

Asia 亞洲時尚生活產品展
LifeStyleExpo
BANGKOK

21-23 / 8 / 2019
BITEC, BANGKOK, THAILAND



Ride On "Belt And Road" Opportunities Capture The Fast-growing Southeast Asian Market



www.asialifestyleexpo.com

Organiser :
 COMASIA LIMITED

Co-organiser:
 NEO
NAG EXHIBITION
ORGANISER CO., LTD.

Supporting Organization:
 TCEB
THAI COMMERCE
EXHIBITION BOARD

Trade Media Partner :
 AASource.com

Asia Lifestyle Expo

21-23 August 2019
BITEC, Bangkok, Thailand

Exhibit Profile

- Gifts & Premiums
- Giftwrap & Packaging
- Toys
- Baby & Nursery Products
- Consumer Electronics
- Fashion Accessories
- Imitation Jewellery
- Beauty & Skincare
- Health & Wellness
- Aromatic Products
- Leisure & Hobby
- Smart Living Gadgets
- Arts & Crafts
- Festive & Party Items
- Travel Goods
- Housewares
- Home Décor & Improvements
- Electrical Home Appliances
- Kitchen & Dining Ware
- Bedroom & Bathroom Accessories
- Home Textiles
- Outdoor Items



“One Belt One Road” Market Opportunities In Southeast Asia

China's grand “One Belt One Road” initiative is now under way to promote free flow of trade, market integration and forge new ties among various economies along the routes spanning China, ASEAN, the Middle East and Eastern Europe. In particular, the initiative is binding Southeast Asian countries (India, Indonesia, Thailand, Vietnam and Philippines, Cambodia, Myanmar, Laos, Brunei, Malaysia and Singapore, etc.) together as a huge regional market. Over these years, these countries have witnessed rapid economic growth, rising disposable income and purchasing power to push up the demand for various daily consumer goods and lifestyle products. Southeast Asia is emerging as an enormous and lucrative market with great growth potential.












- ASEAN is the world's sixth largest economy and third largest in Asia with a combined GDP reaching USD2.6 trillion in 2016 and is set to double up to USD4.7 trillion in 2020. ASEAN is forecast to become the world's fourth-largest economy by 2030.
- Home to 640 million population, ASEAN emerges as the world's third-largest consumer market, behind only China and India. Its middle-class population is projected to increase dramatically from 190 million in 2012 to 400 million in 2020.
- ASEAN's total merchandise trade in 2016 stood at USD2.2 trillion with intra-ASEAN comprising the largest share at almost 24%. ASEAN merchandise exports and imports grew at 7.2% and 6.6% respectively in 2016.
- ASEAN is the key import market for China and many parts of the world. China has been ASEAN's top trading partner, with total trade in goods amounting to USD368 billion in 2016.

This brand-new lifestyle products exhibition in Thailand sets to offer suppliers and buyers from Southeast Asia countries an exceptional platform to capture the enormous business opportunities brought by the Belt and Road Initiative.



WHY THAILAND?

The show organiser has conducted a study of Southeast Asian cities to determine the best choice of place for launching the new show. As seen from the comparison table on the right, **THAILAND**, with edges in multiple aspects, stands out as the most ideal place to hold the new show.

Country / Region	Population (2017)	English Ability	Key City (ies)	No. of Int'l Airports	Int'l Flight Destinations	Star-graded Hotels	No. Of Visitors (2017) million	No. of Exhibition Venues	No. of Major Trade Shows
 Hong Kong	7,428,887	Good	Hong Kong	1	220	244	58.5	2	9
 Japan	127,185,332	Poor	Tokyo, Osaka	3	99	585	28.7	2	3
 Taiwan	23,694,089	Fair	Taipei	2	136	337	10.7	2	1
 South Korea	51,164,435	Poor	Seoul	2	177	279	13.3	2	1
 Thailand	68,707,467	Good	Bangkok	2	131	972	42.0	3	1
 India	1,340,174,717	Good	New Delhi, Mumbai	2	66	828	10.177	2	2
 Indonesia	266,794,980	Poor	Jakarta	2	191	489	14.04	2	0
 Vietnam	96,491,146	Poor	Ho Chi Minh City	1	66	262	12.9	2	1
 Philippines	106,512,074	Good	Manila	1	96	474	6.6	1	1
 Malaysia	32,042,458	Good	Kuala Lumpur	2	150	841	25.9	2	1
 Singapore	5,791,901	Good	Changyi	1	400	241	17.4	3	1

A Comparison On Major SE Asian Cities - Favourable Conditions For Hosting Trade Shows

1

Centrally located in Southeast Asia, Thailand is within short travel distance from such neighbouring countries as **China, India, Indonesia, Vietnam, Philippines, Cambodia, Myanmar, Laos, Brunei, Malaysia and Singapore**. Exhibitors and buyers within the region can easily and conveniently reach the show

2

Bangkok currently has two modernised international airports with a great number of international flights serving **over 130 international destinations** daily. Thanks to Thai government's tourist-friendly policies, there are minimal immigration restrictions on foreigner tourists or business visitors. In 2017, the total number of international visits to Thailand reached a whopping **42,572,605**.



