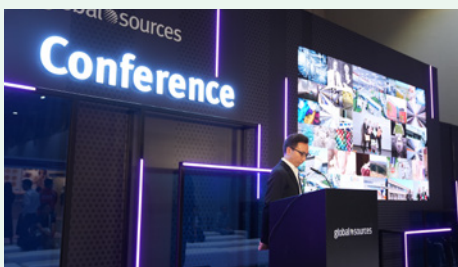
Fashion Parade



GS Match



Virtual Show



Conference discussions focused on trending topics



Indian & Southeast Asian exhibitors

## Partners



Supporters 

Official Media Partners     

Official Partners         

## Media Coverage

- Partner media coverage: **503+**
- The third phase of Global Sources' Hong Kong shows in October was covered by **7** 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

What I like about the show is that there are plenty of choices, and we found some products we are interested in. I have been to other trade fairs, and I still feel that the quality of the Global Sources Hong Kong show is much better. The India Pavilion is one of my favorite areas.



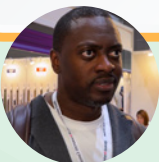
**New Zealand**  
Mel  
Hello Friday

I have been coming to this show for about 15 or 16 years. I said this many times before, the overall level of the Global Sources Hong Kong show is very good. Compared with other exhibitions, the quality of suppliers is a nice mix of medium to high levels, which I think is particularly good.



**Spain**  
Ed Jennings  
Novoprom

I'm looking forward to the Fashion show more, we also participated in the Global Sources Mobile Electronics show earlier in the week. This show has been a great platform, and just like the Mobile Electronics show a few days ago, Global Sources Fashion is really impressive. We are already planning to attend the next one.



**USA**  
Malik Khan  
Point Click

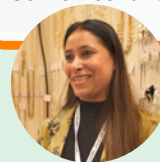
## Exhibitor testimonials

We come from Saigon, Vietnam. I'm quite happy about the buyer situation at Global Sources. In 2019, we have met some very good buyers from Global Sources, and that's the reason why I made the decision to invest in the Global Sources exhibitions in Vietnam and Hong Kong.



**Neyuh leather**  
Kate Nguyen  
Creative, Visuals &  
Branding Consultant

We have been exhibiting since 2006; from there, we have had a very good experience. Until today, we have been doing this, but we had a break during the Corona period. Now we have started again because we always get very good business from this exhibition, our products are really liked by our buyers, and we always get very good customers. So we'll continue joining this show.



**Aay Kay International**  
Richa Sharma  
Managing Director

Websites and exhibitions have different effects, so we combined online and offline channels to manage and achieve business success. I feel that the enthusiasm of customers has been relatively high in the past two days. The buyer matching organized by this show is great. After contacting the buyers, we invite them to our booth for a more detailed discussion. The results are worth looking forward to.



**Wayne Liu, General manager**  
Shanghai Sunlight Clothing Co.,Ltd.

