

香港國際婚紗暨婚慶產業博覽會

HONG KONG INTERNATIONAL WEDDING TRADE FAIR 2008



3-5 APRIL 2008

ASIA WORLD-EXPO

Hong Kong International Airport

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IN ASIA**

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主辦機構：

 雋傑國際展覽有限公司
Audace International Fairs Ltd.

電話：**852-2367 8385**

傳真：**852-2367 8488**

支持機構：



Association of Wedding Professionals (美國)

台北市專業攝影協會

台北市婚紗攝影商業同業公會

參觀人士/一般查詢：

visit@expo.com.hk

參展商查詢：

sales@expo.com.hk

支持媒體：

www.busytrade.com

商機無限

香港是著名的國際金融中心，商業活動頻繁，國際貿易發展蓬勃。根據《全球競爭力報告(2005-2006)》指出，香港在全球城市綜合競爭力計量排名中，名列亞洲第二，僅次於東京，而香港貿易發展局的資料亦顯示，香港在2005年的產品貿易總值達5,910億美元，較2004年上升9.6%，反映出香港是各國商家進行採購活動的最佳地方。

「香港國際婚紗暨婚慶產業博覽會2008」是一個關於婚紗及婚慶產業的商貿展覽，為婚紗及婚慶行業的商家、買家及製造商，提供一個絕佳的銷售、採購及交流平台。參展商可藉此難得機會，接觸來自世界各地的客戶，從而洽談生意、謀求合作以至品牌推廣。

經驗豐富

雋傑國際展覽有限公司具有十六年主辦各行各業商貿及公眾展覽會的經驗，曾籌辦幾近百多個不同類型之展覽，其中「香港婚紗暨婚慶博覽」更是每年最盛大的婚紗及婚慶行業展覽。在本年3月舉行的「香港婚紗、婚慶暨蜜月旅遊博覽2007」，參展攤位超過500多個，展場面積達110,000平方呎，吸引了數以萬計的情侶蒞臨參觀及籌備婚禮，為參展商帶來可觀的收益及業務拓展。

國際盛會

自1993年，雋傑已舉辦超過40個婚紗及婚慶行業展覽。累積了多年舉辦婚慶展覽的經驗，雋傑擁有龐大的婚慶產業客戶網絡，行業種類包括婚紗攝影、婚禮攝錄及攝錄技術軟件、婚紗晚裝、禮服裙褂、婚禮佈置、喜帖相冊、結婚禮品、珠寶首飾、新婚飾品及配件、醫療保健等，除了香港客戶之外，還有來自多個國家及地區，包括中國、台灣、日本、泰國、馬來西亞、美國、澳洲及歐洲等地。具潛力的商家及買家，將於是次盛會中聚首一堂，進行婚慶產業的採購、經商以至投資活動。

包羅萬有

是次博覽會將展出林林總總的婚慶產品及服務，以滿足各買家的不同需要。博覽會將眾多婚紗及婚慶產品揉合成多個展覽主題，以方便買家方便地選購心目中的產品：

- 主題 1：婚紗晚裝及禮服類
- 主題 2：結婚服飾原料類
- 主題 3：結婚首飾及配件類
- 主題 4：婚紗攝影及影樓設備類
- 主題 5：新娘化妝及美容類
- 主題 6：婚禮婚慶產品類
- 主題 7：新婚保健產品類

主辦機構擁有龐大的宣傳網絡，將於世界各地廣泛宣傳是次博覽會，吸引各地買家出席這項盛會，同時亦會組織多個來自不同國家及地區的採購團來港洽談及訂貨。另外，主辦機構亦會於海外及本地宣傳媒體進行大規模宣傳計劃，因此預計是次博覽會將會獲得美滿成果。

誠然，「香港國際婚紗暨婚慶產業博覽會2008」將會是國際婚慶產業的觸目盛事，為參展商及買家締造一個無限商機！

Invaluable Opportunity

Hong Kong, Asia's most glamorous metropolitan, has a long history as the most important financial and commercial centre in the world. Since 1960s, the international trade activities have been developed vigorously in Hong Kong. According to the Global Competitiveness Report (2005 - 2006), Hong Kong was ranked the 2nd in the Asia competitiveness ranking followed after Tokyo. In 2005, Hong Kong's total merchandise trade amounted to US\$591 billion which had been increased by 9.6% as comparing to 2004. This reflects that Hong Kong has become a leading sourcing centre in the Asia Pacific region.

