global sources
Mobile Electronics

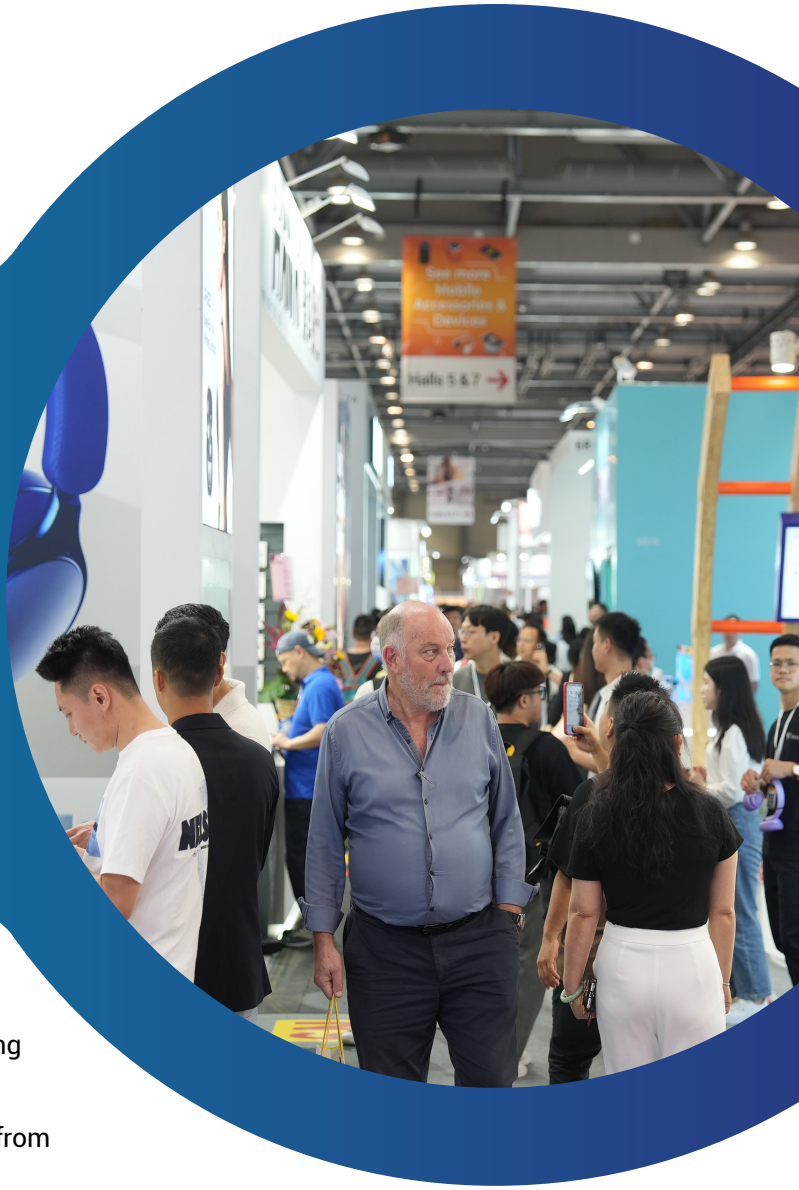
global sources
Smart Home, Security & Appliances

