



第17屆

香港家居潮流博覽

17th Hong Kong Homex 2017

24 - 27 / 12 / 2017 香港會議展覽中心 1號館
Hong Kong Convention and Exhibition Centre, Hall 1

潮流家居 · 生活所需

Live in Style



主辦機構
Organizer



香港亞洲展覽(集團)有限公司
Hongkong-Asia Exhibition (Holdings) Ltd.



香港家居潮流博覽 Homex

年度家品盛事 不斷創新現商機

Catch Every Business Opportunity

港人素來追求生活品味，希望居所既實用又充滿個人風格。可惜香港寸金尺土，生活空間狹小，格局奇特的樓盤近年日漸增多，唯有多花心思於點綴家飾及室內設計上，方能將小蝸居打造成舒適寫意的安樂窩。據資料顯示，香港的家品零售市場持續擴大，平均按年錄得約10%增長，預計2017年全港家品零售總額將高達125億港元。

為滿足龐大的家品及室內設計市場需求，「第17屆香港家居潮流博覽2017」將於2017年12月24至27日，假香港會議展覽中心1號館再度舉行。展會齊集一系列傢俱家品和影音產品與家電，近年更增添家居設計及創意元素，務求滿足港人追求一站式消費的要求。「香港家居潮流博覽」已舉辦超過十年，由於地點便利及產品與服務豐富齊全，每年均吸引逾40萬市民到場消費，更是置業人士及廣泛家庭年度選購家品的好去處。此外，大會亦不斷創造新元素以吸引更多入場人士，繼2016年大受歡迎的「水族巡禮」，今年將增設「家庭電影院」等全新焦點。在聖誕節的濃厚氣氛帶動下，適逢同期舉行的冬季購物節及美食節帶來大量高消費力之人流，定將為展會締造良好的消費氣氛，為展商創造無限商機。

People in Hong Kong are longing for chic and stylish living environment. However, space is too limited that we all need to walk an extra mile on home decoration to turn a small room into a cozy place to live. According to research, the amount that Hong Kong people spend on building their home has increased by 10% annually. A 12.5 billion of sales revenue of household retail industry is anticipated in coming year.

Feeding customers' expanding demand on homewares and interior design, the 17th Hong Kong Homex 2017 will be held from 24 to 27 December, 2017 at the Hong Kong Convention and Exhibition Centre. A wide range of furniture, home electrical appliances and decorations, so as interior design and creative elements can be found in a one-stop platform for visitors' convenience. Held more than ten years, Hong Kong Homex is well known for its convenient location and comprehensive products and services. Every year, more than 400000 visitors are attracted to the event and the exhibition makes an ideal sales platform of household products for potential house owners and different families. Also, the Organizer enriches the content by creating new elements to the expo. "Aquarium Showcase" gained much attention in 2016, "Family Theater" and more hot attractions will be introduced this year. The concurrent Hong Kong Mega Showcase and Food Festival will definitely draw more visitors with high purchasing power to the venue. Join us and grab the golden business opportunity in Christmas!



場內精彩節目

Highlights of the On-site Events

- 〈行晒全場有著數〉 向入場人士送出精美禮物，增加品牌知名度
Free Gift – Increase brand awareness by giving complimentary gift
- 〈家居大門法〉 邀請現場觀眾上台參加互動遊戲，送出各款豐富獎品
Chores Battle - Interactive games on stage with visitors to give out prizes
- 〈家居風水話你知〉 風水師講解來年家居風水擺設
All About Feng Shui - Feng Shui master to teach audience more about household Feng Shui of next year
- 〈驗清驗楚〉 驗樓師教市民驗樓要訣
Flat Inspection for All - Tips for Building Inspection by Surveyor
- 〈2018年家居設計前瞻講座〉 由名室內設計師介紹2018最潮的家居設計資訊
Talk on 2018 Interior Design Trend - Home design trend and tips by interior designers
- 〈參展商特備節目〉 配合參展商策劃一系列宣傳活動，進一步提升品牌形象及滲透力
Other Programs - Tailor-made stage program for exhibitors, including games, seminars to stimulate on-site atmosphere



