

megashow

BANGKOK

17-20/7/2024
BITEC, BANGKOK, THAILAND

POST-SHOW REPORT

SHOW FACTS

Dates: 17 - 20 Jul, 2024

Venue: Event Hall 98-101, Bangkok International Trade & Exhibition Centre (BITEC)

Venue Size: 21,380sqm

Show Nature: Trade Only

Organiser: Comasia Limited 

Show Manager: Kenfair Exhibition Limited 



Co-organisers :



Beijing Talent International
Exhibition Co., Ltd.



China Electronics International
Exhibition & Advertising Co., Ltd.



Worldex G.E.C. Co., Ltd.



Golden Seal Int'l Trade Fair
Service Agency Corp.



China Economic News
Service (CENS)

Exhibit Profile : Gift & Home | Electronics | Lighting
Hardware & Gardening | Wellness & Healthcare | Pets

Supporting Organisations

- King Power
- Donki Mall
- EM District
- Siam Piwat Co., Ltd.
- Central Pattana
- Lotus's (EK-Chai Distribution Co., Ltd.)
- True Move H Universal Communication Co., Ltd.
- Made-in-China
- Office of Small and Medium Enterprise Promotion
- Institute of Small and Medium Enterprises Development
- Thailand Textile Institute
- Jiaxing Chamber of Chamber of Commerce for Import & Export
- India -Thai Chamber of Commerce
- Thai - Pakistan Chamber of Commerce

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| <ul style="list-style-type: none"> 15. Indonesia - Thai Chamber of Commerce 16. Laos SME Service Center 17. Malaysia Thai Chamber of Commerce 18. Thai- Russian Chamber of Commerce 19. Federation of Lifestyle Association 20. Northern Handicrafts Manufacturers and Exporters Association 21. Thai Gifts Premiums & Decorative Association 22. Federation of SME Thai (Chiang Mai) 23. Thai Toy and Children Product Trade Association 24. Thai Houseware Trade Association 25. Thai Stationeries and Office Supplies Association 26. The Building Inspectors Association 27. Thai Generator Association | <ul style="list-style-type: none"> 28. Singapore - Thai Chamber of Commerce 29. MECT 30. Thai IoT Association 31. Illuminating Engineering Association of Thailand 32. ASEAN - China Ecommerce Association 33. Thai Electrical & Mechanical Contractors Association 34. Environmental Engineering Association of Thailand 35. Thai Muslim Trade Association 36. Thai Cosmetic Cluster Trade Association 37. Thai Silver Association 38. Home Decorative Design and Lifestyle Products Trade Association |
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Exhibition Overview

The MEGA SHOW-Bangkok was successfully held from July 17-20, 2024 at the BITEC (Bangkok International Trade & Exhibition Centre). The exhibition was co-organized by the renowned Hong Kong exhibition organizer **Comasia Limited**, **Beijing Talent International Exhibition Co., Ltd.**, **China Electronics International Exhibition & Advertising Co., Ltd.**, **Worldex G.E.C Co., Ltd. (Thailand)**, **Golden Seal Int'l Trade Fair Service Agency Corp.**, and the **China Economic News Service (CENS)**. The event also received strong support from over 30 industry and trade organizations from Thailand and various ASEAN countries.



In recent years, the ASEAN economy and GDP have grown rapidly. The purchasing power and living standards of citizens have continuously improved, leading to increased demand for quality consumer goods and everyday products. Thailand, located at the center of ASEAN, is a transport hub for the region, and its convenient visa procedures have attracted global buyers, especially those from ASEAN, the Middle East, Europe, and Russia, making Thailand a preferred destination for international trade.

