

ASIA'S SPRING SHOWS: A BUYER'S MARKET



As Asia's premier events – the Canton Show and the Hong Kong Gift and Premium Fair – show a decline in attendance, the question becomes: Are suppliers finding new sources for their products or shopping from home?

By Michele Bell & Alexandra Steel

With technology-related items and smartphone accessories leading the trends in new product offerings in Asia's spring shows, visitors were quickly reminded that we're living in a data-driven world. Color trends centered in two areas – brights and earth tones – while prevalent textures included leathers, animal skin and matte silicone.

During the Gifts Fair, the Hong Kong Trade Development Council (HKTDC) commissioned an independent onsite survey agency, interviewing close to 1,000 buyers and exhibitors about their views on market prospects and product trends. The survey found that more than 80% of respondents expect overall sales to remain the same or improve in 2015, compared to last year. The majority of respondents consider the Chinese mainland to have the highest growth potential, followed by North America and Western Europe. In terms of product trends, most respondents expect advertising gifts and premium products to have the strongest

growth potential this year, followed by tech gifts and figurines and decorations.

Meanwhile, consumers are increasingly interested in product quality, pricing and design. "Consumers have focused on brands, product design and originality in recent years," said HKTDC Deputy Executive Director Benjamin Chau. "The pursuit of green living is also becoming a major trend. In view of the ever-changing market environment and consumers with high expectations, retailers must look for new products which are best suited to different markets."

The Gifts Fair and Printing and Packaging Fair gathered over 4,600 exhibitors from 38 countries and regions, showcasing various giftware and printing and packaging products. But the real story of the 117th Canton Fair, held in Guangzhou, China, and the Hong Kong Gifts and Premium Show may well be the drop in attendance this year compared to last. Consider that in 2014, 65,000 buyers attended the Hong Kong Fair; this year, 52,000 – a 20% drop. Visitors to the Canton Fair, which has not

released its attendance figures, noticed a visible decline in attendance.

But Scott Pearson, vice president of merchandising for Top 40 supplier Sweda, said he felt like there was good energy and traffic at the shows, both in Canton and Hong Kong. "I did see and meet with a number of U.S. suppliers and more than the norm on the distributor side," Pearson pointed out. "For a few years now, there are a number of international groups that have been established with U.S. distributors and suppliers participating. There also seems to be a slight up tick for the need for global distribution programs."

The Fall installment of the Canton Fair will be held on the following dates: Phase One, Oct. 15-19; Phase Two, Oct. 23-27; Phase Three, Oct. 31-Nov. 5. For more information go to: www.cantonfair.org.cn. The 2016 Hong Kong Gifts and Premium Fair will be held from April 27-30. For more information go to: www.hktdc.com.

Michele Bell is the editor of *SGR* and **Alexandra Steel** is its editorial intern.



◀ This modern-looking closable phone case will keep phones scratch-free; features include card holder and transformable horizontal phone stand. Available from LZB Technology Co. Ltd. Ph: 86-189-4247-5966; www.lzb520.com.



▶ This unique battery-powered clock with gold hands will match every client's style décor. Available from Jibang Electronic Ltd. Ph: 00086-596-8312345; www.china-clock.com.

▶ Clients can now watch 3-D videos on their smartphone with this easy-to-use eyewear; fits all faces with its adjustable Velcro straps. Available from Anubys Group. Ph: 86-150-57910650; www.anubysgroup.com.



▼ Who doesn't love hidden features? Not only is this phone case nice to look at, but its back also transforms into a stand, allowing the phone to sit both horizontally and vertically. Available at LZB Technology Co. Ltd. Ph: 86-189-4247-5966; www.lzb520.com.



◀ Outdoor people will love this camo-patterned, stainless-steel water bottle to keep their drinks hot or cold for hours with a twist-off cap. Available from Oak Ltd. Ph: 86-579-87300068; www.oakcup.com.



◀ This iPhone case has a more sophisticated look with a maroon-tinted leather back and red trim. Available from LZB Technology Co. Ltd. Ph: 86-189-4247-5966; www.lzb520.com.





▲ This metallic red power bank with USB slot can easily be traveled with, fitting just about anywhere. Available from Shenzhen E'Allto Technology Co. Ltd. Ph: 86-755-33000688; www.eallto.com.