Global Sources 2024

April Hong Kong Shows Phase 2

Show Report

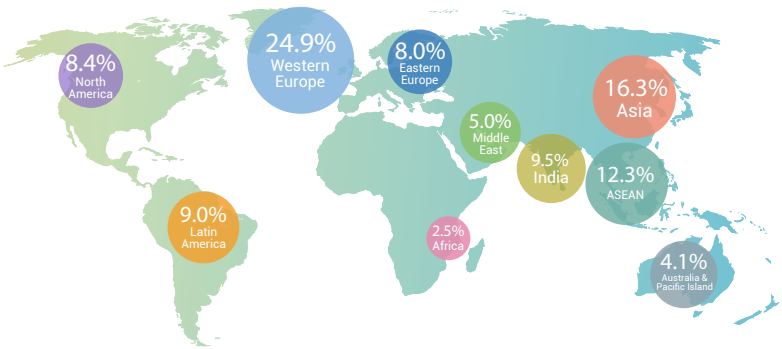
18–21 April
AsiaWorld-Expo, Hong Kong



Buyer Attendance

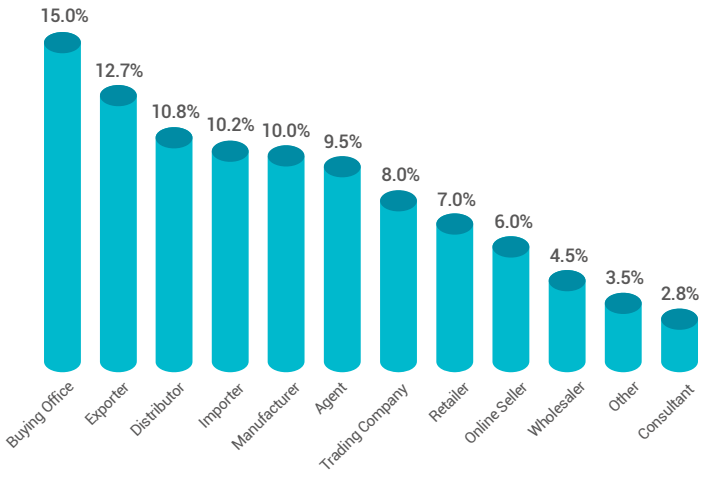
The second phase of the April 2024 Global Source Hong Kong Shows drew a total of **51,022** buyer visits from approximately 180 countries and territories over four days.

Overseas Buyer



* The above data does not include buyers from Mainland China and Hong Kong

Buyers' Business Type



VIP Buyer Representatives

2SERVICE B.V. ASUNG HMP CO., LTD. Auchan BIGBEN INTERACTIVE (HK) LIMITED CLEMENTONI CASETIFY
CEI CONRAD ELECTRONIC INT'L (HK) LTD CITYSUPER BELKIN COOP FAR EAST LTD CURRYS SOURCING LTD COPPEL
BUY IT DIRECT GROUP DSL GROUP DNS E.P.S.A. CORPORATION LTD EL CORTE INGLES HONG KONG LTD EURO SUISSE
EUROGROUP FAR EAST FENIKS INFO D.O.O. FKA HOMEDICS FUJIFILM BUSINESS INNOVATION GIFI ASIA LTD
HAMA GMBH & CO HASHTAG 956 IFI HONG KONG LIMITED IMTRON GMBH JASCO KASE WORLDWIDE / PIXMANIA GROUP
LEXIBOOK LTD. SOFTBANK Li & Fung SAMSUNG Philips LOGICOM MATRIX SOURCE IND CO LTD MONSTER PRODUCTS
VOXX INTERNATIONAL THE KASE SOURCING LTD TARGUS SUPERSONIC INC SMD TECHNOLOGIES WALGREENS BOOTS SBS WALMART

Top5 Popular Products

global sources Mobile Electronics

01 Mobile Phone Accessories & Parts
02 Mobile Devices
03 Mobile Phone Cases
04 Wearable Electronics
05 Smart Watches

global sources Smart Home, Security & Appliances

01 Home Appliances
02 Smart Home Security
03 Home Alarms & Sensors
04 Smart Lighting & Home Automation
05 Security Cameras and Surveillance Products

Exhibitor Data

3,098 booths

1,523 exhibitors

Product Pavilions

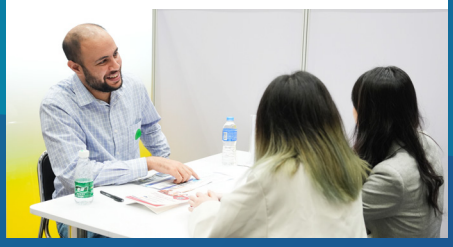
- Brand Zone: **619** booths
- Mobile Speakers & Headphones: **444** booths
- Charging Products: **394** booths
- Cases & Covers: **301** booths
- Wearable Electronics: **226** booths
- TWS: **190** booths
- Mobile Accessories: **177** booths
- Mobile Devices: **140** booths
- Repair Equipment, Materials & Services: **94** booths
- AR/VR/MR: **77** booths
- Charging Products: **59** booths
- EV Chargers: **32** booths
- Korea Pavilion: **11** booths
- Security Products: **130** booths
- Smart Home: **123** booths
- Appliances: **81** booths

Exhibition Highlights

Conference



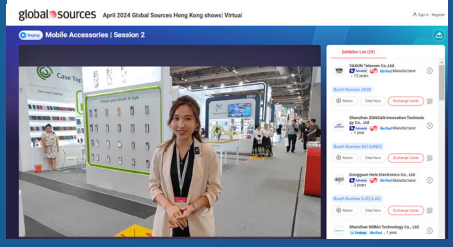
Global Sources MATCH



Top 20 Chinese Cross-border Brands Award



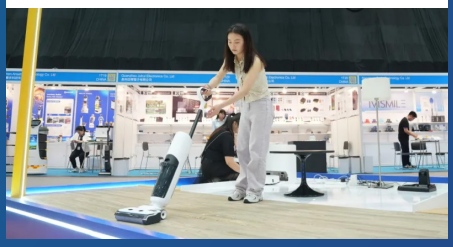
Virtual Show



AIoT Park



Cleaning Appliance Experience Zone



Emphasizing Sustainable Growth and Setting a New Standard for Professional Trade Platforms

Global Sources has infused ESG principles throughout the shows. This holistic approach spans from the design of the exhibition halls, the selection of exhibitors to the planning of events, all with the goal of promoting environmental consciousness and sustainable practices.





