



Global Sources 2025 April Hong Kong Shows Phase 2

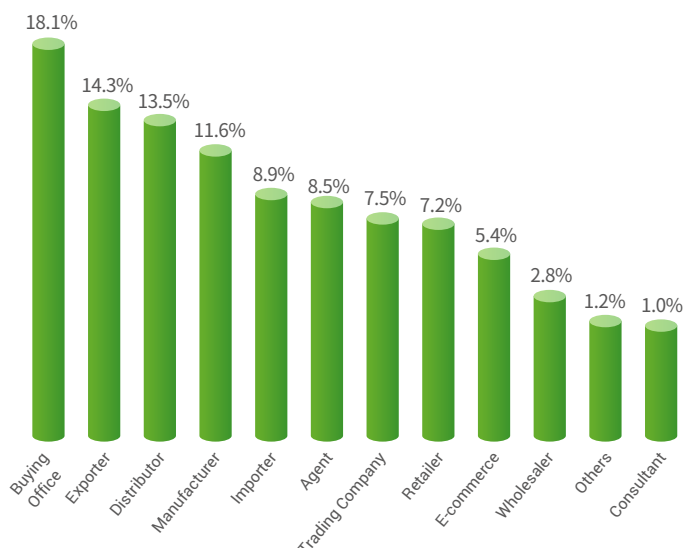
18-21 April
AsiaWorld-Expo, Hong Kong



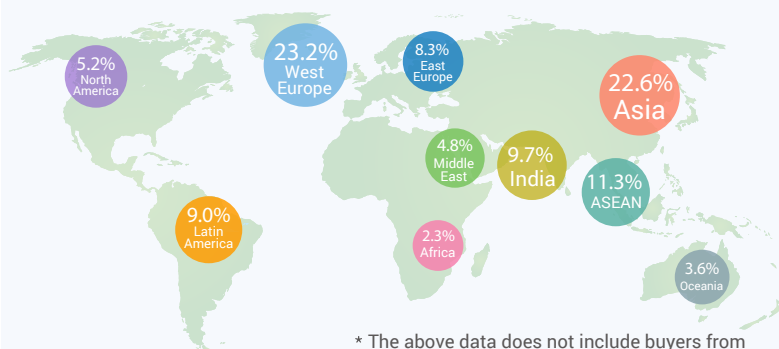
Buyer Attendance

The second phase of the April 2025 Hong Kong Shows drew a total of **12,723** buyer visits from approximately 140 countries and regions over four days.

Buyers' Business Type



Overseas Buyer

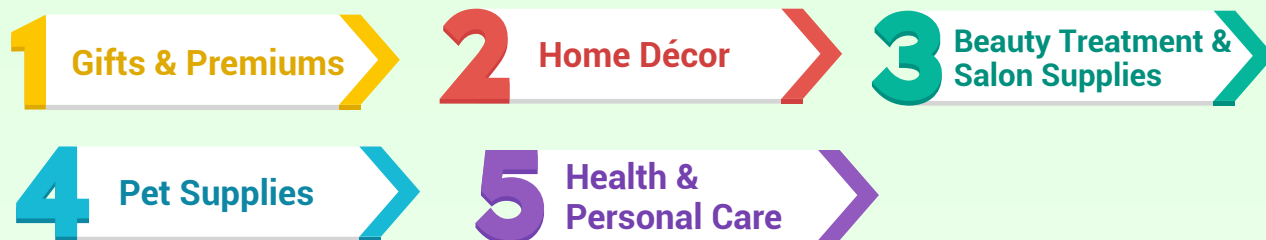


* The above data does not include buyers from Mainland China and Hong Kong

VIP Buyer Representatives

KOOZIE GROUP WALMART CARREFOUR
WH SMITH (GLOBAL SOURCING) LIMITED
BIZCODE ASIA SDN BHD CITY SUPER LTD
COPPEL EBAY HAMA GMBH
LI & FUNG PEKATHERM SUNEN
VERKKOKAUPPA.COM OYJ