展覽內容豐富 吸引更多買家參觀及選購

Great Variety of Products Increases Visitors' Buying Intention

傢俱及床上用品展區

Furniture and Bedding Zone



家電影音及智能家居設備展區

Electrical Appliances and Smart Home Zone



家品及家居服務

Homeware & Home Service



廚房及浴室設備展區

Kitchenware & Bathroom Service



水族、園藝及寵物用品展區

Aquarium, Gardening and Pet Care Zone



室內設計及裝飾材料展區

Interior Design and Decoration Zone



歷屆參展商 Previous Exhibitors

傢俱及床品品牌 Furniture and Bedding

Home 21家居21、Sofamark 梳化倉、SOFASOGOOD、Ulferts of Sweden歐化傢俬、LiveHouse家。生活、DI-MENSION LIVING傢俱、MACINI COLLECTION 馬仙妮專門店、SINOMAX HEALTH & HOUSEHOLD PRODUCTS LTD 聖諾盟健康家居用品有限公司、DUNLOPILLO (HONG KONG) LTD 鄧祿普(香港)有限公司、KING KOIL愛皇健、UJI BEDDINGS UJI床上用品、CHERRY HOME卓譽寢室用品、COTTEX AUSTRALIA BEDDINGS澳洲歌婷床上用品, etc.

廚房及浴室用品品牌 Kitchenware & Bathroom

PRICERITE 實惠、PRIMADA寶康達、PRO LOGIC保樂潔、IDEAL CHEF意美廚、TITAN 天上野、E.WINDOW雅窗牌、CHEONG HING STORE 昌興(1917)有限公司、I LOVE KITCHEN我愛廚房、FIDLEITY (FAR EAST) TRADING CO LTD 富達(遠東)貿易有限公司、HIBACHI GAS COOKER LTD 氣霸爐具有限公司、LIGHTING (JAPAN) TRADING LTD 星暉(日本)貿易有限公司、FECA HK、JVG DEVELOPMENT LTD 峻域發展(香港)有限公司、HONG KONG WATER SOLUTION 香港潔淨水, etc.

設計品牌及裝飾材料 Interior Design and Decoration

DECOR HOUSE靚靚屋、LIVING PLUS住+居室、SPACE N DESIGN 設計空間有限公司、HK INTERIOR DESIGN香港室內設計、JACAL (HK) DESIGN LTD捷高設計有限公司、RICO INTERIOR DESIGN帝高室內設計、CAPITAL DESIGN CENTER 首都設計中心、YALE 金來仕門鎖、OWELL INTERNATIONAL LTD 傲威國際有限公司、HD GALLERY, etc.

家庭電器品牌 Electrical Appliances & Smart Home

DE' LONGHI KENWOOD APA LTD、PHILIPS ELECTRONICS HONG KONG LTD. 飛利浦電子香港有限公司、PANASHOP 專一家電、OTO BODYCARE (HK) LTD 豪特保健(香港)有限公司、OGAWA HEALTHCARE INTERNATIONAL、MAXCARE INDUSTRIAL LTD 美斯凱實業有限公司、NESCAFÉ Dolce Gusto 咖啡機、PREMIER INTERNATIONAL MARKETING LTD 西進國際市務有限公司、SAN DYNAMIC LTD 家典有限公司、SMARTECH INTERNATIONAL MARKETING LTD 浚達國際市務有限公司、ARISSTO 咖啡機、DIAMOND WATER 鑽石能量水、NUTZEN樂斯、CLEAIR GROUP LTD、MIDEA ELECTRIC HK LTD 美的電器(香港)有限公司、SENGA 尚家生活, etc.

