



Lifestyle ShoppingFest

時尚購物展

28 April – 2 May, 2021 • Hong Kong Convention and Exhibition Centre

Join our new B2C Shopping Show to Reach Out to Your Customers

With the travel restrictions still in place, it is difficult for overseas exhibitors and buyers to join any trade fairs held in Hong Kong. With people staying and spending in Hong Kong, we see a good opportunity to help companies capture the B2C business and for our trade fairs' exhibitors to sell their inventory.

Leveraging our experience of organising the very popular public fairs, such as Food Expo and Book Fair, which are all being postponed, we will host a new mega event **HKTDC Lifestyle ShoppingFest**, which will take place from 28 April – 2 May 2021 at HKCEC.

Exciting shopping event encompassing quality lifestyle goods

Hong Kong is the trend-setting centre in the region with very strong demand for trendy and stylish products and services. We will have a comprehensive marketing campaign covering various media channels, including social media platforms, radio, advertisements, etc., to highlight the attractive offers of unique products with good designs, as well as bargain deals to invite shoppers to visit the show.

Taking place during the Golden Week in Mainland China, we hope to attract visitors from Greater Bay Area if by then the pandemic situation is improved, and travel ban is relaxed.

This is the perfect time to conduct your sales promotions and **Lifestyle ShoppingFest** will be an effective platform for you to reach out to your customers. Companies based outside Hong Kong but with local distributors and partners could also consider joining.

It is planned that the Show will feature products grouped under the following themes:

- **Baby Essentials** – baby food, clothing, caring products, trolleys, etc.
- **Digital Life** – electronic gadgets, 5G, audio visual products, electronic entertainment, etc.
- **Glamour & Style** – jewellery, gems, watches, fashion, fashion accessories, beauty products, etc.
- **Green Daily** – eco-friendly products, recycled products, organic products etc.
- **Healthy Living** - healthcare, sanitary products, health supplements, anti-epidemic products, masks, etc.
- **Home Inspiration** – houseware, home appliances, furnishing and home textiles, kitchen and tableware, home decor, lighting products etc.
- **Learning Corner** – books, stationery, educational products, etc.
- **Leisure Moment** – sports, hobby goods, collectibles, photography, travel goods, etc.
- **Pet Care** – pet food, care and grooming products, toys, clothing and accessories, etc.
- **Play Ideas** – toys, games, party products, etc.
- **Tasting Journey** – food, wine, tea, etc.

Attractive package with HKSAR Government subsidy

The HKSAR Government has launched a one-off subsidy scheme to subsidise companies participating in exhibitions organised by the HKTDC. Exhibitors will be subsidised 50% of the participation fee or HK\$10,000 per booth of 9sqm, subject to a cap of 10 booths of 9sqm and HK\$100,000 per company per fair. For exhibitors who apply for booths of 6sqm or other sizes such as 12sqm or 15sqm., please refer to the table below under (1) Participation Fees.

(1) Participation Fees

Booth Type	Original Participation Fee	New Participation Fee with C&E Subsidy
6sqm standard booth	HK\$20,600 / US\$2,930	HK\$10,600 / US\$1,648
9sqm standard booth	HK\$30,910 / US\$4,390	HK\$20,910 / US\$3,108
12sqm standard booth	HK\$41,190 / US\$5,840	HK\$27,857 / US\$4,131
15sqm standard booth	HK\$51,510 / US\$7,310	HK\$34,844 / US\$5,173

Note:

- All booth types are subject to a surcharge of 5% for 2-side or 3-side open booths
- Please refer to Appendix (1) for the booth layouts.
- No custom-built participation format is allowed.

(2) Booth allocation

Space for the **Lifestyle ShoppingFest** is limited and booths will be offered on a first-come-first-served basis. Booth location will be allocated by the HKTDC by balloting according to the exhibitor's booth size and product zoning.

(3) Payment Method

Please prepare a cheque made payable to "**Hong Kong Trade Development Council**" and send along with your application form to:

Hong Kong Trade Development Council
Exhibitions Department
Unit 13, Expo Galleria, HK Convention & Exhibition Centre
1 Expo Drive, Wanchai, Hong Kong
Ref: LIFESTYLE SHOPFEST

(4) Application Deadline

Please fill in the attached Reply Form and return to us with the payment on or before **19 February 2021**.

The safety and health of our exhibitors and visitors are always our top priority. The HKTDC will closely monitor the epidemic situation and review the arrangement one month before the Show starts. In case the show is cancelled or rescheduled, we will provide exhibitors with the option of refunding the payment.

If you have any further queries, please do not hesitate to contact our colleagues below:

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Yours sincerely,

Hong Kong Trade Development Council