

第23屆
23rd HK
香港冬季購物節
Mega Showcase

25-28 / 12 / 2025

香港會議展覽中心 1號館

Hong Kong Convention and Exhibition Centre, Hall 1

冬季購物盛事
共創無限商機



主辦機構 :  香港亞洲展覽(集團)有限公司
Organizer :  Hongkong-Asia Exhibition (Holdings) Ltd.

大會網站 Website :

megashow-expo.com.hk



冬季購物節 MegaShowcase



@hkmegashowcase



香港冬季購物節及冬日美食節



好玩好食香港地



聖誕購物玩樂嘉年華 黃金商機盡在香港冬季購物節 Amazing Sales Opportunity in the Greatest Shopping Carnival



「第23屆香港冬季購物節」將於2025年12月25-28日假香港會議展覽中心1號館盛大舉行！屆時展會將呈獻多元化的產品和優惠，以迎合龐大的購物需求，為大眾在聖誕期間帶來無盡的購物樂趣。大會特設7大購物專區，包括美容化妝及保健品、時尚服飾、珠寶鐘錶、休閒娛樂及運動用品、文具玩具及個人護理產品等等。此外，大會還將邀請一眾當紅明星嘉賓到場表演，以吸引更多入場人士。同時，大會亦設有不同的工作坊，讓一家大細在購物的同時能享受互動的樂趣，絕對是聖誕假期必到的購物玩樂盛會！

主辦機構安排多項獎賞活動及消費抽獎，包括「行晒全場有著數」、消費大抽獎、人氣歌手藝人表演及專題講座等，藉此刺激消費及吸引更多入場人士。節日期間，大批留港市民及訪港旅客消費，有助促進本地內銷商機。配合大會線上線下及會場宣傳廣告，冬季購物節連同同期展覽，預期吸納過百萬人次！絕對是一個不可錯過的聖誕零售黃金檔期！

受惠於工業貿易署（工貿署）推出的「中小企業市場推廣基金」計劃，合資格展商可享50%參展費用資助，為您的市場推廣活動提供強大支持。合資格的企業可以充分利用這個絕佳機會，以優惠價格參展，拓展業務商機。

The 23rd Hong Kong Mega Showcase will be held from 25 to 28 December, 2025 at Hall 1, Hong Kong Convention and Exhibition Centre. Gathering diversified products and special offers, the expo features 7 major shopping zones, including Beauty & Health care, Jewellery & Watches, Fashion & Accessories, Sports & Leisure Equipment, Stationery & Toys, Personal Care Products. Besides, the Organizer will invite famous artists for on-stage performances in order to attract more visitors. The parent-child workshops are also provided for families to enjoy interactive fun while shopping. It's definitely a must-visit shopping and entertainment extravaganza for the Christmas holiday!

To increase the visitor flow and stimulate on-site consumption, the Organizer will prepare an array of special activities and consumption reward, including "Stamp Your Way to Festive Delights", Consumption Lucky Draws, seminars and performance, etc. The Christmas season brings in a large number of Hong Kong residents and visitors, creating opportunities for local business. Along with Organizer's online, offline and on-site promotion, it is estimated that there will be over million attendances at the event in 2025. Hong Kong Mega Showcase definitely will be your golden opportunity for sales and promotion in Christmas!

The exhibition is funded by "SME Export Marketing Fund", eligible exhibitors can enjoy 50% of the participation fee rebate. Through the high cost-effectiveness, direct selling to target consumers. Qualified company could grasp the golden opportunity to expand business scope with preferential exhibition fee.

參展攤位約**1000個**！

Approximately **1000** booths!

2024年總入場人次超過**100萬**！

Over **1 million** visitors' traffic in 2024!

(以上數字包括2024年同期所有展覽的5日人流)

(The above numbers included all 2024 concurrent expos with 5 days visitor flow)

為什麼參展 Why Exhibit?

低成本、高效益，直接接觸大量客戶
High cost-effectiveness, direct selling to on-site visitors

豐富場內節目，刺激消費
Thrilling stage performances

展會宣傳網絡強大，吸引過百萬本地旅客
Widespread promotion network to attract over a million of visitors

吸收大量新客源
Acquire new customers

推廣及銷售最佳平台
The best promotion & sales channel

測試新產品的市場反應，有效為品牌定位
Test the market response for new products and ensure effective brand positioning

「中小企業市場推廣基金」計劃，合資格展商可享50%展費資助。
SME Export Marketing Fund, eligible exhibitors could enjoy 50% of the participation fee rebate.



