



第19屆

# 香港家居潮流博覽


19<sup>th</sup> Hong Kong Homex 2019

25-28/12/2019 香港會議展覽中心 1號館  
Hong Kong Convention and Exhibition Centre, Hall 1


生活 | 設計 | 品味 | 空間

Inspire Your Home Lifestyle




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 : [home-expo.com.hk](http://home-expo.com.hk)  
Website

 香港家居潮流博覽 Hong Kong Homex

 @hkmegashowcase

 香港冬季購物節





## 家品界年度盛事 一站式平台展商機

### Hong Kong's Leading Home Lifestyle Fair - Catch Every Business Opportunity

港人素來追求生活品味，十分重視室內設計及生活質素。為滿足龐大的家品及室內設計市場需求，「第19屆香港家居潮流博覽2019」將於2019年12月25至28日，假香港會議展覽中心再度舉行。展會齊集一系列傢俱家品和家電品牌，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16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。在聖誕節的濃厚氣氛帶動下，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. To feed customers' expanding demand on homewares and interior design, the 19th Hong Kong Homex 2019 will be held from 25 to 28 December, 2019 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. Every year, more than 400,000 visitors are attracted to the event and the exhibition makes an ideal sales platform of household products for potential house owners and different families. Join us and grab the golden business opportunity in Christmas!

**雲集過百間本地及海外參展商！**  
**於各大屋苑、家居裝修資訊平台、**  
**家居設計雜誌等強勢宣傳！**  
 全方位吸納新入伙人士、業主及家庭等

**Over hundred of Local & Overseas Exhibitors !**  
**Nonstop promotion at Major Housing Estates ,**  
**Decoration Online Platforms ,**  
**Interior Design Magazines !**  
**Attracting all potential and existing house owners**



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

**擴大市場  
佔有率**  
 To Increase  
 Existing Market  
 Share

**測試產品  
市場反應**  
 有效為品牌定位  
 Test the market response  
 for new products and  
 ensure effective  
 brand positioning

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

**香港  
最多消費者  
及人流之家居展**

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



# 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



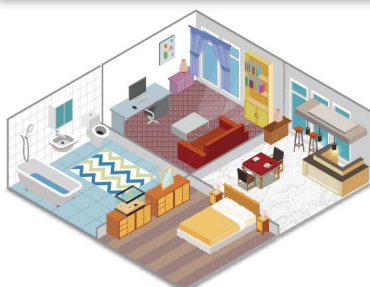
家電、燈飾及智能家居展區  
Home Appliances, Lightings and Smart Home Zone



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



傢俱家品及床上用品區  
Furniture and Bedding Zone



家居服務  
Home Services



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



寵物、水族及園藝專區  
Pet Care, Aquarium and Gardening Zone

## 歷屆參展商 Previous Exhibitors

### 傢俱及床品品牌 Furniture and Bedding

SOFAMARK 梳化倉、SOFASOGOOD、ULFERTS OF SWEDEN歐化傢俬、LIVEHOUSE家。生活、KEINICHI LIVING 形日居、ALOT LIVING LIMITED 雅樂生活有限公司、LIFE A LIVE HOME、ZIINLIFE FURNITURE、SONGDREAM、SPRUE LTD 思駁有限公司、MARC JAMES、TAKUMI、DERUCCI慕思寢具、DPM SLEEP SOLUTION LIMITED、SINOMAX HEALTH & HOUSEHOLD PRODUCTS LTD 聖諾盟健康家居用品有限公司、KING KOIL愛皇健、NAPNICE HK LIMITED 馴得好護脊床褥、CHERRY HOME卓譽寢室用品、COTTEX AUSTRALIA BEDDINGS澳洲歌婷床上用品、TAILOR MADE (HONG KONG) LTD 量品(香港)有限公司、ASIAPEAK INTERNATIONAL LIMITED祥峰國際有限公司及更多

### 廚房及浴室用品品牌 Kitchenware & Bathroom

PRICERITE 實惠、CRISTEL 廚具、IDEAL CHEF意美廚、E.WINDOW雅窗牌、CHEONG HING STORE 昌興(1917)有限公司、KAI CUTLERY (HK) LTD 貝印香港有限公司、I LOVE KITCHEN我愛廚房、SPARK INTERNATIONAL MARKETING LTD 斯博國際拓展有限公司、ATHENS 金雅典、UMALL、HIBACHI GAS COOKER LTD 氣霸爐具有限公司、CROWN GAS STOVES (HOLDINGS) CO LTD 皇冠爐具(集團)有限公司、LIGHTING (JAPAN) TRADING LTD 星輝(日本)貿易有限公司、FECA HK、JVG DEVELOPMENT LTD 峻域發展(香港)有限公司、BERNDES & MONETA 廚具、HONG KONG WATER SOLUTION香港潔淨水、PUREPRO WATER HONG KONG LTD 標寶淨水器材有限公司及更多

