



# MEGA GIFT & HOME

17-20 JULY 2024  
EH98-100 BITEC, BANGKOK, THAILAND

“ **A Gateway For You to Expand  
Your Business Into ASEAN &  
Global Market** ”



Organiser: Show Manager: Co-organiser:



[www.megashowbangkok.com](http://www.megashowbangkok.com)

## EXHIBIT PROFILE

- Gifts & Premiums
- Housewares & Kitchen
- Toys & Baby Products
- Lifestyle Products
- Stationery
- Travel & Sporting Goods

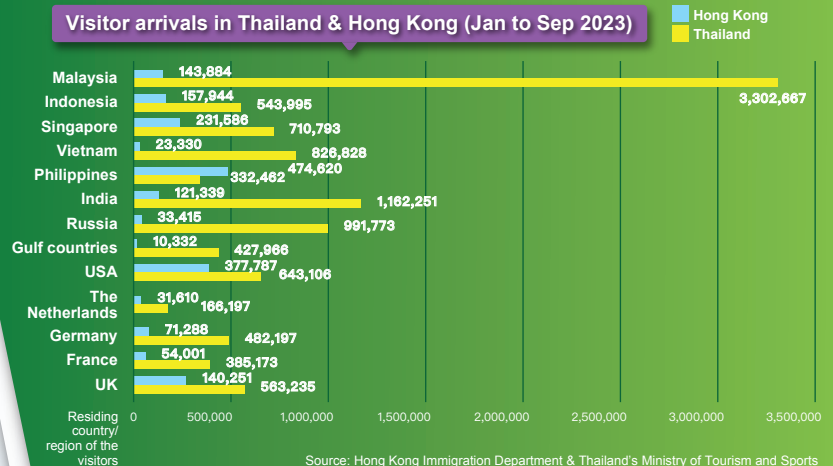


Comasia Limited has extensive experience in organising gifts & homeware trade show. Our flagship trade show, **MEGA SHOW Hong Kong**, has established its reputation in the field over the past 30 years. As there are not many large-scale trade shows for the category of gifts & homeware in Southeast Asia, we decided to extend the show presence to Bangkok to provide additional promotion opportunities to gifts & homeware suppliers through **MEGA SHOW Bangkok**.

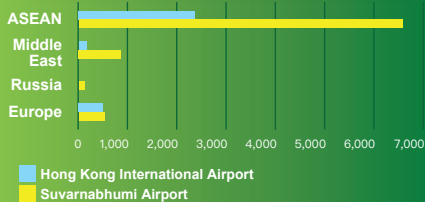
## Bangkok, Thailand

- Excellent geographical location at the heart of Southeast Asia
- 2 international airports in Bangkok, 2,600+ hotels
- Ideal international exhibition platform with state-of-the-art facilities
- Thailand's international airport is among the busiest in the world, with nearly 300 international & transfer flight arrivals daily. During the summer vacation, there are 1,600 more flights arriving in Thailand than in Hong Kong

Visitor arrivals in Thailand & Hong Kong (Jan to Sep 2023)



Monthly Flight Arrivals in Bangkok & Hong Kong Airports



## SUMMER TIME SLOT

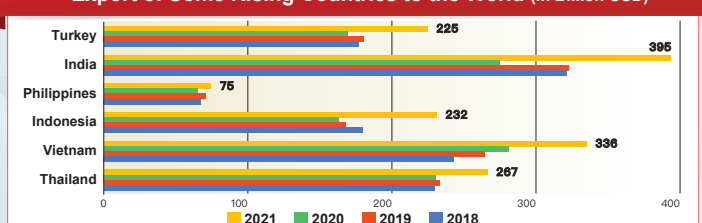


With the easing of visa application process by the Thailand government and the increasing no. of international flights, the no. of visitors in Thailand had been rising continuously. According to Thailand's Ministry of Tourism and Sports, during 1 Jan to 7 Sep 2023, there are a total of 20,003,972 overseas visitors arriving in Thailand. During the summer vacation & travelling peak seasons, the total no. of overseas visitors amounted to **7,199,886**.

## NEW OPPORTUNITIES for GIFTS & HOUSEWARES: Surging Demand in ASEAN and Neighboring Countries

Amidst global economy recovery, export growth in major countries is rebounding to pre-pandemic levels and even surpassing them. In 2021, significant export increases have been observed in numerous Asian countries such as Thailand, Vietnam, Indonesia, Philippines, India, and Turkey, particularly to the Middle East, ASEAN, and Russia, where purchasing power is on the rise. With the resumption of seasonal celebrations and a growing desire among consumers across these regions to revamp their living spaces, the demand for imported gifts and lifestyle homeware is skyrocketing.