"Hong Kong International Wedding Trade Fair 2008" is a prominent trade fair in Hong Kong that catered for the global wedding industry. It aims to provide the best merchandising platform for buyers, merchants and suppliers in the wedding industry to meet with a mass of overseas clients which may unfold and develop contacts, businesses, co-operations, brand promotion and other business opportunities.

Experienced Organizer

Audace International Fairs Limited is a well established organizer of trade and consumer shows. With more than 16 years of experience, the company has organized over 100 successful exhibitions. "Hong Kong Wedding & Banquet Expo" is one of the most renowned expo which held in Hong Kong every year. In the last Expo which was held from 17-19 Mar 2007, there were over 500 booths and the area of the venue reached over 110,000 square feet. The Expo attracted tens of thousands of nuptial couples to visit and had brought fruitful businesses and revenues to all the Exhibitors.

International Platform

Since 1993, Audace has organized more than 40 successful wedding exhibitions. With the accumulation of experiences and successes in the past 14 years in organizing wedding exhibitions, Audace owns a huge wedding clients network. This includes wedding studios, wedding gowns & suits, wedding decorations, wedding cards, wedding albums & gifts, wedding jewelry and wedding accessories. The clients are not only in Hong Kong, but also come from various countries like China, Taiwan, Japan, Thailand, Malaysia, USA, Australia and Europe. Buyers and owners of the wedding shops, studios and chain-stores from different countries will be invited to gather at this spectacular show to source their merchandise and develop businesses.

Wedding Items All-embracing

The Expo will exhibit a good selection of wedding products, ranging from wedding gowns & suits to equipment & hardware for the wedding studios. The multitude of wedding products were grouped under seven main categories for the convenience of the buyers.

- Category 1 : Wedding Gowns & Apparel
- Category 2 : Wedding Apparel Materials
- Category 3 : Wedding Accessories & Jewelry
- Category 4 : Wedding Studio Supply
- Category 5 : Wedding Beauty & Cosmetics
- Category 6 : Wedding Ceremony & Banquet
- Category 7 : Health Products for Brides and Grooms

To ensure the success of the Expo, a worldwide advertising and promotion campaign will be launched. Besides, the Organizer will proactively promote the event through its extensive network. The Expo is organized to be an international event which attracts buyers and visitors worldwide.

Undoubtedly, "Hong Kong International Wedding Trade Fair 2008" will be one of the most prominent international Expo for the wedding suppliers to market their products, gain new customers, and expand their international markets. Don't miss this invaluable opportunity to meet your prospective international buyers!



參展資料

展覽日期 : 2008年4月3至5日
開放時間 : 上午十時至下午六時
展覽地點 : 亞洲國際博覽館3號展館
地址 : 香港國際機場
展品內容 :

1. 結婚服飾

新娘婚紗 · 新娘晚裝 · 伴娘裙 · 晚裝/裙褂 · 舞會晚裝 · 新娘裙褂 · 新婚內衣 · 新郎禮服 · 其他結婚服飾

2. 結婚服飾原料

布料(包括緞子、絲料、天鵝絨等) · 喱士 · 刺繡 · 釘珠 · 羽毛 · 毛皮 · 其他結婚服飾原料

3. 結婚首飾及配件

面紗/頭紗 · 后冠 · 頭飾 · 手襪 · 鞋襪 · 假髮 · 結婚首飾 · 其他新婚配件飾品

4. 婚紗攝影及攝錄

攝影器材 · 攝錄器材 · 沖晒器材 · 影樓佈景 · 燈光器材 · 相紙 · 相框 · 相冊 · 影樓道具 · 其他影樓器材

5. 化妝及美容

新娘化妝品及用具 · 皮膚護理 · 髮型設計 · 頭髮護理 · 修甲美甲 · 手足部護理 · 沐浴產品及身體護理 · 香水產品 · 美容產品 · 其他化妝及美容產品

