



**MEGA
HOME, GIFTS &
PREMIUMS**

16 - 18 / 7 / 2025
BITEC, BANGKOK, THAILAND


EXCEPTIONAL EXHIBITION PLATFORM

To Expand Your Presence in the
 **ASEAN & Global Market**

www.megashowbangkok.com

Organiser:

COMASIA
LIMITED

Show Manager:

Kenfair

Co-organisers:

Talent-EXPO


WORLDDEX
Group of Exhibition Companies



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EXHIBIT CATEGORIES

Gifts & Premiums
Home & Kitchen
Toys & Baby Products

Lifestyle Products
Stationery and Office Supplies
Travel & Sporting Goods

WHY EXHIBIT ?

- Geopolitical influences have led many European and American buyers to reduce their visits to China, opting to source from other parts of Asia instead.
- The impact of the Russia-Ukraine and Middle Eastern wars has reduced flights from Europe and America to China, significantly increasing airfares.
- Many European and American buyers are influenced by trade barriers and thus look towards Southeast Asia for trade fairs to avoid tariffs.
- Bangkok, located at the heart of ASEAN, offers excellent exhibition facilities and is a focal city for exhibitions in Southeast Asia. It also radiates to other ASEAN countries, including Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Vietnam, and attracts buyers from the Middle East and Eastern Europe, constructing a comprehensive buyer network.

FOCUS ON EMERGING ASEAN & MIDDLE EAST MARKETS WHILE EXPANDING THE EUROPEAN BUYER NETWORK

With rising per capita income in ASEAN, consumer spending power and willingness increase, driving growth in household and gift demand. Meanwhile, ASEAN, Middle Eastern, and European consumers prefer importing products from Asia due to their high quality and competitive prices, and continuously updated designs.

Main "Household Products" Import Sources		
ASEAN	Middle East	Europe
1.China 2.South Korea 3.Japan 4.Malaysia 5.Thailand	1.China 2.Germany 3.Italy 4.Turkey 5.India	1.China 2.Vietnam 3.Turkey 4.India 5.Italy

Main "Gifts & Premiums" Import Sources		
ASEAN	Middle East	Europe
1.China 2.Germany 3.Italy 4.Turkey 5.India	1.China 2.India 3.Turkey 4.Germany 5.Italy	1.China 2.India 3.Turkey 4.Germany 5.Italy



WHY CHOOSE THAILAND ?

- Thailand serves as a bridge to international and ASEAN markets, making it the best location for this exhibition.
- Located in the center of Southeast Asia, Thailand offers short-distance access to neighboring countries, including China, India, Indonesia, Vietnam, the Philippines, Cambodia, Myanmar, Laos, Brunei, Malaysia, and Singapore, making it convenient for regional companies to exhibit and buyers to visit and procure.
- Thailand has three major international airports, two of which are in Bangkok, connecting over 150 international destinations with an average of 2,000 flights per week to other ASEAN countries and nearly 300 flights to the Middle East.
- Bangkok has over 3,500 accommodations providing more than 15,000 rooms, including over 390 five-star hotels and at least 730 four-star hotels.
- Benefitting from favorable government policies promoting tourism, there are minimal restrictions and simple procedures for tourists and business travelers entering Thailand.
- As the tourism and business hub of Southeast Asia, holding the exhibition in mid-July in Bangkok offers an excellent opportunity for buyers to combine business with leisure travel.

2024 SHOW STATISTICS

The 2024 MEGA SHOW-Bangkok was successfully held from **July 17 to 20** at the Bangkok International Trade and Exhibition Centre (BITEC). The show features **1,020 exhibition booths** and **823 quality Asian exhibitors from 20 countries and regions**, making it an exclusive trade exhibition in the region for sourcing top Asian and global specialty products.

To meet the growing demand for price-competitive Asian products in the ASEAN region, the four-day MEGA SHOW-Bangkok attracted **15,318 buyers and industry professionals from 97 countries and regions**, with the most significant growth from **Malaysia, Singapore, South Korea, Japan, the United States, and the UAE.**



Cooperating with Industry and Regional Chamber

Gifts & Premiums & Housewares

Bangladesh

BANGLADESH TOY MERCHANTS, MANUFACTURERS AND IMPORTERS ASSOCIATION
THE BANGLADESH HANDICRAFTS MANUFACTURERS AND EXPORTERS ASSOCIATION

France

INTERNATIONAL ASSOCIATION OF DEPARTMENT STORES

Germany

FEDERATION OF THE EUROPEAN CUTLERY, FLATWARE, HOLLOWARE AND COOKWARE INDUSTRIES
FOREIGN TRADE ASSOCIATION OF GERMAN RETAILERS
INDUSTRY ASSOCIATION CUTLERY AND HOUSEHOLD GOODS