Export of Some Rising Countries to the World (in Billion USD)





## TARGET BUYERS

### ASEAN

- Singapore • Thailand
- Malaysia • Indonesia
- Vietnam • Laos • Philippines
- Brunei • Cambodia • Myanmar

Middle East  
Europe & USA  
Russia

1 Importers 2 Retail chain 3 Department store 4 Trader 5 Wholesaler 6 Sourcing agency 7 Online distributor 8 Hotel

## A GATEWAY TO THE ASEAN & GLOBAL MARKET FOR YOU TO CAPTURE BUSINESS OPPORTUNITIES

2023 MEGA SHOW BANGKOK

Visitor Figures  
Top 10 country / region



Mega Show Bangkok provides an exceptional platform for all export-oriented suppliers from Asia to connect with the eager-to-buy buyers from ASEAN and around the world. The inaugural show in 2023 attracted **6,292** buyers from **44** countries and regions (including Thailand, China, India, Japan, Malaysia, Laos, Vietnam, Russia, Singapore, Taiwan etc.).

2024 MEGA SHOW Bangkok will be held in mid-July, providing additional sourcing opportunities to international buyers. The scale of the show will be expanded to around 1,000 booths. We have already introduced the Bangkok show to international buyers during the 2023 MEGA SHOW Hong Kong, and the response was overwhelming. To help our exhibitors reach more potential clients and create business opportunities, we will launch large-scale advertising campaign to attract more overseas buyers to the show in the upcoming months.

## SOME OF THE PRE-REGISTERED BUYERS

COMPANY NAME	COUNTRY / REGION	COMPANY NAME	COUNTRY / REGION
GREEN KITCHEN & BAKERY EQUIPMENT	BHUTAN	ARETE M	SINGAPORE
JACO GIFTS & SOUVENIRS (RETAIL & WHOLESALE)	CANADA	APEX PREMIUMS	SINGAPORE
SHANGHAI GOLD PHOENIX CORPORATION	CANADA	INNOVAID PTE LTD.	SINGAPORE
ATHOS GMBH	GERMANY	ABRY PTE LTD.	SINGAPORE
SHP INTERNATIONAL TRADING GMBH	GERMANY	INNOVATING 65 PTE LTD.	SINGAPORE
MPV MARKETING	INDIA	AXTRO PTE LTD.	SINGAPORE
PT GARYMAN KREASI INDONESIA	INDONESIA	MERCURY GLOBAL PTE LTD.	SINGAPORE
SILICON S.R.L.	ITALY	NEONECO	SOUTH KOREA
CHIEPPA SPA	ITALY	RAVISINTER IMPORT S.L.	SPAIN
SHIN HOLDINGS CO., LTD.	JAPAN	SIGG SWITZERLAND BOTTLES AG	SWITZERLAND
ADASTRIA CO., LTD.	JAPAN	DUCK DESIGN INC.	TAIWAN
MYDIN MOHAMED HOLDINGS BHD	MALAYSIA	PHELGARD PRODUCTS INC	TAIWAN
ORIENTAL STAR ENTERPRISE	MALAYSIA	JANEFOR ENTERPRISE CO., LTD.	TAIWAN
JAKKER TRADING SDN BHD.	MALAYSIA	PLUGINN TECHNOLOGY CO., LTD.	TAIWAN
MAYBULK BEAUTY TRADING	MALAYSIA	MASTER EV GERECLERI IC VE DIS TICARET LTD STI	TURKEY
MODESTIE TRADING ENTERPRISE	MALAYSIA	HADI ENTERPRISES LLC.	UAE
POXZL (M) SDN. BHD	MALAYSIA	ATN MARKETING LIMITED TRADING/	
VINTAGE BATH GROUPE SDN BHD	MALAYSIA	AS STONE THE CROWS	UK
WOLFIDEA SDN BHD	MALAYSIA	GAFBROS LTD.	UK
MELRIC INTERNATIONAL LTD.	NEW ZEALAND	PREMIER HOUSEWARES LTD.	UK
PROMOS PERU	PERU	ACTION RIDES	USA
BRIGHTDEALS ENTERPRISES	PHILIPPINES	FLIPO GROUP LIMITED	USA
PHILDANSK INTERNATIONAL CORP.	PHILIPPINES	GLOBAL PROMO	USA
MUST BE SUN RETAIL CORP.	PHILIPPINES	JD SPECTRUM CORPORATON	USA
INTERNATIONALE GLOBALE MARQUE, INC.	PHILIPPINES	PULSAR ECO PRODUCTS LLC	USA
TOP HOME CHOICE	PHILIPPINES	SP UNITED LLC	USA
PROMOCENTRAL INC.	PHILIPPINES	TEXAS PRODUCTS	USA
PROJECT 111	RUSSIA		

and more...

