

# ASIA ADULT EXPO 2023 SHOW REPORT

## 亞洲成人博覽 展會報告

Hong Kong Convention & Exhibition Centre, Hall 5FG | [www.asiaADULTExpo.com](http://www.asiaADULTExpo.com)

香港會議展覽中心, 展覽廳 5FG

300+ EXHIBITORS & BRANDS

4,500 TRADE VISITORS

7 SESSIONS OF INDUSTRY FORUM

逾 300+ 個參展商與品牌

4,500 名商業訪客參觀

7 場專業行業論壇

AAE 2023 had recorded great support of 4,500 trade visitors from 50 countries and regions including Australia, Brazil, Britain, Canada, Chile, China, Colombia, Denmark, Egypt, France, Germany, Hong Kong, Indonesia, India, Italy, Japan, Kenya, Macao, Mexico, Malaysia, Netherlands, New Zealand, Panama, Philippines, Poland, Russia, Singapore, South Africa, South Korea, Spain, Sweden, Switzerland, Thailand, Turkey, Taiwan, Ukraine, USA and Vietnam etc. Trade Visitors made their trip to AAE for sourcing, networking, looking for new market opportunities, and finding business partners. With the positive feedback from trade visitors, AAE showed its powerful networking capacity in providing a professional and sustainable platform for global adult industry.

今年商業訪客約4,500人次，得到來自50個不同國家與地區的专业訪客支持，其中包括澳洲、巴西、英國、加拿大、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、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、南非、韓國、西班牙、瑞典、瑞士、泰國、土耳其、台灣、烏克蘭、美國和越南等。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伙伴。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

90%

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

92%

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。

90%

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 main purpose to join AAE is to meet with overseas buyers and now we have got what we expect"

「我們參加AAE的目的是認識海外買家, 這次參展完全達到我們預期效果」

*Savewo Limited, Hong Kong China 救世有限公司, 中國香港*

"It is the 13th times we join AAE. We meet lots of buyers from abroad. Our business is good. Thanks to AAE"

「今年是我們第13次參加AAE, 我們見到很多海外買家, 生意很好, 感謝AAE」

*Mantang Technology Limited, China 廣東曼唐科技有限公司, 中國*

"We are selling sexual health products. We join AAE and meet with many Asian buyers"

「我們是做大健康產品的, 參展AAE我們遇到很多亞洲買家」

*Baby Tattoo Co., Ltd, Thailand 泰國*

"We got our first overseas order at AAE. AAE is a very professional trade exhibition. We meet many customers at AAE"

「我們接的第一張海外訂單是在AAE, AAE是一個很專業的展會, 我們遇到很多買家」

*Dongguan Love Quartet Electronics Technology Co., Ltd, China 東莞市情創電子科技有限公司, 中國*



## EXHIBITIONS 展覽

VENUE 場地 - 4/5

ATMOSPHERE 氣氛 - 4.2/5

QUALITY OF EXHIBITORS 展商質素 - 4.3/5

Health Production  
8%

Sexual  
Delight  
12%

Lingerie Production  
11%

Trade Service  
4%

Adult Content  
3%

DISTRIBUTION OF EXHIBITING  
CATEGORIES  
展出類別分佈

Novelties  
62%





# 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 such as Russian adult market, Sexual wellness, App controlled sex toys and future of sex toy.

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俄羅斯成人雜誌總編輯、泰國性健康機構創辦人、成人用品公司首席執行官等，主講題目內容更多元化。



## 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。

90%

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。





"It is very good to come back AAE. I am glad to meet old friends and new partners. We are very exciting"

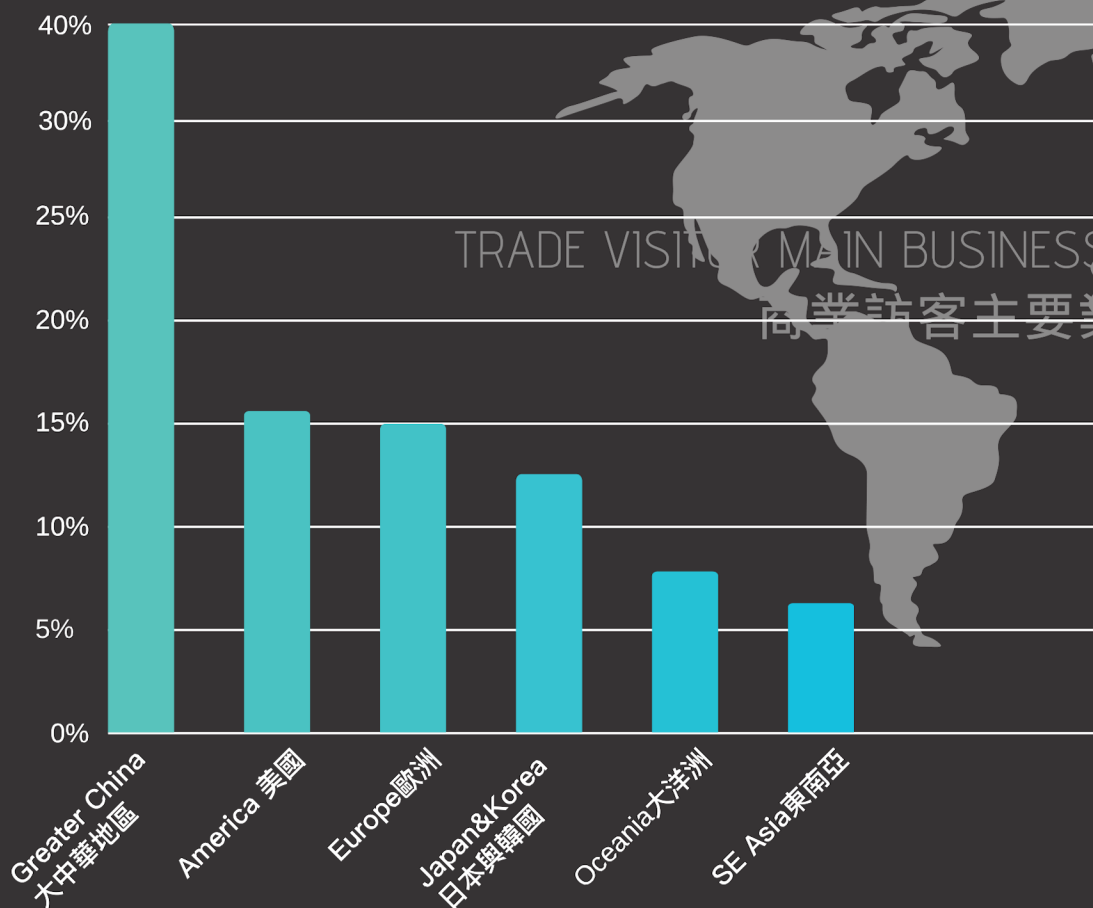
「很高興再次回到AAE.我見到很多老朋友和認識不少新夥伴, 我們感到很開心」

Buyer from France 來自法國買家

"It is very impressive to meet vendors and factories with high quality products at AAE. We will buy and it is a good experience."

「我在AAE見到很多高質素產品, 我們當然會採購, 這次收穫豐富」

Buyer from United States of America 來自美國買家





# MEDIA COVERAGE 媒體

MEDIA SUPPORT, INCLUDING  
合作媒體，包括：

Ean  
ETO  
Pulse Magazine  
SexQ Magazine

Sexshops.ru  
Sugextions  
Xbiz



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