美容化妝及保健產品
Beauty and Healthcare Products

創意設計及禮品
Handicraft and Gifts



玩樂消閒
Leisure & Tourism products

Leisure & Tourism products



會合文化、休閒娛樂及旅遊產品

健康生活及個人護理產品
Personal Care Products



物中至熱門個人護理及健康產品，守護你的健康

7大購物主題

7 Major Shopping Themes

逆齡 x 樂齡專區
Reverse Aging x Longevity Zone

Reverse Aging x Longevity Zone



匯聚各種保健服務，助你維持健康身體

本地品牌專區
Hong Kong Brands Zone



本地品牌齊集，支持本土經濟

流行服飾及戶外用品
Trendy Fashion & Sports Gear Zone



提供最潮最新款服裝及戶外用品，讓你成為時尚達人

如有更改，恕不另行通知

第25屆
香港家居潮流博覽
25th Hong Kong Homex 2025

數碼生活及
e-Expo & Auto HK
車品博覽 2025

於1號館同場舉行 (Held concurrently at Hall 1)



第23屆
香港冬日美食節
23rd Hong Kong Food Festival

於3號館同期舉行 (Held concurrently at Hall 3)



參展商評語 Exhibitors' Comments

玩樂消閒 Leisure & Tourism products

金門旅遊「今次是我們第三次參展，人場人士人流及消費力都不錯，對於我們宣傳旅行團產品都很有幫助。」

GOLDEN DOOR TRAVEL CO LTD "This is our third time joining the HK Mega Showcase. The footfall and spending power of the visitors are quite good. It's very helpful for us in promoting our travel tours."

戶外用品 Sports Gear Zone

領勝國際集團有限公司「我們是第一次參展，展覽的入場人流相當不錯。」

Top Winner International Holdings Ltd "This is our first time participating in the HK Mega Showcase. We are satisfied with the flow of visitors."

美容化妝及保健產品 Beauty and Healthcare Products

Size Sze International Limited「這次購物節的人流好好，入場人士消費力亦比我們預期中強，整體來說十分滿意。」

Size Sze International Limited "The flow of visitors is very good, and the purchasing power of the visitors is also stronger than we expected. We are very satisfied."

流行服飾 Trendy Fashion

拍拍圈「在地鐵站也有看過展覽的廣告，人流也可接受。」

Popchill "We have seen advertisements for the exhibition at MTR stations, and the visitors' flow is acceptable."

資料來源：現場訪問

場內精彩節目 Fabulous On-site Programs

《精彩舞台節目》 "Fabulous Stage Programs"

精彩舞台節目為入場人士帶來娛樂和歡笑聲，當中包括歌唱及舞蹈表演等。

Fabulous stage programs, including singing, dancing, etc., bring joy and happiness to visitors.

《行晒全場有著數》 "Stamp Your Way to Festive Delights"

持有HKD30入場券之人士到齊指定攤位並集齊蓋印，即可獲精美禮物一份。

Visit designated booths and collect all stamps, together with the \$30 admission ticket, visitors can get a complimentary gift.

《台上消費大抽獎》 "Consumption on Stage Lucky Draw" with Big Prize

透過禮物豐富的大抽獎，吸引入場人士持續於場內消費。

With attractive prizes provided by the organizer and sponsors, it boosts onsite sales.

《震撼折扣激賞》 "Mega Sale Deals"

邀請展商參與大會舉辦的《震撼折扣激賞》，大批精選貨品以 \$1, \$10, \$100, \$1,000 等限量發售。

To invite exhibitor to join one of the highlighted events in the show, Mega Sale Deals. Numerous products were distributed at special offers of \$1, \$10, \$100, \$1,000, etc.

《偶像紅星舞台演出》"On-stage Performance"

人氣歌手藝人及體壇明星登場表演，於觀眾在台上玩遊戲，大送聖誕禮物！

Popular singers and famous artists took the stage for performances, interacting with the audience and giving out Christmas gifts!



尹光



林峯



吳卓羲



劉穎璇



Beanies



古淖文、譚輝智、顏米羔



陳肇鈞



張小倫

資料來源：2024展會概況

高成效創意推廣 共贏宣傳計劃

Joint Promotion Programme

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.

展會前之宣傳 Pre-show Advertisement

入場贈券 Complimentary Tickets

主辦機構廣發過百萬張入場贈券予零售商、食肆、樓宇及大型屋苑、機構等，並廣發邀請卡至新入伙樓宇。



Organizer widely distributes over 1 million of complimentary tickets to retail stores, restaurants, housing estates, organizations, and sends invitation Postcard to new occupation buildings.

展會期間之宣傳 On-show Advertisement

福袋廣告 Tote Bag Advertisement

大會於展覽期間在售票處向入場人士派發福袋，參展商可藉刊登福袋廣告，令入場人士第一時間接觸到品牌，增加品牌曝光率並加強品牌形象，大收宣傳之效及開拓商機。



Tote bags will be distributed to visitors during the exhibition period at the Ticketing Counter. Exhibitors are welcome to make advertisements on tote bags to increase brand exposures by having the visitors getting in touch with the brand just at the door.

入場券 Admission Ticket

顧客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客群。



Through buying the admission tickets at Ticketing Counter, exhibitors' message can pass to target customers directly.

舞台節目 Stage Programme

參展商可預訂舞台表演時段，以作推介新產品或服務等宣傳之用。

Exhibitors may promote their new products or services through stage sessions.



展會場刊 / 消費萬利券

Show Guide Advertisement / Wow Coupon

主辦機構將於售票處及場內派發展會場刊，提供不同節目內容及優惠予入場人士，參展商可透過廣告及優惠券，吸引目標客戶。



Through buying the admission tickets at Ticketing Counter, exhibitors' message can pass to target customers directly.

