

ASIA ADULT EXPO 2019 SHOW REPORT

亞洲成人博覽 展會報告

Hong Kong Convention & Exhibition Centre, Hall 3G | www.asiaADULTexpo.com

香港會議展覽中心, 展覽廳 3G

200 EXHIBITORS & BRANDS
4,200 TRADE VISITORS
10 SESSIONS OF INDUSTRY FORUM

逾 200 個參展商與品牌
4,200 名商業訪客參觀
10 場專業行業論壇

AAE 2019 had recorded great support of 4,200 trade visitors from 52 countries and regions including Australia, Brazil, Britain, Canada, Switzerland, Chile, China, Colombia, Denmark, Egypt, France, Germany, Hong Kong, Indonesia, India, Italy, Japan, Kenya, South Korea, Macao, Mexico, Malaysia, Netherlands, New Zealand, Panama, Philippines, Poland, Russia, Singapore, Sweden, Thailand, Turkey, Taiwan, Ukraine, USA, Vietnam, Spain and South Africa etc. Trade Visitors made their trip to AAE for sourcing, networking, looking for new market opportunities, and finding business partners. From the positive feedback from trade visitors, AAE showed its powerful global industry network to provide a professional and sustainable platform for adult industry.

今年商業訪客約4,200人次，得到來自52個不同國家與地區的專業訪客支持，其中包括澳洲、巴西、英國、加拿大、瑞士、智利、中國、哥倫比亞、丹麥、埃及、法國、德國、香港、印尼、印度、意大利、日本、肯尼亞、韓國、澳門、墨西哥、馬來西亞、荷蘭、新西蘭、巴拿馬、菲律賓、波蘭、俄羅斯、新加坡、瑞典、泰國、土耳其、台灣、烏克蘭、美國、越南、西班牙和南非等。觀眾遠道而來進行採購、建立網絡、探索新市場的發展潛力以及尋找合作夥伴。參展商與商業訪客的正面反饋，顯示出AAE的國際行業網絡，提供一個專業和能讓成人行業持續發展的商業平台。



WHAT THE EXHIBITORS SAID

85%

of interviewed exhibitors through the fair helped to find business partners.
受訪參展商認為博覽能有效尋找合作夥伴。

82%

of interviewed exhibitors found AAE can help to generate sales.
受訪參展商認為 AAE 能為公司提高銷售。

87%

of interviewed exhibitors found AAE can help to promote brand.
受訪參展商認為 AAE 能為公司宣傳品牌形象。

"Our SMspade had been in the industry since 2005. We had 15 years experience in BDSM products and has developed 6 brands which 4 had registered in US. We found America, Europe and even India clients here. You has seen new needs every year and had gained from every year."

「我們黑桃成立於2005年，有15年做BDSM的經驗，發展到現在有6個品牌；4個在美國註冊。在這邊接觸到美國、歐洲，至印度的公司，每一年都見到有新的需求，每一年都有新的收穫。」

Chris, Sales of Hong Kong Spade International Co., Ltd, China 中國

"It's the first time for our brand Lola Games to Hong Kong so we had brought most of the product lines. We had got a lot of clients asking, for example China, Australia etc. and it is good for our brand and business. It is a very good facility to talk to them."

「Lola Games是第一次來到香港參展，所以我們展示了大部分品牌旗下的產品。我們收到很多客戶諮詢，例如中國、澳洲等，這對我們品牌和業務都有正面影響，也給予了很好的對話平台。」

Ms. Anna Demina 小姐, Brand Manager of Inspirit Company LLC, Russia 俄羅斯

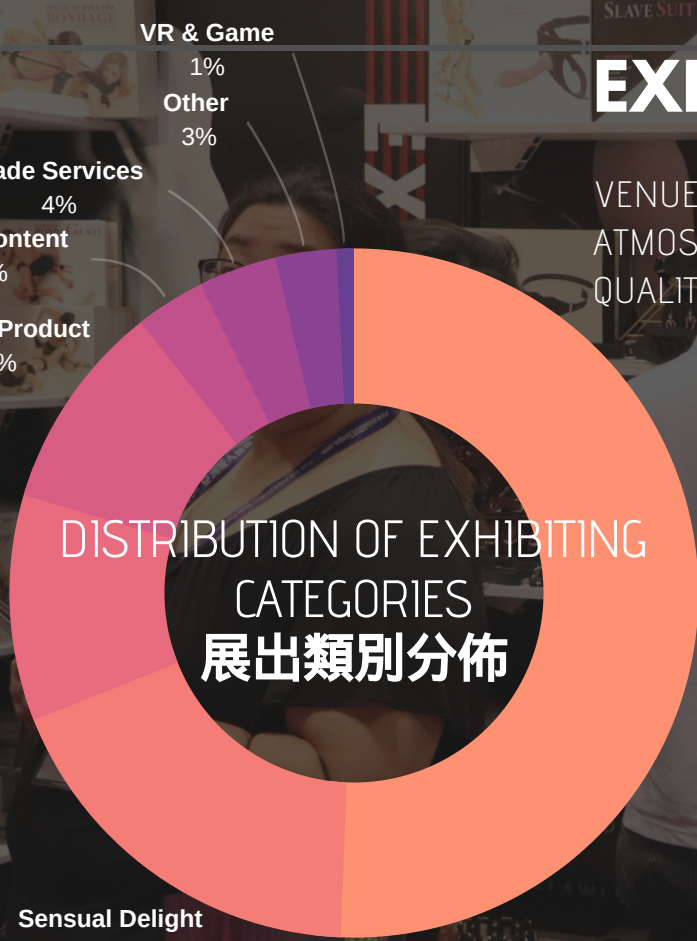
"The result was better than expected this year. We found a lot of Japan, Korea buyers and also some are from Australia, Mexico, Europe etc. Knowing there are many oversea brands wanting to enter Asia market, we will consider have a bigger booth and include more brands."