► Clients will always know what the time is while wearing this orange silicone band watch with three-hand movement. Available from Fuzhou Lyheng Electronic Co. Ltd. Ph: 86-591-838483337-0; www.lyheng.com.



◀ The ultimate giveaway people will love, this cup features a flashing neon lid, orange light-up cube, hot pink light-up ring and white light-up lanyard with detachable USB. Available from Wonderful Enterprise Co. Ltd. Ph: 86-755-82374286; neon-gb.en.alibaba.com.



◀ Perfect for summer, this matte red water bottle will keep drinks cold during warm weather activities. Available from Oak Ltd. Ph: 86-579-87300068; www.oakcup.com.

► This matte red silicone phone case featuring a glossy dollar sign will make a statement. Available from QC&T Co. Ltd. Ph: 86-20-81619561; www.qicaijiaren.en.alibaba.com.



◀ Clients will think summer when they use this peach-colored silicone phone case with textured wavy lines. Available from QC&T Co. Ltd. Ph: 86-20-81619561; www.qicaijiaren.en.alibaba.com.



► Men can make a statement with this large dial watch with red silicone band and three-hand movement. Available from Fuzhou Lyheng Electronic Co. Ltd., 86-591-838483337-0, www.lyheng.com.



▼ This stylus turned pen is small and lightweight so it can be carried along anywhere. Available from Ningbo Grand Promotions and Gifts Co. Ltd. Ph: 0086-574-87934206; www.grand-pen.com.

► This sleek silver pen is perfect for every business desk, with interchangeable ink colors in just a click. Comes with black, red and blue ink and stylus. Available from Ningbo Grand Promotions and Gifts Co. Ltd. Ph: 0086-574-87934206; www.grand-pen.com.



▲ This two-in-one card holder will stick to the back of any phone with legs that pop open as a stand, allowing phone to sit vertically or horizontally. Available from Depo Manufacturing Corporation Ltd. Ph: 86-755-83782661; www.depochina.com.

► This fun, kelly green soccer pen lanyard would make for a great party favor for coaches to hand out at team gatherings. Available from Ningbo Grand Promotions and Gifts Co. Ltd. Ph: 0086-574-87934206; www.grand-pen.com.



► Clients can use this flashlight-tip pen to write in dark settings, it also features a stylus end for any touchscreen electronics. Available from Ningbo Grand Promotions and Gifts Co. Ltd. Ph: 0086-574-87934206; www.grand-pen.com.



► This greeniPad case features card holders, elastic strap, stylus holder, camera hole and supportable stand. Available from Wenyi Ltd. Ph: 86-20-28981770; www.mobilephonecase.en.alibaba.com.



▲ This bag is sturdy enough for traveling; features include shoulder strap and handles, front zipper pocket and two side pockets, as well as lining on the inside and a supportive base. Available from Beijing Alex Ltd. Ph: 86-10-84934345; bjalex@mx.cei.gov.cn.



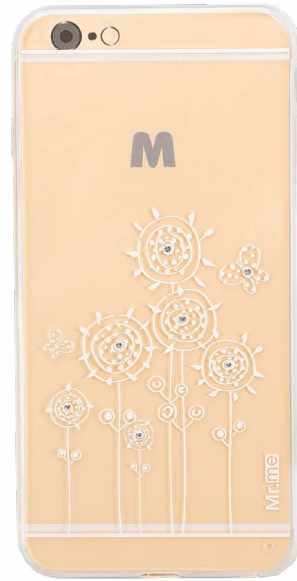
► Clients that wish to be eco-friendly and paper-free when giving out their information can use this USB business card. Available at Freedom Gifts Co. Ltd. Ph: 86-512-69396069; www.freedom-gifts.com.cn.





◀ Clients won't bother handing out business cards again with this pop-out USB stick, allowing them to share information quickly and easily on anyone's tablet or computer. Available at Win Power Technology Ltd. Ph: 86-18666820932; www.winpower-usb.com.

▶ Girls will love this clear silicone iPhone 6 case with a pretty white flower design. Available from Mr. Me Ltd. Ph: 86-13822151777.