家品及家居服務

VILEDA微力達、SAFEWELL SAFES盛威夾萬有限公司、CANNAN MOVING CO LTD 迦南搬屋有限公司、XUAN KONG GUAN 玄空館風水命理顧問、LAZY 家居服務平台、PCCW、NOW TV、HKT、THREE、香港寬頻, etc

香港最多消費者 及人流之家居展

低成本, 高效益
High Cost-Effectiveness,
The Best Promotion and Sales Channel

開拓更多商機, 接觸更多新客戶
To Unleash Potential Business Opportunities,
Acquire New Customers

擴大市場佔有率
To Increase Existing Market Share

短時間提升營業額
To boost sales timely

接收市場最新資訊
To Receive Updated Industry Information

直接向各買家推介產品及服務, 了解市場反應
To Test the Market Reaction Directly By Direct Sales To Consumers

提升企業形象以及鞏固行內地位
To Enhance Brand Image And Strengthen Industry Position

為甚麼參展? Why Exhibit?



2016參展商評語



Main Plan Ltd. - Ms. Rita Cheung - “今年香港家居潮流博覽2016人流比往年多, 顧客購買欲強。得到主辦商的大力宣傳及推廣, 令今次展覽會的營業額比去年大幅提升, 現正積極考慮2017年之參展計劃, 希望能再創高峰。”
“Visitor flow of Hong Kong Homex is much higher than last year, and customers have much purchase intention. Thanks to the Organizer's well planning on promotion, our sales volume raised dramatically. We're planning to join again in 2017 and we expect to achieve another success.”

CLEAR GROUP LIMITED - Ms. Kai Lam - “這次展覽適逢在聖誕檔期舉行, 會場人流相當旺盛。配合同期多個展覽現場熾熱、高漲的購物氣氛和情緒帶動下, 本公司亦得到不錯的成績。”

“The expo falls on Christmas holidays and results in a high visitor flow. The on-site atmosphere is upsurged by several concurrent fairs and we are achieving a high revenue.”



HK INTERIOR DESIGN LIMITED - Mr. Chan - “今次是我司第一次參加香港家居潮流博覽, 人流比想像中暢旺, 吸引不同地區的人士入場, 能夠接觸不同客戶, 擴大客源, 這是我司最大的得著。是次參展有助我們向客戶推廣室內設計的VR技術, 相信展覽會是很好的宣傳途徑。”

“This is our first time joining the Hong Kong Homex. Visitor flow was higher than our expectation. We successfully acquired new customers and met on-site visitors from different regions. The expo was an ideal channel for us to promote and introduce VR technology of interior design to customers.”



CO2 AQUARIUM SHOP - Mr. Cheung - “今次是我司第一次參展, 發現原來很多人對水族都十分有興趣, 亦會主動詢問水晶蝦的特點。整體來說, 水族區的人流非常不錯, 有助推動更多人接觸水族及其樂趣。”

“This is our first time joining the expo. Visitors were highly interested in aquarium and were eager to know more features of crystal shrimps. On the whole, the visitor flow was satisfying and the expo served as an interactive platform for people to explore more on aquarium.”



強勢宣傳 目標客戶一網打盡 Mass Promotion Programs

為參展商度身訂做的高效宣傳計劃，內容豐富、滲透力強！

要進一步提升展會期間的曝光率，加強產品和服務的重點宣傳，並強化品牌形象的參展商，萬勿錯過！

An efficient promotion plan with great ideas tailor-made for individual exhibitors! Don't miss out the opportunity on reinforcing your brand image.

廣發邀請函及入場贈券 Complimentary Tickets and Invitation Cards

與各大銀行、屋苑、物業代理、新樓盤、高級食府、時裝零售、護理產品連鎖店及大型購物商場等合作，廣發邀請函及印有參展商廣告之入場贈券，讓參展商更進一步直接接觸客戶群。

Closely liaise with banks, residential areas, property areas, restaurants, fashion brands, chain stores and shopping malls to distribute invitations and complimentary tickets with exhibitor's ads to speed up the time for exhibitors to reach target audience.