「今年反應比我們想像更好，發現有很多日本、韓國客戶，其次還有澳洲、墨西哥、歐洲等都有來到。知道不少國外品牌都想打進亞洲市場，我們會考慮擴大位置，引入更多品牌參與。」

Mr. Randoll Cheung 先生, Project Manager of Easy Castle, Hong Kong 香港

EXHIBITIONS 展覽

VENUE 場地 - 4/5
ATMOSPHERE 氣氛 - 4.2/5
QUALITY OF EXHIBITORS 展商質素 - 4.3/5



LINGERIE SPICES TO MAKE LIFE DIFFERENT 焦點產品 情感內衣讓生活與眾不同

Growing demand for lingerie across the globe in the past few years increased consciousness among the females about their physical appearance and how various types of lingerie can enhance their confidence and sexual life. Seven'til Midnight, SUNSPICE, EDENKISS...the great feedbacks from the sexywear brands had demonstrated the potential of adult lingerie products. Nevertheless, many quality producers had showcased new items on corset, sexy Costume, men's underwear and SM bondage etc.

參展商除了展示成人玩具、成人娃娃、情趣傢俱、感官保健類等產品，不同地區的內衣品牌及生產商更受到不少買家的關注。在過去幾年中，全球對內衣的需求不斷增長，提高了女性對其身體的自我認知，了解更多各種類型的內衣如何增強她們的自信心和性生活。Seven 'til Midnight、SUNSPICE、EDENKISS...商貿觀眾對展出之性感品牌的好評，反影了情趣內衣產品的潛力。許多優質生產商更展示了緊身胸衣、性感服裝、襪織品、男士內衣和SM束縛等產品。

ADULT FUTURE ENTERTAINMENT FORUM 未來成人娛樂論壇

Starting from 2017, "The Future Adult Entertainment Forum" has been taken place with international speakers from adult health, business, media and professional stream to share the most up-to-date technology and products development directions to our exhibitors and visitors. This year, the topic chosen were embracing more cross-culture and industry.

自2017年開始，「未來成人娛樂論壇」邀請了全球專業講者，分享成人技術與產品、性健康、成人業趨勢、媒體等不同方向的最新資訊。本年度更邀請到更多相關行業專家如法國社交媒體紅人、性治療健康集團專科醫生、國際檢測公司等，主講題目內容更多元化。

Ranged from "How to Market the LGBT and Community on Social Media", "The Evolution of Interactive Devices", "Adult Toys Safety and Compliance" to "Sexual Health, Pleasure and Safety", equipped audience with 360° Knowledge of adult innovation and related factors from social media influencer, experienced inspection groups to health group.

由「探討成人玩具的安全性與合規性」、「互動裝置的演變」、「如何透過社交媒體行銷：LGBT受眾及社區」談至「性健康、情趣及安全性」，全方位為AAE參展商和商業訪客了解成人業前線資訊。

WHAT THE TRADE VISITORS SAID

95%

of interviewed trade visitors said that AAE has helped them source suppliers. 受訪商貿訪客認為 AAE 有助他們尋找供應商。

76%

of interviewed trade visitors said that AAE has helped them find business partners. 受訪商貿訪客認為 AAE 有助他們尋找合作夥伴。

85%

of interviewed trade visitors through AAE was beneficial to their business. 受訪商貿訪客認為 AAE 對公司業務有幫助。



"Many interesting products, all that the market needs at the moment. This show had many suppliers, many products in different colors and most variations so they can help you and serve you in different ways. I stays for all 3 days and make appointments with many suppliers. "

「找到很多市場上需要的有趣產品。這個展覽有很多供應商，不同顏色，林林種種的商品，能幫助你不同的需要。我3天都會出席，也會會見很多供應商。」

Mr. Joep de Laet 先生, Owner of Rimba, The Netherlands 荷蘭

"We are distributor and also seller in Russia. We have internet sex shop and our own mart. We are interested in vibrators, for couples, it depends on the market."

「我們是來自俄羅斯的分銷商，也是零售商。我們擁有線上性商店和自己的實體店。我們對振動器特別有興趣，對情侶的也不錯，跟據市場需要找尋。」

Ms. TATIANA ILINA 小姐, Vice Director of TANEX Ltd, Russia 俄羅斯

"We are having a big store in the central part of Stockholm. I am coming for suppliers and also for my selling in Scandinavian countries. I found a lot of new things and I am glad to be here. It is a perfect location in Hong Kong."

「我們在斯德哥爾摩的市政花園有一間大商店。我這次前來找尋供應商，也為了出售至其他納維亞半島國家。我找到很多新商品，也很榮幸能夠前來。這是一個在香港的完美場地位置。」

Mr. Wiggo Berggren 先生, Flirt Fashion, Sweden 瑞典



TRADE VISITOR MAIN BUSINESS AREA 商業訪客主要業務地區

MEDIA COVERAGE 媒體

PARTIAL ATTENDED MEDIA,
INCLUDING
部份到訪媒體，包括：

MEDIA SUPPORT, INCLUDING
合作媒體，包括：

- EroExpo
- Lalexpo
- SexQ Magazine
- Sugextions
- Taboo
- YNOT



- ACCUPASS
- Apple Daily
- Agence France-Press
- Asia Times
- BBC Hong Kong
- BC Magazine
- European Press Agency
- Next Magazine
- OpenRoom
- SOF Magazine
- South China Morning Post
- STOREROTICA

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