6. 婚禮及婚宴

婚禮婚宴佈置飾物 · 喜帖 · 結婚賀禮 · 結婚紀念品 · 洋酒 · 結婚蛋糕 · 指環墊 · 洋燭 · 其他婚禮婚宴用品

7. 新婚保健產品

香氛治療 · 維他命及健康食品 · 減肥產品及儀器 · 其他新婚保健產品

參展費用

甲) 標準展位: 3米 x 3米

美元2,580 (海外參展商)

人民幣19,800 (國內參展商)

港幣19,800 (香港參展商)

(攤位設施包括: 圍板、地毯、公司名牌、兩支射燈、一桌、兩椅、清潔及保安)

乙) 展覽淨地: (參展商必須租用不少於18平方米之展覽淨地)

每平方米展覽淨地

美元260 (海外參展商)

人民幣2,000 (國內參展商)

港幣2,000 (香港參展商)

活動

- 婚紗晚裝表演
- 講座及研討會

EXHIBITING INFORMATION

DATE : 3rd - 5th April 2008
TIME : 10:00 - 18:00
VENUE : AsiaWorld-Expo Hall 3
ADDRESS : Hong Kong International Airport
EXHIBITS :

1. Wedding Apparels

Wedding Gowns, Evening Dresses, Bridesmaid Dresses, Mother of the Bride, Prom Dress, Chinese Wedding Dresses, Bridal Lingerie, Wedding Suits & Tuxedo, Other Wedding Apparel

2. Wedding Apparel Materials

Fabric (e.g. Satin, Silk, Velvet), Lace/Edging Lace, Embroidery, Bead, Feather, Fur, Others

3. Wedding Accessories & Jewelry

Veils / Headpieces, Tiaras, Hair Accessories, Gloves, Shoes / Socks, Wigs, Wedding Jewelry, Other Accessories Items

4. Wedding Studio Supply

Photo Equipment, Camera & Video Equipment, Photo-Finishing Equipment, Backdrops, Lightings, Photo-papers, Photo frames, Wedding Albums, Studio Props & Equipment, Others

5. Wedding Beauty & Cosmetics

Bridal Cosmetics & Tools, Skin Care, Hair Dressing & Styles, Hair Care, Nail Painting & Manicures, Hand and Foot Care, Bath Products and Body Care, Fragrance, Beauty Products, Others

6. Wedding Reception & Ceremony

Wedding Decorative, Stationary (invitations, thank you cards), Wedding Gifts, Wedding Favours, Wines, Wedding Cakes & Toppers, Ring Pillows, Candles, Others

7. Health Products for Bride & Groom

Aromatherapy, Vitamins and Supplements, Keep Fit Products & Equipment, Others

PARTICIPATION FEES

A) Shell-Scheme Booth: 3m x 3m

US\$2,580 (Overseas Exhibitor)

RMB\$19,800 (China Exhibitor)

HK\$19,800 (Hong Kong Exhibitor)

(Facilities include: Partition, Carpet, Fascia Board, 1 Table, 2 Spotlights(100w), 2 Chairs, Cleaning & Security.)

B) Raw Space

(Exhibitor must rent no less than 18 square meters raw space.)