The 2024 MEGA SHOW-Bangkok gathered 823 high-quality exhibitors from the Asia-Pacific region, with a total of 1,020 booths. To meet the surging demand for various products in the ASEAN region, the 2024 MEGA SHOW-Bangkok was specially divided into 6 concurrent thematic exhibitions: **"MEGA Gift & Home"**, **"MEGA Lighting"**, **"MEGA Electronics"**, **"MEGA Hardware & Gardening"**, **"MEGA Pet"**, and **"MEGA Wellness & Healthcare"**, all of which received enthusiastic response and support. Additionally, the exhibition featured dedicated group pavilions for China, Hong Kong, Taiwan, and Thailand.

Exhibitor Breakdown By Country/Region

Country/Region	No. of Exhibitors	No. of Booths
China	568	725
Hong Kong	80	93
Thailand	78	90
Taiwan	56	63
India	10	11
Vietnam	7	9
South Korea	5	5
United States	3	4
Indonesia	3	3
Malaysia	2	4
Pakistan	2	2
Russia	1	2
Singapore	1	2
Japan	1	1
Nepal	1	1
Philippines	1	1
Bangladesh	1	1
The UAE	1	1
Germany	1	1
UK	1	1
Total	823	1,020

The opening ceremony of this year's exhibition was presided over by Prommin Lertsuridej, the Secretary-General to the Prime Minister of Thailand. He emphasized that the 2024 MEGA SHOW-Bangkok was particularly important in highlighting Thailand's strength and growth potential as a commercial hub in the ASEAN region.



As a professional exhibition platform, this event provides a crucial platform for Thai companies to enter the international market, helping Thai and ASEAN lifestyle brands increase their global visibility. At the same time, this exhibition event plays a key role in consolidating Thailand's position as a world-class trade exhibition destination.



The four-day MEGA SHOW-Bangkok attracted 15,318 buyers and industry professionals from 97 countries and regions to visit and source. Compared to the previous year, the number of buyers from Malaysia, Singapore, South Korea, Japan, the United States, and the United Arab Emirates saw the highest growth.

Major Buyer Profile

Country/Region	No. of Buyers	Country/Region	No. of Buyers
Thailand	9,009	Philippines	118
Malaysia	1,334	United States	102
China	691	Bangladesh	89
India	660	Myanmar	85
Hong Kong	586	Russia	81
Taiwan	395	The UAE	72
Singapore	390	UK	68
South Korea	316	Australia	54
Japan	281	Other Countries/Regions	632
Indonesia	233	Total	15,318
Vietnam	122		



In addition, the organizers arranged a series of business exchange activities and insightful themed seminars during the exhibition, where heavyweight guests shared their insights and jointly analyzed and explored the latest industry development trends. The exhibitors, buyers, and industry professionals who attended the seminars all expressed that they benefited greatly, and believed that these activities added tremendous value to the exhibition.



LOOKING FORWARD

According to on-site interview, most exhibitors positively affirmed the market positioning of MEGA SHOW-Bangkok, believing that this exhibition not only serves as a new platform to help exhibitors find high-quality buyer resources from ASEAN, the Middle East, Russia, Europe and America, but also brings the latest and most valuable Asian quality products to the attending buyers from Thailand and the ASEAN region, meeting their procurement needs. The interviewed buyers mostly expressed that this exhibition was well-aligned with their procurement requirements, and the exhibits on display were not only of high quality and value, but also internationally-styled, trendy, and full of creative features. Many buyers were able to find products and suppliers that matched their procurement criteria.

Overall, the vast majority of exhibiting companies were satisfied with the four-day exhibition results, having received many on-site inquiries and identified many new buyer resources. Meanwhile, the attending buyers also gave positive reviews to the exhibition, particularly appreciating that it allowed them to quickly find their target products, and they were very satisfied with the product quality, trendy designs, innovative trends, and competitive advantages.

Based on the successful outcomes of this edition, as well as the affirmation and constructive suggestions from exhibiting companies, attending buyers, cooperative associations, industry organizations, and participating media, the 2025 MEGA SHOW-Bangkok will further expand in scale and product categories, and inject more new elements and unique features.

