



第15屆

香港家居潮流博覽

15th Hong Kong Homex 2015

24 - 27 / 12 / 2015

香港會議展覽中心 1號館

Hong Kong Convention and Exhibition Centre, Hall 1



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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香港城市雖小，但貴為國際知名都市，市民對住屋居所的要求不斷提升，家品市場持續擴張，預期家品的零售總額將增長至2016年的125億港元。加上香港為彈丸之地，要善用空間創造一個既具風格又貼合實際需要的家實為香港人所需。「家居潮流博覽」已舉辦超過十年，除了齊集一系列傢俱家品和家庭影音電器產品，近年更加添家居設計及創意元素，滿足市民進行一站式和多目標消費之餘，更可打造獨一無二的家。展會近年更吸引不少國內買家到場選購，進一步為參展商帶來無限商機。「家居潮流博覽」於場內舉辦不同的活動，讓參展商與買家聚首一堂，建立互利關係，加上展會在聖誕檔期舉行的香港冬季購物節和香港冬日美食節等同期展覽的帶動下，定必營造更濃烈的消費意慾，為參展商提供額外的買家來源，帶來更多商機。

Hong Kong is a houseware sourcing hub that the total retail sales revenue of household products is expected to reach HKD 12.5 billion in 2016.

The Hong Kong Homex has come to its 15th edition in 2015. In recent years, the expo not only gathered a series of houseware, home electrical and furniture, but also added interior design and creative home decoration elements. With the reputation in the market, the Hong Kong Homex also attracts an increasing number of buyers from mainland China in recent years. To be held concurrently with the Hong Kong Mega Showcase and Hong Kong Food Festival during the Christmas period, the Homex Expo which provides one-stop-shop service for buyers would definitely create more business opportunity for exhibitors to promote their brands and increase sales volume.

為您締造無限商機

A Golden Opportunity to
Maximize Your Profits



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場內精彩節目

Highlights of the On-site Events

- 〈家品大拍賣〉 以低價競投心水的高級家電及家品
Houseware Auction - houseware appliances bidding at a happy price
- 〈家居風水話你知〉 風水師講解家居風水擺設
Know more Feng Shui - Specialist to teach audience more about household Feng Shui
- 〈驗清驗楚〉 驗樓師教市民驗樓要訣
Tips for Building Inspection by Surveyor
- 〈2016家居設計前瞻講座〉 室內設計師介紹2016最潮的家居設計資訊
Talk on 2016 Interior Design Trend - Home design trend and tips by interior designers.



展區鮮明 方便買家參觀及選購 Distinctive Zones for Visitor's Convenience

傢俱家品及床上用品區 Furniture and Bedding Zone

設計多元化的傢俬傢俱及家品讓都市人打造專屬的家居風格，展品包括：家居擺設、傢俬組合、寢具、紡織及布藝等。

Wide range stylish design of furniture and household products create your very own home style. Exhibits include household decoration, furniture suites and bedding, fabrics, etc.

家電及智能家居設備展區 Electrical Appliances and Smart Home Zone

現代化智能家居結合了科技、時尚與潮流。展區產品包括智能影音和家電產品，並加入智能家居設備，其中展品包括：智能室內操控系統、智能保安系統、智能環保系統及智能保健器材等。

Smart home has combined modern technology, lifestyle and trends, bring you a comfortable and convenient household life. Exhibits include smart AV products and electrical appliances, with additional smart home devices, including i-Control, i-Security, i-Green and i-Healthcare system, etc.

室內設計及裝飾材料展區 Interior Design and Decoration Zone

從家居空間設計和裝飾，給予更多實用和創意的靈感。展品包括設計及繪圖服務、室內設計軟件、室內設計裝修工程、建築材料如地板、瓷磚及門窗、裝飾材料如牆紙、地毯、窗簾、燈飾、油漆及其配件、創新裝飾物料和環保物料等，更提供諮詢及訂購等服務。

Interior design and decoration materials are crucial to make good use of limited home space and reflect one's style and taste. This zone will provide design and floor-plan drawing services, interior design software, traditional decoration materials such as flooring, ceramic tiles, doors, windows, lightings and painting, innovative and eco-friendly decoration materials, consultation services, etc.

