



INTERNATIONAL SOURCING SHOW / 2021

17/3-29/7 ONLINE
26/7-29/7 HKCEC

國際採購匯

International Sourcing Show | ONLINE (ISS) (17 Mar - 29 Jul 2021) Buyer Invitation to **Members of British Toy & Hobby Association**

We cordially invite you to register as the buyers of the **HKTDC International Sourcing Show | ONLINE (ISS)** **(free of charge)**.

Organised by the Hong Kong Trade Development Council (HKTDC), the HKTDC International Sourcing Show is a trade fair bringing together buyers and suppliers from around the world to facilitate business developments and communications amid the pandemic. It will be staged from **March to July 2021 in both online and physical formats**, consolidating seven HKTDC trade fairs originally scheduled for spring 2021, to offer a flexible arrangement for businesses to explore and identify opportunities across various industries.

The online exhibition is a showcase of products, ideas and information that can readily be transformed into **'Your Source of Inspirations'**— the central theme of the show. A vast selection of high-quality lifestyle products and solutions are presented in four key themes — **'Smart Home'**, **'Smart Play'**, **'Smart Style'**, and **'Smart Tech'**. On this one-stop platform, buyers can source the latest baby products, fashion, electronic goods, gift and premium items, home textiles and furnishings, housewares, lighting equipment, printing and packaging merchandise, toys and games, medical and healthcare products from international suppliers.

Some of you may be aware that HKTDC has launched **two online fairs in 2020**, namely *Summer Sourcing Week | Go ONLINE (SSWGO)* featuring **1,319 exhibitors in July/August** and *Autumn Sourcing Week | Online (ASWO)* featuring **2,600 exhibitors in November** and with **over 4,500 and 9,500 virtual business meetings being conducted respectively over the 12-day show**.

It is encouraging that **over 90% of our exhibitors and buyers would consider joining HKTDC exhibitions, both virtual and physical**, in future and **more than 80% of them would return to our physical fairs** once the travel restrictions are lifted.



Incentives For You:

We are pleased to offer below incentives for buyers who will complete registration (free of charge) by February 26, 2021 and will meet the following requirement:

Option 1 – Suitable for buyers who prefer one-stop customised service

<p>IMMEDIATE INCENTIVE: *£75 e-Gift Card from Love2Shop https://www.highstreetvouchers.com</p>	<ul style="list-style-type: none"> ü register and activate the account of Click2Match Business Matching Service
<p>#2nd INCENTIVE 1 Round-trip economy airfare with 3 nights hotel accommodation for your visit to the ISS Physical Show in July</p>	<ul style="list-style-type: none"> ü complete 4 meetings pre-arranged by HKTDC with suppliers through Click2Match Business Matching Service during March 22-31, 2021 (HKTDC will send you 10+ suppliers based on your criteria for your pre-selection, and then line up 4-6 for you to meet)

Option 2 – Suitable for buyers who want more flexibility and who have more time to browse through the suppliers online to arrange the meetings

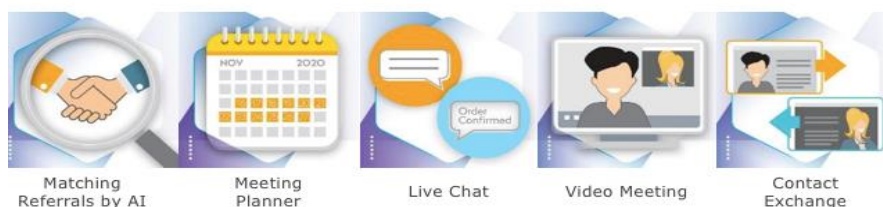
<p>IMMEDIATE INCENTIVE *£30 e-Gift Card from Love2Shop https://www.highstreetvouchers.com</p>	<ul style="list-style-type: none"> ü register and activate the account of Click2Match Business Matching Service
<p>#2nd INCENTIVE Hotel sponsorship AND HK\$1,500 (approx. £154) cash allowance for your visit to the ISS Physical Show in July</p>	<ul style="list-style-type: none"> ü complete 4 self-arranged meetings with suppliers through Click2Match Business Matching Service during March 22-31, 2021

**The incentive is available on first-come-first-served basis. Each person is only entitled to redeem the incentive once. # Eligibility and further information on how to secure this 2nd incentive will be provided when the physical fair is confirmed and if the travel restriction + quarantine measures are lifted.*

How does it work?

1. Return the attached reply slip (for Option 1) or complete the online form [here](#) (for Option 2) **by 26 February 2021**.
2. For Option 1:
 - a. HKTDC will provide tailor-made supplier list based on your sourcing request by first week of March. You can decide either to pre-screen supplier list by yourself or rely on our Business Matching Specialists to select the suppliers for you.
 - b. You will receive an invitation email with a personalised link to start using Click2Match in the week of 8 March with meeting schedule. You can then log in your Click2Match account, edit your profile, search exhibitors and manage your meeting schedule.
3. During 22 – 31 March, you can conduct business matching meetings with confirmed suppliers according to your meeting schedule on the platform.

CLICK2MATCH
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Enquiries:

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