India

CORPORATE GIFTS ASSOCIATION OF INDIA
THE ALL INDIA TOY MANUFACTURERS ASSOCIATION
THE TOY ASSOCIATION OF INDIA

Indonesia

THE ASSOCIATION OF INDONESIAN HANDICRAFT EXPORTERS AND PRODUCERS
THE INDONESIAN TOY MANUFACTURERS ASSOCIATION

Malaysia

MALAYSIAN GIFTS & PREMIUM ASSOCIATION
THE FEDERATION OF STATIONERS & BOOKSELLERS ASSOCIATION OF MALAYSIA

Philippines

THE PHILIPPINE TOYS, HOBBIES AND COLLECTIBLE CONVENTION

Singapore

PROMOTIONAL PRODUCT & GIFTWARE ASSOCIATION
THE ASIA TOY & PLAY ASSOCIATION
THE SINGAPORE BOOKSELLERS AND STATIONERS ASSOCIATION

Switzerland

THE EUROPEAN FLORAL AND LIFESTYLE SUPPLIERS ASSOCIATION

Thailand

NORTHERN HANDICRAFTS MANUFACTURERS AND EXPORTERS ASSOCIATION

Turkey

EVSID - HOUSEHOLD AND KITCHENWARE INDUSTRIALISTS AND EXPORTERS ASSOCIATION
ZÜCDER-GLASSWARE SHOPS ASSOCIATION

UK

BRITISH CERAMIC GIFT & TABLEWARE MANUFACTURERS' ASSOCIATION
BRITISH INTERIOR TEXTILE ASSOCIATION
COOKSHOP & HOUSEWARES ASSOCIATION / BRITISH INDEPENDENT RETAILERS ASSOCIATION

Vietnam

VIETNAM HANDICRAFT EXPORTERS ASSOCIATION

Parts of the Buyers Visiting the Bangkok Show in 2024

Thailand

AMARIN CORPORATIONS PUBLIC COMPANY LIMITED
AMUSEMENT CREATION CO., LTD.
AURORA DESIGN PCL.
BIG C
CENTRAL PATTANA
COFFEE CONCEPTS.CO.TH
DAISO INDUSTRIES CO., LTD.
GIFTWISE ASIA
HOME PRODUCT CENTER PCL
INDEX LIVING MALL
KING POWER MARKETING CO., LTD.
LOTUSS
NOVOTEL
ROBINSON DEPARTMENT STORE
SHANGRI-LA BANGKOK
SIAM PIWAT RETAIL HOLDING
TAG WORLDWIDE (THAILAND) CO., LTD.
THAIBEV MARKETING
THE MALL GROUP
THE WALT DISNEY (THAILAND) CO., LTD.

Malaysia

AS TENG TENG TRADING SDN BHD
BENCHMARK PAPER PRODUCTS SDN BHD
B-PEN PLASTIC SDN BHD
CENTURY WORLD PREMIUM
CHALLENGE WORLDWIDE MARKETING (M) SDN BHD
HMF INTERNATIONAL SDN. BHD.
MALAYAN UNITED INDUSTRIES BERHAD
MONZA HOME COLLECTION
MY POTTERY (M) SDN BHD
ROBERT BOSCH
SMX GLOBAL SDN BHD
U.N.E. TRADING SDN BHD
UNI PAPER PRODUCT SDN BHD
WING LOONG STATIONERS SDN BHD
WINSIN TRADING SDN BHD

Vietnam

ANNA PLASTIC COMPANY
CARMi CO.,LTD
DELTA-SPORT
EMALL TRADE AND SERVICE COOPERATION
HO CHI MINH CITY BOOK DISTRIBUTION CORPORATION - FAHASA
HOA MAI TRADING COMPANY
MN ARTHOUSE
QUANG ANH TRADING CO., (QHOME)
SAIGONCO.OP DISTRIBUTION COMPANY
SUN CRAFT
TOKMANNI-EUROPRI
TRI BAO ARTS COMPANY LTD.

Singapore

AQUAHOLIC GIFTS PTE LTD
DELTAMAX MARKETING
PLAY NLEARN PTE LTD
POPULAR BOOK CO PTE LTD
TRAMONTINA

Indonesia

PASARNOW PTE LTD.
PT. SARINAH
PT. SINAR MENTARI TISHIINDO
PT. LOGIKA PRIMA PERDANA
SELATAN JAYA

Philippines

AIS FABRIC TRADING
PORTORO INTERIOR INC.
PROMOCENTRAL, INC
RAMESH TRADING CORP
SYCAMORE MARKETING INC.

Japan

AZUMASHOUTEN CO., LTD.
BAL CORPORATION & CO., LTD.
MARURI TAMAKI RIKIZO SHOTEN CO., LTD.
SEIAN ICHIYAMA
SANTAN CO., LTD.

Korea

EDENHILL CO., LTD
COUPANG
WOONGJIN THINKBIG CO., LTD.

Middle East

ABYAT MEGASTORE
SMART GIFTS TRADING
HADI ENTERPRISES LLC
ZUHAIR AL MARHOMY ALGHAMDI TRADING CO.