廚房及浴室設備展區 Bathroom and Kitchenware Zone

展示最新廚房、浴室產品及設計，展品包括：自動化多功能廚房設備、家電、浴室設備、淨水設備、水療按摩設備及健身設備等。

Presenting the latest kitchen and bathroom products and design with one-stop-shop platform, which includes automatic multi-function kitchen products, electronic appliances, water purifiers, spa and fitness equipment, etc.

家居服務 Home Services

綜合全面的家居服務，包括保險、安居清潔設施及保養、除蟲、搬運及外傭服務等。

Comprehensive home services including insurance, cleaning facilities and maintenance, pest control, home removal services and maid service, etc.

寵物用品 Pet Care

綜合全面的寵物用品及服務，包括寵物食品、寵物美容護理、訓練、獸醫診所、寵物酒店、寵物攝影、運輸、保險。

Comprehensive pet care products and services including pet food, pet grooming apparel & tools, training, vet, pet hotel, pet photo studio, pet transportation and pet insurance, etc.

歷屆參展商 Previous Exhibitors

傢俱及床品品牌 Furniture and Bedding

Home21 家居21、DI-MENSION LIVING 傢俱、MUSE FURNITURE LAB 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 COTTEX 寢室用品

家品及廚房用品品牌 Kitchenware

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、JVG DEVELOPMENT LTD. 峻域發展(香港)有限公司、SAFELL HOME 盛威夾萬有限公司、I LOVE KITCHEN 我愛廚房

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

DECOR HOUSE 靚靚屋、LIVING PLUS 住+居室、SIMPLE LIVING、SPACE N DESIGN 設計空間有限公司、YALE 金來仕門鎖、OWELL INTERNATIONAL LTD 傲威國際有限公司、ELEGANTE DECORO 品活國際有限公司

家庭電器品牌 Electrical Appliances

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、INADA HEALTHCARE LIMITED 稻田保健有限公司、MAXCARE INDUSTRIAL LTD 美斯凱實業有限公司、PREMIER INTERNATIONAL MARKETING LTD 西進國際市務有限公司、SAN DYNAMIC LTD 家典有限公司、SMARTCH INTERNATIONAL MARKETING LTD 浚達國際市務有限公司、ARISSTO 咖啡機、DIAMOND WATER 鑽石能量水、MIDEA ELECTRIC HK LTD 美的電器(香港)有限公司、DSC 德爾斯、AV LIFE 生活影音、FIDELITY (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 星輝(日本)貿易有限公司, etc.





為甚麼參展? Why Exhibit?

直接向各買家推介產品及服務
To reach potential buyers directly

擴大市場佔有率
To increase market share

接收市場最新資訊
To get updated industry information

接觸更多新客戶
To acquire new customers

鞏固行內地位
To strengthen position in the industry

提升企業形象
To enhance corporate image

開拓更多商機
To explore more business opportunities

短時間提升營業額
To boost sales timely



2014參展商評語

OTO Bodycare (HK) Ltd - “已經多次參展，參展原因想增加銷路及推廣品牌，入場人士購物反應不俗。”

“Joined the expo for few times already. Main reason to join this year is to increase sales and do brand promotion, high purchasing power so far.”

Home 21 - “今次第一次參展，人流量高而且購買力強，有助宣傳及推廣品牌形象。”

“First time to join the expo, high visitor flow and purchasing power, very helpful for brand image promotion.”

Maxcare - “人流比往年參展多，符合預期，分區的安排令客人可以更清晰。”

“Visitors' flow is better than last year and meet our expectation, and different zone allocation is clearer for visitors.”