「邀請卡」廣告 Postcards Promotion

聯同廣告商寄出5萬份邀請卡予最近三年入伙或擁有高成交量的樓宇及屋苑住戶，其中包括貝沙灣、昇薈、喜韻、瓏璽、浪澄灣及太古城等，以吸納新入伙人士、業主及有意置業人士等高消費目標客戶入場。

In order to help advertisers attract high spending customers such as potential and existing house owners, the Organizer will cooperate with advertisers and send out 50000 postcards to residents with their flat in-take within last three years or with high transaction volumes. Properties including Bel-Air, The Visionary, Heya Star, Imperial Cullinan, The Long Beach, Taikoo Shing, etc.



入場券 Admission Ticket

大批入場人士將於售票處購買印有參展商廣告的門票，讓資訊直接傳遞至目標群。

Through buying the admission ticket at Ticketing Counter, exhibitor message can pass to customer directly.



展場指南/消費萬利券 On-Site Show Guide / X'mas Wow Coupon

主辦機構將於售票處及場內派發展場指南，提供不同節目內容及優惠予入場人士。

Organizer widely distributes Show Guide and X'mas Wow Coupon at Ticketing Counter and in-hall organizer counters to provide program information. Exhibitors can deliver their promotional message directly to customers.



網上宣傳 Online Promotion

透過主辦機構的大會網站、Facebook專頁及微博，配合動畫及微電影，以宣傳展會及參展商資訊。

Expo info and Exhibitor promotional information will be showcased in animation and microfilm, which will be posted on our online platforms, such as website, Facebook page and Weibo.



軟性宣傳策略 Promotion on Mass Media

將會定期向各大傳媒發放新聞稿和展會資訊，以確保展會前保持曝光率。

Press release and conference information will be sent to media regularly.



報章雜誌廣告 Ads on Newspaper and Magazine

今日家居、iB雅舍、家居易、Super Home、佳居生活、Harmony Magazine、東方日報、太陽報、經濟日報、星島日報及好報等。

Today's Living, Interior Beaut é , Home 2, Super Home, Guardian Care, Harmony Magazine, Oriental Daily, the Sun, Hong Kong Economic Times, Sing Tao Daily and Good News, etc.



供參展商選購之宣傳計劃 Optional Promotion Programme

多元化廣告形式

- 展會入口燈箱廣告
- 會場背幕廣告
- 場內旗幟廣告
- 特製和專題設計廣告
- 消費券廣告
- 入場券廣告
- 邀請卡廣告
- 「展場廣播」廣告

Diversified Advertising

- Entrance light-box ads
- Backdrop ads
- Banner ads
- Special and feature ads
- Ads on purchase and service coupons
- Ads on admission tickets
- Ads on invitation cards
- "On-site Broadcasting" Advertisement

現場節目

- 贊助產品(供抽獎、台上特色活動、或作展會入場禮品之用)
- 舉行新產品發佈會
- 進行產品或服務示範
- 行晒全場有著數

On-site Gimmicks

- Product sponsorship (for lucky draw, gimmicks on stage and door gifts)
- Product launch
- Demonstration for products/services
- Free Gift

獨家贊助計劃

- 冠名贊助
- 突出優越贊助
- 場內主題贊助

Exclusive Sponsorship Programme

- Title sponsorship
- Prominent prime sponsorship
- On-site theme sponsorship

傳媒廣泛報導 Media Coverage (excerpted partly)

報章及雜誌 Newspaper & Magazine



報章及雜誌如經濟日報、星島日報、東方日報、晴報、頭條日報、TimeOut Hong Kong、Vivi、Mina、Hobby Japan、車主、名車站、搵車快報、Petgazine.com、寵物買家、新樓設計、今日家居、家居易、iB雅舍、兒童快報、Like Magazine、Good Eating及華戀會會刊等。

Newspapers and magazines coverage, including Hong Kong Economic Times, Sing Tao Daily, Oriental Daily, Sky Post, Headline Daily, TimeOut Hong Kong, Vivi, Mina, Hobby Japan, Automobile Magazine Hong Kong, MOTOZ Trader, MOTOZ Xpress, Petgazine.com, Pets Buyer, New House Interiors Digest, Today's Living, Home 2, Interior Beauté, Whiz-kids Express Weekly, Like Magazine, Good Eating, Chinachem Club Magazine, etc.

