



## Small-Order Zone at Trade Fairs

- create more business opportunities for buyers and exhibitors  
in the new export paradigm

### I. Objective

#### About HKTDC:

Established in 1966, the Hong Kong Trade Development Council (HKTDC) is a statutory organisation with a mission to create business opportunities for Hong Kong companies. We connect millions of international buyers and suppliers through a variety of services, including trade fairs, product magazines and online marketplace ([www.hktdc.com](http://www.hktdc.com)).

#### HKTDC Trade Fairs

- 30+ international trade fairs in Hong Kong each year
- Nine of which are the **Asia's largest**; three are **world 's largest**
- **683,479 buyers and 33,851 exhibitors** participated in 2012/13 fiscal year

#### Small-Order Sourcing Trend:

Given sustained economic uncertainties, the latest sourcing trend revealed that buyers have been increasingly looking for suppliers accepting smaller quantity orders to address shorter life span of modern products and to minimise inventory cost. In view of the market trend, we launched Small-Order Zone at our trade fairs to address the sourcing needs particularly for retailers and e-tailers in mature markets and buyers from emerging markets, while capturing new business opportunities for exhibitors.

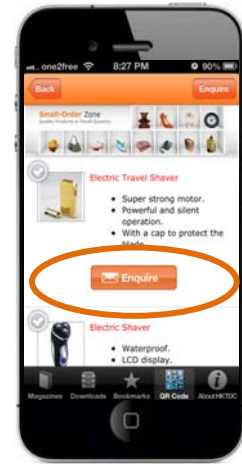
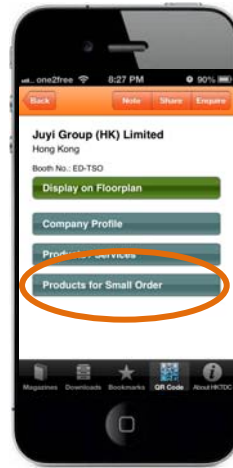
### II. Actions

#### Small-Order Zone at Trade Fairs

A physical Small-Order Zone in the format of cubic showcases was launched at HKTDC trade fairs starting from April 2012, providing exhibitors a more affordable option to display their small-order products with the corresponding minimum-order quantity and unit price to facilitate buyers' sourcing activities.

A dedicated Quick Response (QR) code was assigned to each exhibitor and stuck on the showcase. Interested buyers can scan the codes with smartphones or mobile devices to obtain further product details and make instant enquiries to the exhibitors to complete the business deals.





The company information of the exhibitor QR codes buyers scanned would be bookmarked in their smartphones or mobile devices for easy retrieval. Exhibitors on the other hand will receive a list of buyers who have scanned their QR codes to facilitate business communications.

### III. Results

Overwhelming responses were received from both buyers and exhibitors since this initiative launched. Small-Order Zone has not only facilitated business connections, but also helped exhibitors diversify and explore more business options and outreach to new buyer categories such as retailers, e-tailers and those from emerging markets, amidst worldwide economic sluggishness.

From April 2012 to April 2013, the Small-Order Zone was set-up at 13 trade fairs in Hong Kong covering a wide spectrum of industries, and the size of which has been expanding. The new initiative provided an alternative way of promotion for existing exhibitors, and attracted new exhibitors to take part in the exhibitions with lower participation fee.

We believe that by increasing the varieties of products that accepts flexible trading terms, it will attract more buyers to visit our fairs, thereby strengthening the position of the HKTDC as one of the market leaders in the exhibition industry, as well as solidifying Hong Kong's position as the regional hub for trade fairs.

Key results generated from Small-Order Zone as of April 2013 are summarised below:

- 2,500 exhibitors
- 27,000 products
- 170,000+ buyer visits
- 160,000+ enquiries

To make Small-Order Zone a success, we have overcome various challenges. It is believed that displaying products' unit price and minimum-order quantity is essential to facilitate buyers' small-order sourcing. Thus, we spent some efforts to collect all the information from the exhibitors before trade fairs.

QR Code was also new to many trade fair buyers. We had to communicate with them on the benefits and the steps to scan the codes before they could fully appreciate it. Through continuing promotion and education efforts, we have made the service successful and widely welcome by both exhibitors and buyers.