01 To minimize environmental impact, Global Sources has made efforts to cut down on disposable items used in the shows;

02 It advocates for the advancement of philanthropy and community welfare, driving forward the long-term well-being of society;

03 Sourcing sustainably is prioritized, with a preference for suppliers who have obtained ESG accreditation;

04 Collaborating with AsiaWorld-Expo to enhance waste management protocols;

05 A suite of initiatives has been put in place to safeguard the health and safety of all participants.

Virtual Show

For those who couldn't attend physically, our Virtual Show continues to bring the action to you through live streaming and online tours. This hybrid approach saw remarkable engagement, with a total **278,004** high-quality overseas buyers browsing the Virtual Show pages during the show.

- Viewers spent **12.7** minutes on average watching the live stream of the event
- A total of **8,957** buyers followed the **615** interactive exhibitors
- **418** exhibitors received **2,417** inquiries
- **587** exhibitors engaged in **3,723** interactive exhibitors
- **617** exhibitors interacted with buyers, receiving **9,939** business cards
- 20 live streaming channels drew the attention of over **430,000** buyers, accumulating **693K** visits

* Above figures based on data collected from 11 to 30 April

Show Genie

1,984 buyers added **13,270** items to their planners

859 buyers exchanged business cards with a total of **3,874** exhibitors

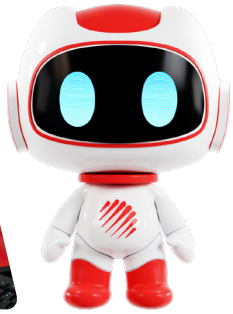
2,175 buyers followed **3,067** exhibitors

1,448 buyers initiated **1,824** scans

518 buyers started **4,337** online communications

1,466 buyers sent out **5,194** inquiries





The Top 10 Most Visited Exhibitors

Exhibitors whose QR codes were scanned the most by buyers using the Show

01 *** Power Technology Co.,Ltd	Dongguan *** Smart Tech Co., Ltd. 02
03 Guangzhou *** Electronics Co., Ltd	Dongguan *** Technology Co., Ltd. 04
05 *** Electronics (Shenzhen) co.,ltd	Shenzhen *** Technology Co.,Ltd. 06
07 Shenzhen *** Technology Development Co. Ltd.	Shenzhen *** Technology Co,.Ltd 08
09 Dongguan *** Technology Co., Ltd	*** (Shenzhen) Electronic Co. Ltd 10



Global Sources Supplier App

- **1,003** buyers were invited by **3,757** exhibitors
- The total count of products uploaded to the platform reached **715,505**

Business Partners



Official Media Partners

global sources 世界经理人

Media Partners

PR Newswire 美通社 | The Standard | 信報 財經新聞 | tech apple | 投資界 PEdaily.cn | Wheelive 唯轮网 · 关注未来的出行方式

Notebook Italia | GIZMOCHINA


林仔


Sourcing with Kian


香港健身小老闆 Zoe 李正慧


Kinki遊人 · 紫步

Supporting Government Units

厦门商务 XMBOFCOM | BRAND XIAMEN 2024

Supporting Associations

AsiaCommerce | ATiS | CÂMARA CHINESA DE COMÉRCIO DO BRASIL 巴西中国商会 | CCPIT | CSA cloud security alliance | CAHK | 香港总商会 | eLEARNING CONSORTIUM 電子學習聯盟 | FHKB 香港品牌總商會 | 香港工業總會 FHKI | FINNCHAM HONG KONG

GS1 Hong Kong | HKAURAR | 香港電商業協會 HKEBA | HKCBMIA 香港中醫藥業協會 | Hong Kong eCommerce Supply Chain Association (HKSCA) | HONG KONG ELECTRICAL PRODUCT COUNCIL 香港電氣製品協會 | HONG KONG ELECTRONICS & TECHNOLOGY ASSOCIATION 香港電子科技商會 | Hong Kong Electronics Industry 香港電子業總會 | 香港電商聯會 HKFEC | 香港毛皮業協會

iiic 香港資訊科技學會 | HKITDA | hkieca | 香港製造業總工會 | Hong Kong Myanmar Chamber of Commerce 香港緬甸商會 | HKSA | 香港中小型企業總會 HONG KONG SMALL AND MEDIUM ENTERPRISES ASSOCIATION | Hong Kong Software Industry Association | 香港十大網商 | 香港玩具協會 Hong Kong Toys Council | WTIA 香港無線科技商會

