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Hong Kong Exporters Go Global from Home Base as HKEA Pavilion Opens at Mega Show

HKEA Pavilion at Mega Show Opens — Showcasing Hong Kong Firms' Strengths and Unlocking Global Business Opportunities

Link for photos and press materials: https://bit.ly/4Bazrhm

Hong Kong, 20 October 2026 — The 33rd Mega Show Part 1 opens today. The Hong Kong Exporters' Association (HKEA) has set up the "HKEA Pavilion" on-site. Organizers expect this edition to welcome more than 3,000 exhibitors from over 25 countries and regions. The previous edition (2025) drew over 32,000 international buyers from more than 113 countries and territories. Serving as a platform, HKEA supports Hong Kong and mainland enterprises in proactively expanding globally and diversifying market exposure. Leveraging Hong Kong's strengths in design, compliance certification and international networks, members can seize new opportunities amid the evolving landscape of global trade.

Hong Kong's Exports Surge; Association Boosts International Exposure for Exporters

According to statistics from the Census and Statistics Department and economic research by Bank of East Asia, Hong Kong's total merchandise exports rose 53% year-on-year in August 2026, marking three consecutive months of over 50% year-on-year growth. Exports to Malaysia more than doubled year-on-year, while shipments to Singapore and Vietnam climbed around 80%. Exports to the UAE have maintained double-digit growth in recent months. The Hong Kong Trade Development Council has also led multiple missions to the UAE and Egypt to explore markets across the Middle East and Africa.

Nevertheless, the Association points out that market diversification comes with considerable challenges. Businesses need to overcome three key hurdles: locating buyers in new territories, meeting local regulatory requirements, and transitioning from OEM (Original Equipment Manufacturing) to OBM (Original Brand Manufacturing). Buyers at the previous show spanned both mature European and American markets as well as emerging markets across Asia. European and Asian buyers remain core sources of business. By organizing the HKEA Pavilion, HKEA enables members to exhibit collectively and raise their international profile. Members may also tap Hong Kong's full-fledged ecosystem covering brand design, testing & certification, logistics and trade finance for one-stop support.

The HKEA Pavilion brings together a curated group of Hong Kong exporters spanning outdoor electronics, smart lifestyle accessories, eco-friendly home goods and sustainable products — demonstrating Hong Kong members' capabilities in design, functionality and regulatory compliance. Highlights include the multi-functional portable fish-finder by Lec Group; Hong Kong Avane's mushroom-

shaped lamp Bluetooth speaker made from RCS-certified recycled plastic and rPET; and Goldgift Global's sustainable gift packaging, backed by full supply-chain traceability to help buyers meet the EU Deforestation Regulation (EUDR). For the full list of exhibitors and key products, please refer to Appendix 1: List of Exhibitors and Products – HKEA Pavilion.

Hong Kong Exporters Pursue Global Expansion

Ms Helena Chiu, Chairman of The Hong Kong Exporters' Association, said: "Hong Kong's strength lies in helping enterprises open multiple doors at once — sourcing buyers, securing certifications and building brands, all with one-stop support. At this show we are seeing growing numbers of buyers from all over the world, especially Europe and Asia. These represent fresh opportunities for Hong Kong and our members."

Mr. James Ung, Founder of BrandCharger, commented: "We are witnessing a major shift in global procurement. Overseas buyers now place stringent demands not only on product design and performance, but also on sustainable materials and cross-market regulatory compliance. Our award-winning Vortex drinkware series, manufactured from recycled stainless steel and honoured at the Hong Kong Smart Design Award, embodies how we combine Hong Kong design expertise with sustainability principles."

The HKEA Pavilion is located at Hall 1B, Hong Kong Convention and Exhibition Centre, and will remain open until 23 October 2026. The Association states it will continue organizing member participation in international trade fairs worldwide, empowering Hong Kong exporters to capture global opportunities and expand their international footprint.

