

For Immediate Release:

## The world's largest Gifts & Premium Fair opens next month *World of Beauty, Fitness & Well-being makes its debut*



Photo Download Link: <https://bit.ly/2NNsz2i>

**11 March 2019** – Organised by the **Hong Kong Trade Development Council (HKTDC)** and co-organised by **The Hong Kong Exporters' Association (HKEA)**, the **34<sup>th</sup> Hong Kong Gifts & Premium Fair** will be held at the Hong Kong Convention and Exhibition Centre from 27-30 April. The fair will gather over 4,360 exhibitors from some 30 countries and regions, forming the largest marketplace for gifts sector in the world. Among various product zones, Hall of Fine Designs will return with renowned brands while World of Beauty, Fitness & Well-being will make its debut to expand product offerings.

### **Debut of World of Beauty, Fitness & Well-being**

The fair attracted over 48,000 buyers from 139 countries and regions in 2018 edition. This year, the fair will present an all-new World of Beauty, Fitness & Well-being, housing a multitude of cosmetics, skincare, fitness and SPA products from Mainland China, Hong Kong, Korea, India and New Zealand under one roof. The Aromatherapy Company from New Zealand will introduce homemade fragrance, candles and lotions made by natural ingredients. Bespoke fragrances are also on offer.

### **Distinguished brands and new blood**

Highly-acclaimed Hall of Fine Designs will return as a convergence of reputed brands from worldwide. There are over 130 participating brands including B.Duck from Hong Kong, Hong Kong's Team Green specialising in 3D eco-puzzle, Japan's Kokuyo which got fame by

its wash-paper notebook, Germany's classic notebook brand Leuchtturm as well as Italy's creative stationery brand Pininfarina.

The Gifts Fair is a springboard for start-ups. Startup zone will continue to gather entrepreneurs who intent on joining the industry to reach global buyers and industry peers. The zone is set to feature innovative and unique gifts ideas from over 30 start-ups coming from Hong Kong, Mainland China, Taiwan and the Netherlands. Muher, a start-up from Taiwan, will present the world's first portable laser engraver Cubiio, which is controlled by mobile app. This laser cube has resolved the problems of traditional heavy and expensive laser machine. Besides, participants can join the "Startup . Smart Launch" sessions during the fair period to introduce their products and business ideas to industry players.

Other product zones include World of Gift Ideas, World of Camping & Outdoor Goods, Fashion Accessories, Figurines & Decorations, Toys & Baby Products, Advertising Gifts & Premium, Tech Gifts and Party & Festive Items and so forth.

### **Group pavilions unveil global product trends**

Hong Kong is an international gifts trading hub. Group pavilions representing Mainland China, Taiwan, Korea, Thailand, India and the United Kingdom will be established to present gifts ideas across the globe. The HKEA is again organising pavilion, showcasing the originality and competitive edge of Hong Kong's enterprises at three major zones: Isle of Originality, Brand Oasis and Smart Design HK. The association will also present winning designs of Hong Kong Smart Design Awards in the pavilion. For details of the Award, please visit <http://www.sdawards.org.hk/>.

### **Vision-broadening seminars and events**

A broad ranges of product demonstrations and events will offer golden chance to network and exchange ideas. Seminars and forums will cover a full spectrum of topics including latest retail trends in the United States and Mainland China markets, brand-building strategies and business opportunities in emerging market.

### **New era of connectivity**

Through the latest version of the HKTDC Marketplace app, the HKTDC introduced the Exhibitor e-Badge that offers seamless access to the fairground. This initiative, together with the Buyer e-Badge and the e-Business Card function, enables exhibitors and buyers to link up digitally simply by scanning each other's QR code. These exciting features strengthen connectivity between exhibitors and buyers, maximising information exchange as well as business opportunities at the fair.

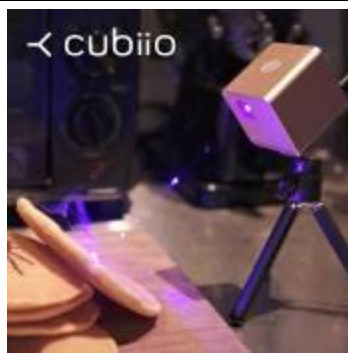
The concurrent Hong Kong International Printing & Packaging Fair will take place at AsiaWorld-Expo, offering expanded sourcing opportunities for gift and premium buyers. A complimentary shuttle bus service will run between the HKCEC and the AsiaWorld-Expo at regular intervals during the course of the two fairs.

Highlighted Products: <https://bit.ly/2NNsz2i>



**FlexPack Go**

Company: Guangzhou Korin Technology Co., Ltd.  
Country/Region: Mainland China  
Booth no.: 1C-F01  
Zone: Hall of Fine Designs  
Website:  
<http://www.korin-design.com>



**Cubiiio Portable Laser Engraver**

Company: Muherz Limited  
Taiwan Branch (B.V.I.)  
Country/Region: Taiwan  
Booth no.: 5CON-002  
Zone: Startup Zone  
Website:  
<http://cubiiio.muherz.com/>



**Naturals Mixed**

Company: The Aromatherapy Company  
Country/Region: New Zealand  
Booth no.: 3F-F04  
Zone: World of Beauty, Fitness & Well-being  
Website:  
[www.thearomatherapycompany.co.nz](http://www.thearomatherapycompany.co.nz)



**Hair Building Kit**

Company: Metro Brands Ltd  
Country/Region: Hong Kong  
Booth no.: 3F-F01  
Zone: World of Beauty, Fitness & Well-being  
Website:  
<http://www.metro-brands.com>



**RAYFORCE 5500X Fishing Reel**

Company: Heligear Engineering (HK) Co Ltd  
Country/Region: Hong Kong  
Booth no.: 5E-D27  
Zone: World of Camping & Outdoor Goods  
Website: [www.heligear.com](http://www.heligear.com)



**3D Leather Animal Keyring**

Company: Thepsiri Craft Company Limited  
Country/Region: Thailand  
Booth no.: 3B-E19  
Zone: Thailand Pavilion  
Website:  
[www.thepsircraft.com](http://www.thepsircraft.com)

**Websites**

Hong Kong Gifts & Premium Fair: [hkgiftspremiumfair.hktdc.com](http://hkgiftspremiumfair.hktdc.com)

Hong Kong International Printing & Packaging Fair: [www.hkprintpackfair.com](http://www.hkprintpackfair.com)

**Media Enquiries**

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## About HKTDC

Established in 1966, the Hong Kong Trade Development Council (HKTDC) is a statutory body dedicated to creating opportunities for Hong Kong's businesses. With more than 40 offices globally, including 13 on the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing business with China, Asia and the world. With 50 years of experience, the HKTDC organises [international exhibitions, conferences](#) and business missions to provide companies, particularly SMEs, with business opportunities on the mainland and in international markets, while providing business insights and information via [trade publications](#), [research reports](#) and [digital channels](#) including the [media room](#). For more information, please visit: [www.hktdc.com/aboutus](http://www.hktdc.com/aboutus). Follow us on  Google+  Twitter @hktdc  LinkedIn