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

DECOR HOUSE靚靚屋、LIVING PLUS住+居室、ELEGANT HOUSE DESIGN 雅室設計、MMI DESIGN LIMITED、ZTW LAB LIMITED、JACAL (HK) DESIGN LTD捷高設計有限公司、CAPITAL DESIGN CENTER 首都設計中心、YALE 金來仕門鎖、WINKLER LIMITED 永嘉諾有限公司、OWELL INTERNATIONAL LTD 傲威國際有限公司、ELEGANTE DECORO品活國際有限公司、HD GALLERY及更多

### 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、DAIKIN AIRCONDITIONING (HK) LTD 大金冷氣(香港)有限公司、KELVIN ELECTRIC TRADING CO LTD 嘉樂電器貿易有限公司、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、ITSU WORLD (HK) LTD、NESCAFÉ® DOLCE GUSTO® 咖啡機、PREMIER INTERNATIONAL MARKETING LTD 西進國際商務有限公司、ARISSTO 咖啡機、DIAMOND WATER 鑽石能量水、NUTZEN樂斯、CLEAR GROUP LTD、B-MOLA、HEALTHY HOMES (HK) LTD.、CASTLE TIME CO., LTD. 堡時富有限公司及更多

### 家品、家居服務及相關媒體 Houseware

EAGLE SAFES 鷹金庫夾萬、VILEDA微力達、UPWILL ENTERPRISES LTD 志陞企業有限公司、LUXTEK 樂施達照明、FUTURE LIGHTING 未來照明、E2 ENTERPRISE 壹好屋、NOVEL TECH ENVIRO LIMITED 新環科有限公司、FORESEERS LTD 玄人文化企業有限公司、SAKURA HOME SERVICES COMPANY 櫻花家居服務公司、SUPERIOR LIVING COMPANY LIMITED、裝修GUIDE 網上中介平台、VISUAL PUBLISHING LTD.、HOME 2 家居易、I-CABLE NEWS LTD 樓盤傳真、CANNAN MOVING CO LTD迦南搬屋有限公司、PCCW MEDIA、NOW TV、HKT、CSL、HGC寬頻、香港寬頻及更多

(參展商眾多，未能盡錄)



## 參展商評語 Exhibitors' Comments

### DPM SLEEP SOLUTION LIMITED

「對展會的宣傳及推廣感到滿意，包括FACEBOOK，場內抽獎環節和大會廣播等等，都為品牌帶來宣傳效益！」

"We are satisfied with the promotion of the expo, such as FACEBOOK, lucky draw, announcement and etc. Those promotions did bring us more customers."



### ZIINLIFE FURNITURE

「今年展會人流多，市民消費力亦不俗，令生意額提升了不少。我們對大會的宣傳、形象等都十分滿意。」

"Our business has improved a lot this year thanks to the holiday rush and the increased purchasing power. We are satisfied with all the promotion and the image of the expo."



### NAPNICE HK LIMITED

「今次是本公司第一次參加家居博覽展，非常感謝大會的協助。展覽非常成功，大會安排都非常好，下年一定繼續參加！」

"This is our first time to join the Homex. We really appreciate the help the Organizer has provided. The expo is very successful and well-organized. We will definitely join next year."



## 場內精彩節目 Highlight of the On-site Events

### 《家居大門法》

#### “Home and Houseware Competition”

邀請現場觀眾上台參加互動遊戲，送出各款豐富獎品。

Interactive games on stage with visitors to give out gifts.



### 《家居專題講座》

#### “Seminars by Industry Professionals”

主辦機構安排各類專題講座，如風水及室內設計，讓觀眾擴闊視野、眼界大開。

Seminars covering various topics such as Feng Shui and interior design are prepared for visitors.



