

Canadian Buying Mission to the 5th Hong Kong Electronics Fair (Spring Edition), April 14 – 17, 2008

The 5th edition of the **Hong Kong Electronics Fair (Spring Edition)** will take place at the Hong Kong Convention and Exhibition Centre from April 14-17, 2008. Celebrating its 5th anniversary, the fair is a microcosm of global industry trends as well as a sourcing hub for many thousands of electrical and electronic products. Running concurrently, the **International ICT Expo** is a wonderful opportunity to access vital technology and products.

The Hong Kong Trade Development Council (HKTDC) Toronto Office is organizing a Canadian Buying Mission to the event so as to further assist Canadian companies to take full advantage of this show to fulfill their sourcing requirements.

The **Hong Kong Electronics Fair (Spring Edition)** is an important event in the industry. It is an international sourcing platform: last year, **2,406 exhibitors** from 22 countries and regions presented their innovative products and **more than 51,400 buyers** came from 153 countries and regions to do business with them. This year, the fair will once again host exhibitors and buyers from all corners of the world.

“The Hong Kong Electronics Fair (Spring Edition) has enjoyed tremendous support from Canadian buyers throughout the years,” said Andrew Yui, Director, Canada, HKTDC. “The number of Canadian visitors to this Fair has been growing from 285 in 2004 to 514 in 2007. This is another example showing the increasing important role of Hong Kong as an international trading platform.”

The focus of this year’s Fair will fall on the **Hall of Fame**, an attractively decorated section where design will be the top priority. Different kinds of electrical and electronic products, with excellent design and workmanship, will be shown. Many are designer collections and all carry brand names which are recognizable in the consumer market.

A **Lighting Section** will be set up for the convenience of those electronics buyers, who are also in the market for lighting products and systems. This section will present the latest styles in lighting. Nowadays, lighting is as much about fashion as function and the Lighting Section is the ideal place to find new lighting designs and top-up inventory.

In addition, more special zones have been set up to enhance the sourcing experience. Audio Visual, Electronic Accessories, Electronic Parts, Components & Production Technology, Healthcare Electronics, Home Appliances, Personal Electronics, Security Products and Telecommunications Products will return to cater to buyers’ needs.

For registration or enquiries for the Canadian Buying Mission, interested parties please contact Jill Chien at Tel. No.: (416) 366-3594 or email: jill.chien@tdc.org.hk