Each square meter of Raw Space:

US\$260 (Overseas Exhibitor)

RMB\$2,000 (China Exhibitor)

HK\$2,000 (Hong Kong Exhibitor)

ACTIVITIES

- Wedding Gowns & Evening Dresses Catwalk
- Seminars and Conferences

參展細則

1. 展位分配以先申請先得為原則。(請參閱附隨之展覽館圖則。)
2. 有興趣參展之商戶需填妥「參展申請表格」，連同訂金(即參展費之半)逕交主辦機構。香港參展商可用支票支付，支票抬頭請寫「雋傑國際展覽有限公司」；外國及國內參展商則可以電匯方式支付。詳情可參閱「參展申請表格」。
3. 主辦機構在收到參展商之訂金後，將會寄出「參展商手冊」予參展商。
4. 參展費之餘數必須在展覽會開幕前一個月付清。
5. 參展費之全數收據將於展覽會結束後兩星期內寄發給參展商。

宣傳計劃

為確保這個展覽會能獲得美滿的成果，大規模的宣傳活動將於本地及海外全面展開。

海外宣傳

1. **雜誌廣告**
廣告將會在各國相關的婚慶雜誌中刊登。
2. **商會邀請**
邀請函將會在展覽會舉行前一個月寄發給各國之有關商會，以通知並邀請商會的會員蒞臨這次展覽。
3. **邀請函**
大量邀請函將會在展覽會舉行前一個月廣泛寄發給相關行業之買家。
4. **組織採購團**
組織多個來自不同國家的採購團來港參予這次盛會。
5. **網絡宣傳**
有關這次展覽的訊息及廣告將會在互聯網上廣泛發放。

本地宣傳

1. **報章廣告**
廣告將會在展覽會舉行前及舉行期間在本地報章中刊登。
2. **雜誌廣告**
廣告將會在展覽會舉行前及舉行期間在本地的婚慶雜誌中刊登。
3. **地下鐵路車站廣告**
廣告將會在展覽會舉行前及舉行期間在地下鐵路沿線所有車站中展示。
4. **九廣鐵路車站廣告**
廣告將會在展覽會舉行前及舉行期間在九廣鐵路沿線所有車站中展示。
5. **網站宣傳**
有關這次展覽的訊息將會在大會網站中發放。
6. **邀請函**
大量邀請函將會在展覽會舉行前三星期廣泛寄發。

主辦機構

主辦機構 : 雋傑國際展覽有限公司
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HOW TO APPLY

1. Exhibition Spaces will be allotted on a first-come-first-served basis. (Please refer to the attached Floor Plan.)
2. All Applicants are required to fill in the Application Form and return it to the Organizer with a deposit that equals to 50% of the Participation Fee. (For local Applicants, cheque will be accepted and it should be made payable to "Audace International Fairs Limited". For Applicants from overseas and China, telegraphic transfer payments will be accepted.)
3. An Exhibitor's Manual will be sent to the Exhibitor after the Organizer had received the deposit payment from the Exhibitor.
4. The balance of the Participation Fee should be settled one month before the opening of the Expo.
5. A receipt for the total participation fee will be issued to the Exhibitor within two weeks after the closing of the Expo.

PROMOTION PLAN

To ensure this Expo a great success, a large-scale worldwide advertising campaign will be launched.

Overseas Advertising Campaign

1. **Magazine Advertisements**
Advertisements will be placed in the worldwide renowned wedding magazines.
2. **Invitation via Associations**
Invitation will be sent out to a wide coverage of wedding associations and trade organizations for inviting and acknowledging their members to attend the Expo.
3. **Individual Invitation**
Direct invitation cards will be sent out to a wide coverage of international buyers.
4. **Visiting Tours & Delegations**
Visiting delegations from overseas will be arranged for attending the Expo.
5. **Internet Sites**
A mass internet publicity will be launched to promote this Expo.

Local Advertising Campaign

1. **Newspaper Advertisements**
Advertisements will be placed in the newspapers before and during the Exhibition.
2. **Magazine Advertisements**
Advertisements will be placed in the local wedding magazines.
3. **Mass Transit Railway Station Advertisements**
Advertisements in all MTR stations will be launched before the Exhibition.
4. **Kowloon-Canton Railway Station Advertisements**
Advertisements in all KCR stations will be launched before the Exhibition.
5. **Website Promotions**
Expo news will be posted in the official website.
6. **Invitation Cards**
Invitation cards will be sent out to a wide coverage of local buyers at least three weeks before the Expo.

ORGANIZER

ORGANIZER : Audace International Fairs Ltd.
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