電視/ 網上報導 Television/ Online Coverage



頭條POP NEWS



ontv 東網電視



J2台 - 東張西望



TVB翡翠台、TVB高清翡翠台及 J2台於黃金時段播放展會電視廣告
Ads on TVB, HD TVB and J2

電視廣告：TVB翡翠台、J5及J2台於黃金時段播放展會電視廣告。
Television Advertisements : TV Ads of the exhibition on TVB Jade, J5 and J2 during prime time.

參展方式

標準攤位：3米 x 3米 (9平方米)

參展費用：每平方米港幣2,680元/美金346元

設施：圍板、地氈、公司名牌、2支燈、1張桌子、2張椅子、清潔服務及基本保安

空地攤位：最少18平方米

參展費用：每平方米港幣2,438元/美金315元

設施：清潔服務、基本保安

付款方法及訂位細則

參展商於簽訂參展表格時須付50%之金額，劃線支票抬頭請寫「香港亞洲展覽(集團)有限公司」。餘款須於展覽會3個月前付清，逾期者作棄權論，而主辦機構則可將其攤位出售，至於已繳之款項將不獲退還。

強大宣傳網絡 Mass Promotion Platform



大型戶外廣告：於紅隧放置大型戶外廣告板；除此之外，於人流眾多的商場如Apm、旺角瓊華中心、Cke重慶站購物商場、銅鑼灣廣場2期等加設電子屏幕廣告或燈箱廣告。

Outdoor Advertisements : Large-scale outdoor billboards at Cross Harbour Tunnel; besides, lightbox and information panel ads were placed at popular shopping malls, such as Kowloon Bay MegaBox, Mongkok King Wah Centre, Tsim Sha Tsui Cke Shopping Mall, Causeway Bay Plaza 2, etc.



港鐵：於主要車站放置燈箱廣告、全線車站電梯廣告、牆身燈箱廣告、車箱電子板廣告及車箱廣告卡，以提升宣傳效果。

MTR Advertisements : Advertisements at major MTR stations, ranging from light boxes, escalator crown, poster-on-wall, in-train information panel and tube card, to increase the effectiveness of promotion.



全面覆蓋電子媒體：透過社交平台如Facebook、微博、WeChat、Youtube等渠道，以及受歡迎的網站包括BabyKingdom、Yahoo、Lifestyle.com.hk、頭條日報網、Wellcome惠康及Like Magazine等。

Local and Mainland Online Promotion : Through social platforms, such as Facebook, Weibo, WeChat, YouTube and other popular websites, such as BabyKingdom, Yahoo, Lifestyle.com.hk, Headline Daily, Wellcome, etc., for any exhibition updates.

Participation Format

Standard Booth : 3m x 3m (9 square meters)

Participation fee: HK\$2,680/ US\$346 per square meter

Facilities : Partitions, carpeting, fascia with company name, 2 spotlights, 1 desk, 2 chairs, cleaning service, basic security service

Raw Space : At least 18 square meters

Participation fee: HK\$2,438/ US\$315 per square meter

Facilities : Cleaning service, basic security service

Payment

A deposit of 50 % of the total amount must be paid upon confirmation. A crossed cheque should be made payable to "Hongkong-Asia Exhibition (Holdings) Ltd." with the balance should be payable 3 months prior to the exhibition. Failure to pay on time will mean withdrawal from the exhibition. It is at the organizer's sole discretion to re-sell the booth. The entire paid deposit will then be forfeited.

主辦機構
Organizer



香港亞洲展覽(集團)有限公司
Hongkong-Asia Exhibition (Holdings) Ltd.

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