2014入場人士評語

李小姐 - “入場主要希望可以買以家庭用品為主的特價貨品，現場氣氛很好，令人忍不住想消費，好開心可以一次過以優惠的價錢買到心水家電、按摩機等。”

“Would like to purchase more on sale household goods. Excellent buying atmosphere. Having a good time doing shopping especially purchase massage machine and some other home appliance with a discounted price.” by Miss Lee

楊先生 - “場內購物氣氛熱烈，好多產品優惠都很吸引，希望可以買到心水電器，知道現場有慈善拍賣活動，很有意義。”

“I enjoy the shopping atmosphere in the expo, there're a lot of attractive discounts, I hope I can purchase some home appliances with discounted price. I also notice there is a charity auction section. It is very meaningful.” by Mr. Yeung





密集式宣傳攻勢 入場人數再創新高

- 在大型戶外廣告牌、各大報章雜誌及港鐵等刊登廣告
- 與專業機構、商會、著名設計師雜誌及網站合作重點宣傳，吸引更多目標顧客入場消費
- 與各大銀行、屋苑、物業代理、新樓盤、高級食府、時裝零售及大型購物商場等合作，廣發邀請咭以吸納新入伙人士、業主及有意置業人士等高消費目標顧客入場
- 特設品牌傢俬區，具專業設計及特殊風格，迎合不同買家需求
- 透過內地宣傳團隊於內地主要網站、電台及報章雜誌等宣傳展會，並與多間旅行社合作，帶來源源不絕的目標客戶

Intensive Promotional Strategies to Maximize the Visitor Flow

- Comprehensive advertising campaign includes advertisement in outdoor billboards, major newspapers, magazines and MTR stations.
- Cooperating with associations, Chamber of Commerce, top designer magazines and websites to promote the expo extensively.
- Distributing invitations to banks, housing estates, property agencies, new properties, top restaurants, fashion boutiques, well-known forums and shopping malls to attract new home buyers, property owners and high spending customers.
- Introducing a Brand Furniture Zone, showcasing products designed by professional designers with unique styles to fit each buyer's need.
- Seize the opportunity in China to attract consumers from Mainland with high spending power through extensive promotion campaigns at major websites, radio, newspapers and magazines.



廣泛報導 (部份) Extensive Coverage (Partial)



雜誌 Magazine

新樓設計、全攻略、今日家居、高分誌、Super Home
(New House Interiors Digest, Today's Living,
Go Fun Magazine, Super Home)



電視台 TV

有線電視、無線電視、NOW TV、廣東廣播電視台
(Cable TV, TVB, NOW TV,
Guangdong Radio & Television Station)



報章 Newspapers

蘋果日報、東方日報、星島日報、經濟日報
(Apple Daily, Oriental Daily, Sing Tao Daily,
Hong Kong Economic Times)

展品類別

傢俱家品及床上用品區

- 家居擺設
- 傢俬組合
- 寢具
- 紡織及布料

家電及智能家居設備展區

- 智能影音
- 家電產品
- 智能室內操控系統
- 智能保安系統
- 智能環保系統
- 智能醫療系統

室內設計及裝飾材料展區

- 設計及繪圖服務
- 室內設計諮詢
- 室內設計軟件
- 室內設計裝修工程
- 裝飾材料
(如牆紙、地毯、窗簾、燈飾、油漆及其配件)

廚房及浴室設備展區

- 自動化多功能廚房設備
- 廚房家電
- 浴室設備
- 淨水設備
- 水療按摩設備
- 健身設備

家居服務

- 安居清潔設施及保養
- 保險
- 除蟲
- 搬運
- 外傭服務

寵物用品

- 寵物食品
- 訓練
- 獸醫診所
- 寵物酒店
- 寵物美容護理
- 寵物攝影
- 運輸
- 保險

Exhibit Profile

Furniture and Bedding Zone

- Household Decoration
- Furniture suites
- Bedding
- Textile and Fabric

Electronic Appliances and Smart Home Zone

- Smart AV Products
- Electronic Appliances
- i-Control System
- i-Security System
- i-Green System
- i-Healthcare System

Interior Design and Decoration Zone

- Design and Sketching Services
- Interior Design Consultation
- Interior Design Software
- Interior Design Renovation Services
- Decoration Materials

Bathroom and Kitchen Facilities Zone

- Automatic Multi-Functional Kitchen Products
- Kitchen Appliances
- Bathroom Facilities
- Water Purifiers
- Spa and Massage Facilities
- Fitness Equipment

Home Services

- Cleaning Facilities and Maintenance
- Insurance
- Pest Control
- Home Removal Services
- Maid Service

Pet Care

- Pet Food
- Training
- Vet
- Pet Hotel
- Pet Grooming Apparel & Tools
- Pet Photo Studio
- Pet transportation
- Pet Insurance