Australia

ARID ZONE
BRAND PROMOTIONS PTY LTD.
IMAGE WORX
KEN HANDS AGENCIES
WHOLESALE SUPERSTORE

Europe

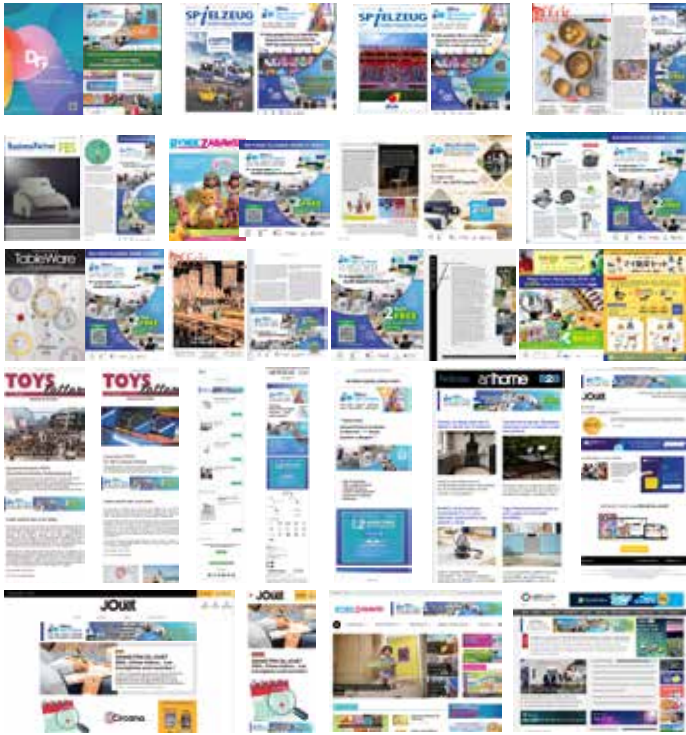
AIDL LTD
ATHOS GMBH
BALSLow A/S
BORACAY
COSMOS FLOWERS SRO
DIAKAKIS IMPORTS SA
EDELWEISS SAS
IDFOOD DESIGN
KRAFT GMBH
MOUNT GABRIEL CREATIVE CONCEPTS LTD
NITZSCHE FASHION GMBH & CO. KG
OGG FINLAND
PRODUCT SOURCE GROUP
ROFU
SPIELPARADIES KIBUNGU
TEXTIFAB
THE LONDON CHINA COMPANY
TOYSOLUTION GMBH
URBAN THERAPY
VOLF OFFICE SUPPLIES CO. LTD.
XIOSI PROMOTIONAL IDEAS, SLU

America

IMPACT PHOTOGRAPHICS
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NB GLOBAL IMPORTS INC.
TOTALLY BAMBOO
CALIBRE INTERNATIONAL LLC.
DR STYLE LLC
PHILANTRIO
FLAG MATRIX INC

COMPREHENSIVE PROMOTION PLAN

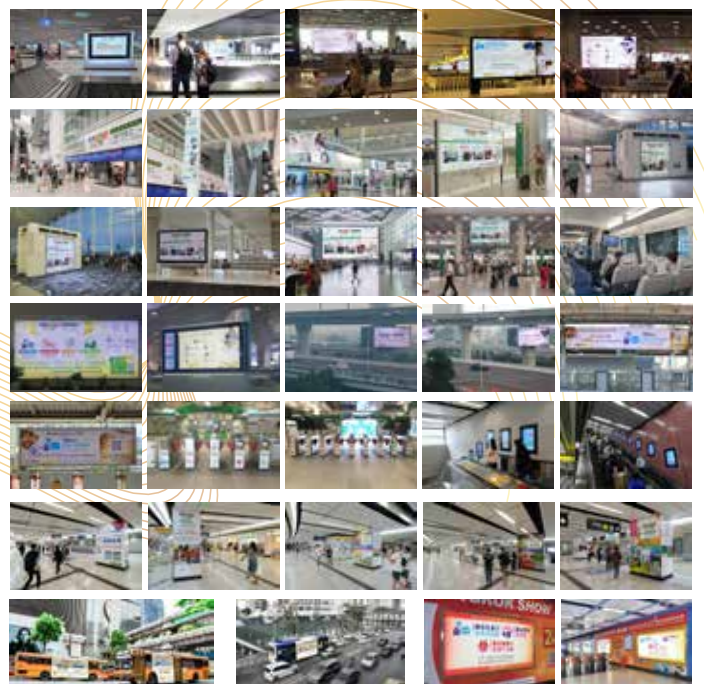
Trade Magazines and Website Ads



Social Media Promotion



Airport, Express and Bus Ads



Press Releases



Cooperation with Industry Associations to Organize Buyer Groups



Free Hotel Sponsorship for Overseas Buyers



EDMs



Exhibition Fees

A 9-square-meter standard booth
HKD 31,800 (USD 4,130)



Limited-Time Offer for Exhibitors

4-night free
hotel accommodation



PARTICIPATION INQUIRIES



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