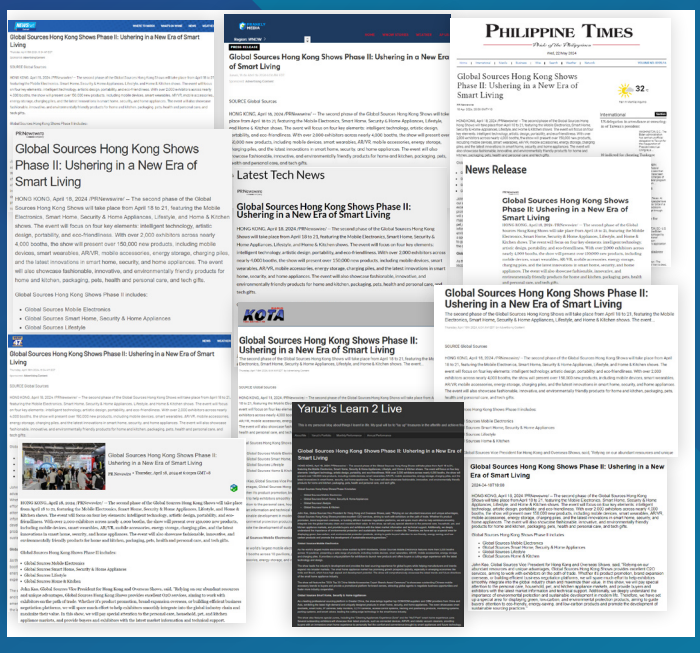
iPRoA | IOTHK 香港物聯網 | MSIEA | MALAYSIAN GIFTS & PREMIUM ASSOCIATION (MGPA) | MKMA | 香港工程總議聯會 | RCCI | ATS | 深圳市进出口商会 | EIA | Global Alliance 中小企國際聯盟

ICEM | 台灣織襪工業同業公會 Taiwan Hosiery Manufacturers' Association | CSFA | THE ASIAN NEW METAL 亞洲新零售總會 | 雲端與流動運算專業人士協會 The Association of Cloud and Mobile Computing Professionals | CHKCI 香港電腦商會 | PENJUAL ALAT(JUAN DAN JASA MALAYSIA | THE HONG KONG EXPORTERS' ASSOCIATION 香港出口商會 since 1955 | APTIKNAS Asosiasi Penyedia TIK Nasional Indonesian ICT Business Association

GIFTS ASSOCIATION SINGAPORE | HKitIC | ICC Hong Kong | afydad Spanish Sport Association SPAIN SPORT | TCF AUSTRALIA | HKITF

Media Coverage

- Media coverage before the show : **664+**
- Media coverage during the show: **961+**
- KOL video coverage: **25+**
- The initial wave of publicity for the shows effectively reached a wide range of key domestic and international media sources, including leading financial publications and international radio networks.





Buyer Testimonials



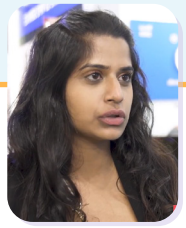
ROMANIA
KOVALEVA ANNA, MANAGER/1SMART

Our company has heard about this place, there are a lot of different producers and different factories from all over China. Global Sources platform is one of the best for such communication connection with producers and factories.



LITHUANIA
REVKOVSKAIA ANASTASIIA,
SOURCING MANAGER/E-GASTRO

I can tell we can make business in the future. Global Sources brings the suppliers and then we can make contact and have an extent to our networking and make business. I'm really satisfied with all the suppliers I met here.



INDIA
SALONI SACHDEVA,
CO-FOUNDER/KIVART LABS

I run an audio accessories brand in India, we also have an assembling unit there, I'm mostly here to source for building our factory. I think it just makes it very efficient, you can also understand what's new, what are the developments.



DUBAI-U.A.E.
NEELESH BHATIA,
DIRECTOR/KEY FASHION ELECTRONICS TRADING

I would like to come many times for this exhibition. My main intention is to have the connection to get the some good suppliers and I found that they're pretty good in this exhibition.

Supplier Testimonials



Braintech co.,Ltd
Hee ju Ryu, Manager

Lots of buyers came here to ask us our project and they gave us lots of interest to own our application and device. I went to several exhibitions but this exhibition and this show is the best because the environment is very suitable to customers and exhibitors.



Rubatop Co.,Ltd
Chloe lee, Manager

We are from Korea. Actually, this is our second time to participate in this exhibition. Last time, we met a lot of buyers, so we decided to do it again. It was very useful. We hope to meet other buyers next time.



Vizin India Private Limited
Swaraj Bhardwaj, Head-Import/Export

We are manufacturing power banks, cables, chargers, smart watches and TWS. That's my second time. We got a good response this time. We are getting good response from USA, some European countries, Latin American countries.



SHENZHEN GOBELIKE TECHNOLOGY CO.,LTD
Ruby Yan, Business Manager

We have been attending the Global Sources exhibition because we can continue to acquire new customer resources. Global Sources does a good job of inviting customers from all over the world, so we have a rich source of customers.





To learn more about the show,
please visit our official website.