### 《偶像紅星舞台演出》

“On-stage Performance by Stars”

### 《消費台上大抽獎》

“Stage Lucky Draw” with Big Prize

### 《行晒全場有著數》

“Stamp Your Way to X'mas Delights”

### 《參展商特備節目》

“Exhibitor's Programs”



# 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各大機構、零售商、食肆、樓宇、屋苑等，讓參展商提早接觸客戶群。



Organizer widely distributes over 1 million of complimentary tickets to organizations, retail stores, restaurants, schools and etc., which helps exhibitors directly reach their target customers prior to the show.

### 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

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, exhibitors' message can pass to customers directly.

#### 舞台節目 Stage Programme

參展商可預訂舞台表演時段，以作推介新產品等宣傳之用。

Exhibitors may promote their new products through stage sessions.



#### 展場指南 / 消費萬利券

#### Show Guide Advertisement / 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，參展商可透過廣告及優惠券，把資訊直接傳遞至目標客戶。



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

### 全天候網上宣傳 Online Promotion



透過主辦機構的大會網站、Facebook專頁、YouTube、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, 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
- 進行產品或服務示範
- 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 X'mas 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.



## 強大宣傳網絡 Mass Promotion Platform



### 大型戶外廣告 Outdoor Advertisements

於人車密集地區放置大型戶外廣告牌；除此之外，於人流眾多的地點、連鎖食肆及聯會如香港銅鑼灣皇冠假日酒店、爭鮮迴轉壽司及香港工會聯合會等加設電子屏幕廣告。

Large-scale outdoor billboards at popular area; besides, lightbox and information panel ads were placed at popular location, local chain store and union such as Crowne Plaza Hong Kong Causeway Bay, Sushi Express and Hong Kong Federation of Trade Unions, etc.

### 港鐵廣告 MTR Advertisements

於各大主要車站放置燈箱廣告、全線電梯廣告及牆身燈箱廣告（尖沙咀站／沙田站）。

Advertisements at major MTR stations, ranging from light boxes, escalator crown, poster-on-wall (Tsim Sha Tsui station / Shatin station), to increase the effectiveness of promotion.



### 街站宣傳 Road Show

展覽前夕於人流暢旺地區如銅鑼灣舉行Road Show活動，向途人大派禮物及入場贈券，增加展覽曝光率。

Giveaway souvenirs and complimentary tickets to citizens in popular districts like Causeway Bay in advance to raise show awareness.

### 主流宣傳媒體 Major Promotional Channel



主流宣傳報章、雜誌及網上平台如 Modern Home、iB雅舍、裝修佬 hkdecoman.com、蘋果日報、星島日報、頭條日報、Like Magazine、MyTVSuper、Baby Kingdom、《Superparents 學前親子》、Hero、Angel、Hello!、Lucky等。

Major Newspaper, magazines and online platform coverages, including Modern Home, Interior Beauté, hkdecoman.com, Apple Daily, Sing Tao Daily, Headline Daily, Like Magazine, MyTVSuper, Baby Kingdom, Superparents, Hero, Angel, Hello!, Lucky, etc.

### 其他宣傳渠道 Other Promotion



透過與多個連鎖零售、食肆、物業管理公司、協會等合作共同推廣展會，包括蘇寧、允記、Studio A、Esso、Century 21、許留山、Outback Steakhouse等。

Cooperating with various retail shops, restaurants, property management companies and organizations, including Suning, Wan Kee, Studio A, Esso, Century 21, Hui Lau Shan, Outback Steakhouse, etc.

## 傳媒廣泛報導 Media Coverage (excerpted party)



### 報章報導 Newspaper Coverage

大會在展覽期間邀請各大媒體作現場採訪，各大報章如蘋果日報、東方日報、明報、經濟日報等都有作大幅報導。

Inviting print media for on-site coverage, including Apple Daily, Oriental Daily, Ming Pao, HKET, etc.



### 網上報導 Online Coverage

是次展覽成功吸引了本地及內地各大電子傳媒，如蘋果新聞、on.cc東網電視、am730、晴報、明周娛樂、商業電台、新假期、巴士的報、大紀元時報、人民網、新華網等報導。

Local and Mainland online media, including Apple Daily, on.cc, am730, Sky Post, Ming Pao Weekly, Commercial Radio Hong Kong, Weekend Weekly, Bastille Post, Epoch Times, People's Daily Online, Xinhua Net, 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2,820元/美金364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2,568元/美金331元

設施：清潔服務及基本保安

## Participation Format

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

Participation fee : HK\$2,820/ US\$364 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\$2,568/ US\$331 per square meter


Facilities : Cleaning service and basic security service

## 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。

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

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