◀ Perfect for the adventurous demographic, this waterproof pouch with adjustable lanyard and snap top fits any smartphone and has a touchscreen sensitive casing with the ability to call or text. Available at Xiamen Vkystar Products Ltd. Ph: 86-592-5708024; www.vkystar.com.



▲ This electronic-friendly duo are Bluetooth compatible with features that include volume, play, pause, answer, hang up, and touchscreen sensitive tip gloves. Available from Shenzhen CWC Technology Co. Ltd. Ph: 86-755-81470894; www.cwc-ltd.cn.



▶ The edgier consumer will like this black leather strap watch with red numbers, stainless-steel case and three-hand movement. Available from Fuzhou Lyheng Electronic Co. Ltd. Ph: 86-591-838483337-0; www.lyheng.com.



◀ This bright yellow water resistant watch has a silicone band and three-hand movement. Also comes in dark blue. Available from Shenzhen Taishirui Clock and Watch Co. Ltd. Ph: 0086-0755-27799120; www.tsrwatch.com.



▲ Have clients power-up in style with this sleek metallic gold charging bank with USB slot. Available from Shenzhen E'Alto Technology Co. Ltd. Ph: 86-755-33000688; www.ealto.com.



▲ Store business or credit cards on the back of a phone with this easy to access stick-on card holder. Comes in yellow and white. Available from Depo Manufacturing Corporation Ltd. Ph: 86-755-83782661; www.depochina.com.



▲ For clients on the go, this mini power bank will fit conveniently in a pocket or bag, ready for charging needs. Available at Shenzhen TXT Electronics Co. Ltd. Ph: 86-0755-81491961; www.chinasztxt.com.

▼ For an easy giveaway item, hand out this lightweight 60-inch measuring tape keychain. Available from V-Trust Inspection Service Co. Ltd. Ph: 86-20-89089880; www.v-trust.com.

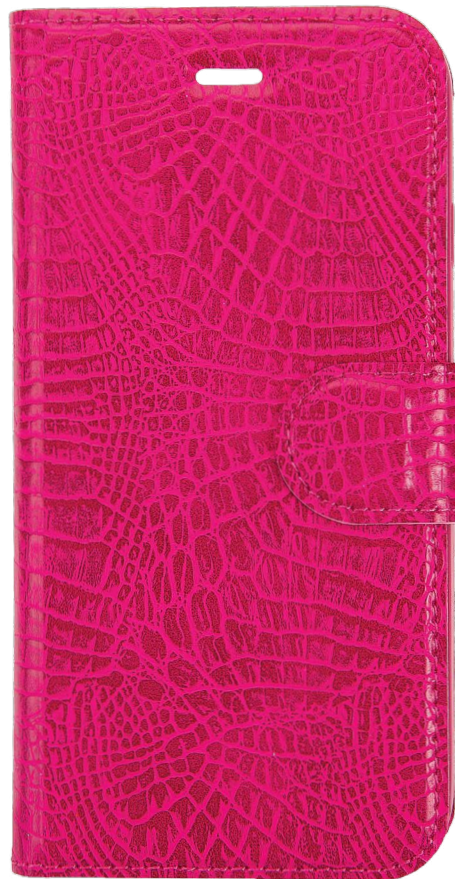




▲ This sleek hot pink silicone phone case has lots of flexibility, making it easy to interchange. Available from QC&T Co. Ltd. Ph: 86-2081619561; www.qicaijiaren.en.alibaba.com.



▲ This compact, wallet-sized power bank is easy to use and store when electronics are running low on batteries. Ugood Technology Co. Ltd. Ph: 86-755-89745749; www.ugood.en.alibaba.com.



◀ This hot pink leather iPhone 6 case won't go unnoticed; features include camera hole, cardholder and magnetic latch. Available from QC&T Co. Ltd. Ph: 86-20-81619561; www.qicaijiaren.en.alibaba.com.

▼ This sleek red selfie stick is usable for IOS or Android; comes complete with Bluetooth, remote, camera front flip, zoom in and out, 3-6 month battery and a 72-degree angle range. Available from Hoox International Co. Ltd. Ph: 86-755-23000349; www.hoox.hk.