# COMPREHENSIVE MARKETING CAMPAIGN

To maximise the publicity of 2024 MEGA SHOW - Bangkok, comprehensive marketing and promotional campaigns will be launched.

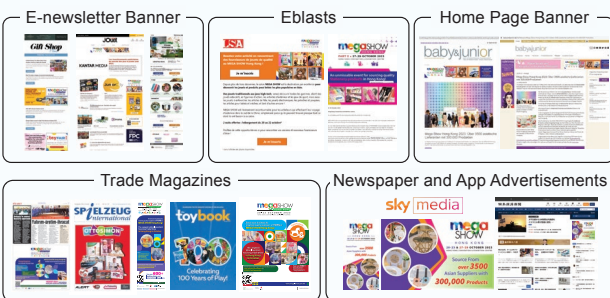
## Social Media & Online Promotion

Promote the show via popular social media platforms (such as TikTok, YouTube, Facebook, Twitter, Instagram, LinkedIn, Yandex, Telegram and WeChat etc.), international trade fair directories, as well as the show's official website.



## Print & Online Advertisement

Advertise on trade magazines, major international sourcing portals and the official website of trade associations, as well as social media platforms.



## Direct Marketing

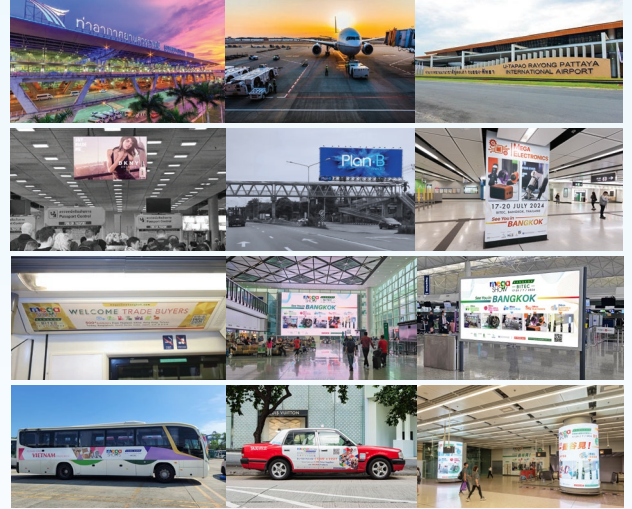
Send promotion leaflets and invitations to target buyers from ASEAN & around the globe via email and post. The target buyers include importers, wholesalers, retailers, sourcing companies, property management companies, property developers, architect firms, hotels, schools, hospitals, government departments and public organisations.

## Buyer Incentive Sponsorship

Offer special incentives to international buyers to cover their hotel accommodation expense in Bangkok during the show period.

## Transit Advertising in Thailand and Hong Kong

- Bangkok's Suvarnabhumi Airport
- The Hong Kong International Airport
- High Speed Rail's Hong Kong West Kowloon Station
- MTR's Exhibition Centre station
- Taxi and coach bus advertising



## Collaboration with Trade Associations

Contact influential trade associations around the world to garner their support for organising buying groups and trade missions, and inviting industry pioneers as guest speakers in seminars.

- Thailand - Thailand Convention and Exhibition Bureau, Office of Small and Medium Enterprise Promotion (OSMEP), Thailand Textile Institute, Home Decorative Design and Lifestyle Products Trade Association – Thai, Thai Gifts Premiums Decorative Association, Thai Toy and Children Product Trade Association, Thai Housewares Trade Association, The Association of Thai Lifestyle Products Federation
- India - India-Thai Chamber of Commerce
- Indonesia - The Embassy of the Republic of Indonesia, Indonesia-Thai Chamber of Commerce
- Laos - Lao-Thai Chamber of Commerce
- Pakistan - Thai-Pakistan Chamber of Commerce
- Russia - Thai-Russian Chamber of Commerce
- Turkey - Turkish Housewares Manufacturers Association
- Iran - Cultural Center of the Embassy of the I.R. Iran-Bangkok
- France - Franco-Thai Embassy of Commerce
- Germany - German-Thai Chamber of Commerce

## Media Coverage

Maximise the media coverage of the show and exhibitors by collaborating with influential mass media companies (including TV channel, newspaper and social media channel)

## TO EXHIBIT



### Participation Fee

One 9 Sqm Furnished Booth HKD 27,500 (USD 3,600)

### Enquiry

COMASIA LIMITED



(852) 2700 6726



sales@comasia.com.hk