全天候網上宣傳 Online Promotion



透過主辦機構的大會網站、Facebook專頁、YouTube、開箱片、Instagram、微信及微博宣傳參展商資訊。

Expo info and exhibitor promotional information will be showcased on our online platforms, such as website, Facebook page, YouTube, Unbox video, Instagram, WeChat and Weibo.

其他宣傳計劃 Other Promotion Programme

多元化廣告形式 Diversified Advertising

- 展會入口燈箱廣告 • 會場背幕廣告 • 場內旗幟廣告
- Entrance light-box ads • Backdrop ads • Banner ads

現場節目 On-site Gimmicks

- 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
- 產品或服務示範
- 行晒全場有著數
- Product sponsorship
(for lucky draw, gimmicks on stage and door gifts)
- Product launch
- Demonstration for products/services
- Stamp Your Way to Festive Delights

主辦機構設有為參展商度身訂造之廣告宣傳計劃，歡迎查詢。
 Welcome for enquiry about tailor made promotion campaign.

展覽線上及線下宣傳 Mass Show Promotion

大會在展覽3個月前進行廣泛線上及線下宣傳，包括於鐵路沿線廣告、電視植入式廣告、電台及網上媒體宣傳等。與知名連鎖零售店、食肆、地產商、物業管理及商會合作，於超過100個零售點、會所、商場等派發過百萬張入場贈券予目標客戶！

The Organizer will start mass online and offline promotion 3 months before show, including MTR advertisement, TV Placement Marketing, radio, online media and platform promotion, etc. Besides, the Organizer partner with well-known chain stores, restaurants, developers, property management, associations, to distribute million of complimentary tickets at over 100 spots!

廣泛放置戶外廣告、鐵路沿線及電車車身廣告宣傳 Mass Outdoor, MTR and Tram Body Advertisement



於鐵路沿線放置12封大燈箱廣告、4封燈箱廣告及全條電梯廣告等，亦於電車車身及人流眾多的地點如銀座廣場，新世紀廣場，北角匯，新港城中心，新都城中心等加設電子屏幕廣告。

12-Sheet, 4-Sheet Lightbox and Whole Escalator Crown advertisement at all major MTR stations. Advertising on Tram Body, displaying outdoor Billboard and Digital Panel at crowded places such as Ginza Square, MOKO, Harbour North, Most Town and MCP etc.

電視、電台、雜誌廣告、網上媒體及網紅宣傳、傳媒廣泛報導 TV, Radio, Magazine, Online Promotion and Media Coverage



TVB News、東張西望、有線新聞、商業電台、on.cc東網、星島頭條、NOW新聞、HK01、明報、經濟日報、AM730、CosMart、Home Journal、TOPick、ULifestyle、新假期、家家有求、HOY資訊台、網紅arhoTV、Sasa Channel、Holiday Smart、親子王國、橙新聞等。

TVB News, TVB Scoop, i-CABLE News Channel, Commercial Radio Hong Kong, on.cc News, Sing Tao News, NOW News, HK01, Ming Pao, Hong Kong Economic Times, AM730, CosMart, Home Journal, TOPick, ULifestyle, Weekend Weekly, HOY Home Fix, KOL arhoTV, Sasa Channel, Holiday Smart, Baby-Kingdom, OrangeNews.hk etc.

更多宣傳及派發入場贈券渠道

新世紀廣場、北角匯、民坊、順豐速運、Hopewell Cluster、華潤物業管理、夏利文物業管理、美聯物業、西九龍中心、和民集團、BreadTalk集團、嚙高美集團、牛一飲食集團、添好運點心專門店、翡翠餐飲集團、Dr. Kong健康鞋專門店、香港蘇寧、Beans、Storellet、Global Link、堅信號等。

More Promotion and e-complimentary ticket distribution channels
MOKO, Harbour North, People's Place, SF Express, Hopewell Cluster, China Resources Property Management Ltd, Harriman Property Management Ltd, Midland Realty, Dragon Centre, Watami Group, BreadTalk Group, Taste · Gourmet Group, Nabe One Hong Kong, Tim Ho Wan, Crystal Jade, Dr.Kong, Suning, Beans, Storellet, Global Link, Ging Sun Ho, etc.

參展方式

標準攤位：3米x3米（9平方米）

參展費用：每平方米港幣3,415元/美金440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3,102元/美金400元

設施：清潔服務及基本保安

付款方法及訂位細則

參展商於簽訂參展合約時須付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。

Participation Format

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

Participation fee : HK\$3,415/ US\$440 per square meter

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


Raw Space : At least 18 square meters

Participation fee : HK\$3,102/ US\$400 per square meter

Facilities : Cleaning service and basic security service

Payment

A deposit of 50 % of the total amount must be paid upon signing the participation contract. 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.

香港北角電氣道228號12樓 12th Floor, 228 Electric Road, North Point, Hong Kong

電話 Tel: (852) 2591 9823 傳真 Fax: (852) 2573 3311 電郵 E-mail: hkexhi@hka.com.hk 網址 Website: www.megashow-expo.com.hk