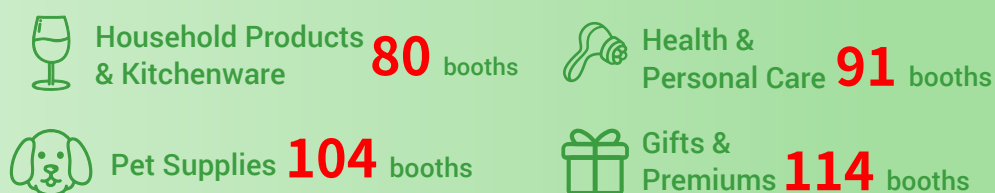
■ Top 5 Popular Products



■ Exhibitor Data

389 booths
285 exhibitors

■ Product Pavilions



■ Exhibition Highlights



New Product Launch



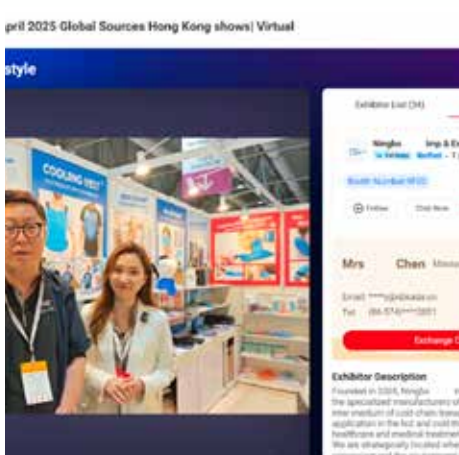
Global Sources MATCH



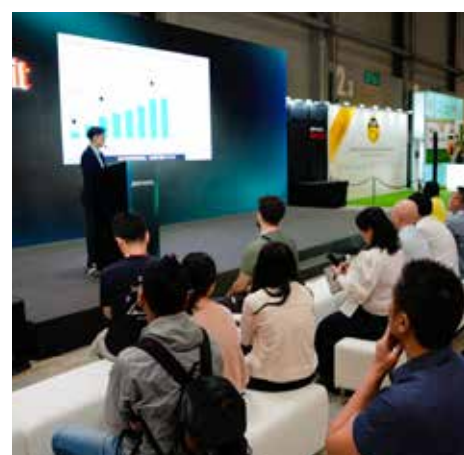
Cool Design Gallery



Paws Boutique



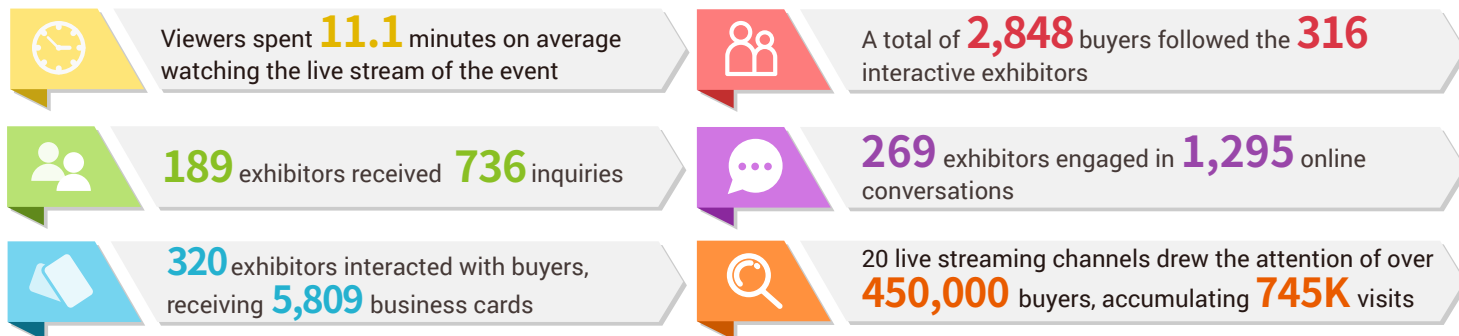
Virtual Show



Multi-theme Industry Summits

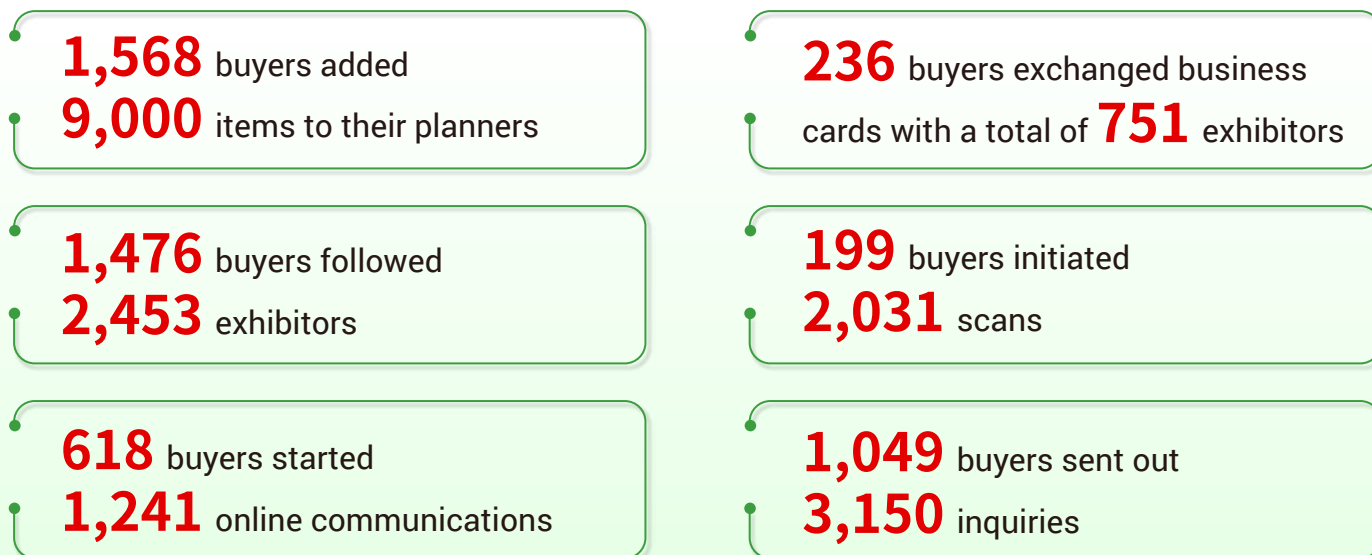
Virtual Show Data

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 of **346,880** high-quality overseas buyers browsing the Virtual Show pages during the show.