About The Hong Kong Exporters' Association (HKEA)

Founded in 1955, The Hong Kong Exporters' Association (HKEA) follows its mission of "service-oriented, export-focused". It serves Hong Kong exporters and re-exporters, delivers value-added services for members, and develops Hong Kong as a hub for export trade.

Acting as a vital bridge between industry and government, HKEA facilitates information-sharing and industry feedback. Through seminars, luncheons, trade missions and exhibition participation, the Association helps members tap new market opportunities and stay updated on industry intelligence. Online and offline initiatives enhance market visibility for exporters. Additional services include business matching, trade enquiries and community events to strengthen the competitiveness of Hong Kong's export trade. HKEA also nurtures design talent and unites creative forces, with the goal of establishing Hong Kong brands as one of Asia's most influential design ecosystems. For more info, please visit: https://www.hkexporters.org.hk/en/

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Appendix 1: List of Exhibitors and Products – HKEA Pavilion

Mega Show Part 1 | Hong Kong Convention and Exhibition Centre, Hall 1B | 20–23 October 2026

Company	Booth	Product	Highlight
BrandCharger Limited	1B-F1	Vortex series of drinkware	Award-winning travel and lifestyle accessories; full OEM/ODM customization capabilities; sustainable and eco-conscious product options; flexible MOQ and international distribution experience; trusted by leading global brands and corporate clients.
Forbal Limited	1B-F9	Jigsaw Puzzles and Greeting Cards	Full OEM/ODM custom branding, flexible MOQ for international distributors.
Galaxy Global Enterprise Limited	1B-E6	Ice Bucket, Tin Box, Candle Tin, Beer Tray	30+ years of manufacturing expertise, innovative R&D with full ODM capabilities, strict LFGB/FDA quality control.
Goldgift Global Limited	1B-F7	Gift Packaging	A premier EUDR solutions provider, the company offers full support for EU Deforestation Regulation requirements—from sustainable raw material sourcing to fully compliant packaging solutions. Driven by deep regulatory expertise, full supply chain traceability, and eco-conscious material options, the company delivers comprehensive, one-stop solutions to help businesses achieve complete compliance while building a greener, more sustainable future.
Hong Kong Avane Group Limited	1B-E2	Mushroom Lamp Bluetooth Speaker	Product strength: 10W Bluetooth speaker with deep bass; 4-level adjustable brightness and 2 LED colour-changing modes; replaceable 3000mAh battery for up to 23 hours of playtime at 70% volume; portable for home and outdoor; FSC- & PPWR-certified packaging, ready for the European market.
Hong Kong Fine-Home International Trade Co., Limited	1B-F11	Gifts & Premiums, Drinkware, Tableware, Plastic Water Bottles	Full OEM/ODM custom branding, flexible MOQ for international distributors.
	1B-E12	Planners & Notebooks	
Jenorange Sourcing Co., Limited	1B-E8	Shopping bag, Cooler bag, Lunch bag, Cotton bag, Cosmetic bag, Reusable bag	Full OEM/ODM custom branding, LFGB certified, Flexible MOQ for international distributors, BSCI & GRS & FSC certified

Company	Booth	Product	Highlight
Lec Group Company Limited	1B-F3	Hand-held fishing sonar THUNDER LH-1B	LH-1B Series are the most advanced portable fish finder models made by the Lucky® fish finder company. It virtually carries all features a portable fish finder can provide. It is equipped with an adjustable dot matrix FSTN LCD screen that can zoom to specific depths and magnify the lake bottom to reveal fish and structures that may not be visible by typical devices, and its rechargeable lithium battery makes it ecologically friendly.
Vanchie Company Limited	1B-E10	Weird Candy-Cute Pens, Lazy Cat-Gel Pens, Cute Animal-Highlighter Pens	Full OEM/ODM custom branding, REACH/RoHS/PPWR/FSC certified. Flexible MOQ for international distributors. Our products offer smooth coloring, allowing kids to easily apply vibrant colors without pressing too hard. Made with zero toxic substances, they provide safe and healthy protection for children.

**Listed in alphabetical order by company English name*