3

Thailand is the most popular tourist destination in Southeast Asia and its hotels are as diverse as the country itself. Bangkok alone has over 970 star hotels to cater all tastes and budgets.



4

English is widely spoken in Thailand, especially in business. It is a great plus for foreign visitors and international buyers.

5

Thailand currently has three sizable and modernised exhibition venues that stage a host of international trade exhibitions and events every year. The **BITEC (Bangkok International Trade & Exhibition Centre)**, the chosen venue to stage the new show, is conveniently located in city centre of Bangkok and is well-known for its world-class and modernized facilities.



6

After years of development, Thai's exhibition sector today comes with a substantial number of well-qualified, experienced service providers who can competently cater all exhibitor needs from logistics, freight forwarding, stand design and construction to promotion and marketing.

A Strong Partnership For Success

The show organiser Comasia Limited has teamed up with **N.C.C. Exhibition Organizer Co., Ltd.**, Thai's leading exhibition organiser and venue operator, to launch this new show.

NCC Group – Corporate Brief

N.C.C. Management & Development Co., Ltd. (NCC), a subsidiary of Thai's giant conglomerate Thai Charoen Corporation Group (TCC), manages as venue operator the Queen Sirikit National Convention Center(QSNCC). N.C.C. Exhibition Organizer Co., Ltd. (NEO) was set up in 2014 as a subsidiary of NCC to organise and host both domestic and international events. To date, NEO has been hosting over 100 domestic and international exhibitions as well as high-profile conferences, earning it a strong reputation as a highly professional and reliable show organiser, event manager and partner.

1. NCC will line up with its strong network of trade associations in Southeast Asia to bring a great number of buying groups to the show:

- Union of Myanmar Federation of Chambers of Commerce (Myanmar)
- Myanmar Retailer Association (Myanmar)
- Myanmar A.G.T.I. Society (Myanmar)
- Thai Retailer Association (Thailand)
- Board of Investment of Thailand (Thailand)
- Federation of Thai Industries & its sub-associations (Thailand)
- Thai Chamber of Commerce (Thailand)
- Chambers of Commerce in different cities of Thailand (Thailand)
- Thailand Convention & Exhibition Bureau (Thailand)
- Lao National Chamber of Commerce & Industry (Laos)
- Lao Handicraft Association (Laos)
- Thailand Embassies in CLMV (Cambodia)
- Cambodia Chamber of Commerce (Cambodia)
- Cambodia Entrepreneur Association (Cambodia)
- Cambodia Young Entrepreneur Association (Cambodia)
- Vietiane Capiral Chamber of Commerce & Industry (Vietnam)
- Association of Vietnam Retailers (Vietnam)
- Vietnam Chamber of Commerce & Industry (Vietnam)
- Chinese Chambers of Commerce & Communities in CLMVT (Cambodia)
- OSMEP Thailand (Thailand)

2. NCC's parent company TCC boasts a huge retail operation portfolio of retail chain stores, shopping centres and malls both in Thailand and throughout Southeast Asia. Its enormous customer and buyer database renders a big pool of potential visitors to the show. TCC's wide-ranging retail facilities include:

A. Shopping Centres & Malls in Thailand



Asiatique The Riverfront Pantip



Plaza Gateway Shopping Mall



Center Point Siam Square



Box Space Ratchayothin

B. Retail & Convenience Store Chains



• Big C Super Center
(117 branches worldwide)



• Big C Extra
(15 branches worldwide)



• Big C
(59 branches worldwide)



• Mini Big C
(465 braches worldwide)



• MM Mega Market
(19 branches in Vietnam)



• B'Mart
(The largest convenience store chain in Vietnam with 158 branches)

3. TCC's own-operated hotels in Thailand, including The Imperial Hotels & Resorts, Thailand, Metropole Hotel, The River House, etc., can be offering special hotel rates and other privilege services to exhibitors and buyers of the show

4. TCC's well-established e-commerce platform www.tarad.com will make a great channel to promote the show to their business customers and other target buyers

TARAD.com

Tarad.com has over 200,000 buyers registrations

Join Now & Book Your Stand!

9 M² Furnished Booth

USD2,500 Only

Enquiry & Participation

Comasia Limited

Tel: (852) 2700 6726

Email: anson.chan@comasia.com.hk

Contact: Mr. Anson Chan