* Statistics gathered from April 11 to April 30, 2025

Shown Genie



Global Sources Supplier App

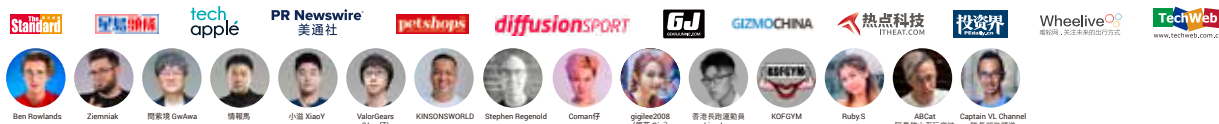
- ✓ **388** buyers engaged with **1,038** exhibitors on-site utilizing the code scanning feature of the app.
- ✓ **150** exhibitors engaged with **329** buyers on-site utilizing the code scanning feature of the application.



Business Partners

Official Media Partners **global sources**
世界经理人

Media Partners



Supporting Government Units
Supporting Institutions



Supporting Associations



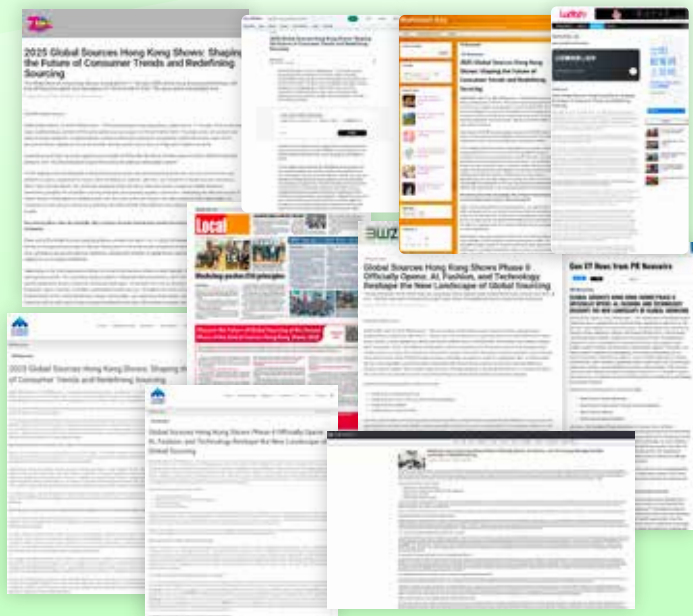
Media Coverage

- Overseas Media: **1,329+**
- Chinese Media(Mainland China/Hong Kong SAR/Taiwan Region): **189+**
- KOL Video Channels: **47+**
- The second phase of the April 2025 Global Sources Hong Kong Shows covered both domestic and international mainstream authoritative mass media, financial media, and overseas radio stations.



Overseas Media

Chinese Media



Buyer Testimonials

“The quality of the products are different. So we come here and we touch it. We see. We test it out, we run it. That's a key.

Mariano Simonetta
Argentina



“I've been coming for the past two years. And I've always had a really good experience. It's like super well organized. And I love that, you know, we can really just see the products in person and meet all of these suppliers and really create that relationship with them..

Sidhdhi Subhecar
India



“People do business with people. So, I think getting a chance to shake hands and sit down is valuable. I try to scout all through the aisles, walk the aisles past every booth at the show. To get a view of what's coming, what's next.

Ulf Sandbreg
Sweden



“We come to the Global Sources Hong Kong Shows. They provide us business matching. They also provide us guidance. And that's what we are really looking for. Global Sources has done tremendous on screening their buyers and then the vendors and basically the vendors that have been matched up today, some of them have really met my expectations.

Stefanus Juanto
Indonesia



Exhibitor Testimonials

“This is our first time participating in this exhibition. The on-site traffic is fantastic, and the quality of buyers is also excellent, providing a great experience. The buyers we have contacted mainly come from Brazil, Italy, and Vietnam, with different types of business. We have indeed gained a lot from this exhibition!

Wood Worth Co., Ltd
Silvia Huang, CEO



“We hope to accurately reach target buyers and conclude transactions, and the Global Sources Hong Kong Shows is more conducive to helping us achieve this goal. We have already reserved a booth for the October show.

Guangdong justclean new
material technology co., ltd
George Wang, CEO



“This is our fourth time participating in this exhibition. Over the years, we have met many high-quality clients through the this show. Through in-depth face-to-face communication, we have established a good foundation for cooperation.

Jiangxi PoLun Intelligent
Equipment Co., Ltd.
Jianbo Zhong, Sales manager



“Global Sources is a renowned B2B platform that integrates an online trading platform with offline physical, and has established a high-quality buyer community. We hope to leverage this premium platform to connect with buyers from different countries and promote our products worldwide.

Shenzhen Xinzhijue Digital
Technology Co., Ltd.
Sandy Zhang, Sales Manager

