

[PRESS RELEASE]

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15-17 JULY 2020

HALL 98-BITEC, BANGKOK, THAILAND

**Comasia's Rebranded Bangkok Show in mid-July 2020
To Tap The Fast-growing ASEAN & Middle East Markets**

Organised by Hong Kong-based renowned trade fair organiser Comasia Limited and co-organised by Thailand-based Worldex, the **2020 MEGA SHOW - Bangkok** is a rename of the previous 2019 Asia Lifestyle Expo which successfully debuted in August, 2019 to feature a great line-up of 330 Asian exhibitors showcasing their latest lifestyle products to 4,000 attending trade buyers.

Following the success of the inaugural event, the Organiser Comasia is capitalising on the strong brand of its Hong Kong October MEGA SHOW Series to reposition this Bangkok show in 2020 by expanding and refining the product scope to strategically capture the three prominent high-growth product sectors in ASEAN & the Middle East markets: Art & Craft, Living & Dining and Play & Learn.

The rebranded **2020 MEGA SHOW - Bangkok** will take place from 15 to 17 July 2020 at the Bangkok International Trade & Exhibition Centre (BITEC) in Thailand. On show will be a wide range of Asian-made products covering arts & crafts, housewares, kitchen & table wares, toys, games, educational aids, school supplies, stationery and many more. There will be expectedly 500-plus booths to feature quality exhibitors from ASEAN and Southeast Asia, including Thailand, mainland China, Hong Kong, Taiwan, India, Indonesia, South Korea, the Philippines, as well as the CLMV countries, etc.

ASEAN, Southeast Asian and the Middle East countries together now rise up as a huge regional market. These countries have witnessed rapid urbanisation, high-speed economic growth, expanding middle-class population and fast-rising consumption power that all help push up the demand for various kinds of high-quality consumer and lifestyle products in recent years.

Why Thailand? Geographically, Thailand is located centrally at the heart of ASEAN. Thailand's capital city Bangkok is Asia's key travel and aviation hub with two international airports operating daily flights from over 130 worldwide destinations. Besides, Bangkok alone has more than 1,000 star-grade hotels to fully cater the accommodation needs of business visitors and trade show buyers. Moreover, the show venue BITEC is one of the biggest modernised venues in Asia with state-of-the-art facilities and services. No doubt, Bangkok is the ideal choice of place to stage the show.

The 2020 Bangkok show has been garnering strong support from a number of industry associations and business organisations in Thailand and the region. So far, we have Thai Stationeries & Office Supplies Association, Thai Gifts Premiums & Decorative Association, Thai Housewares Trade Association, Thai Toy Industry Association, Northern Handicraft Manufacturers & Exporters Association and Home Decorative Design Association as supporting parties. More are expected to come joining the list.

Online Buyer Pre-registration for their getting free admission badges is now open. Interested buyers can pre-register at: www.megashowbangkok.com.

Once again, the **2nd Asian Electronic Game & Amusement Equipment Expo** will be held concurrently with this **2020 MEGA SHOW - Bangkok** in the adjacent exhibition hall to showcase a diverse range of high-quality and competitively-priced arcade games and amusement machines mainly from mainland China and some Asian countries. The twin-show event sets to render visiting buyers a one-stop sourcing platform for Asia's best in Bangkok.

NOTES TO EDITORS

MEGA SHOW-Bangkok | 15-17 July, 2020 |

Bangkok International Trade & Exhibition Centre (BITEC), Thailand

Official Website: www.megashowbangkok.com

Admission: Trade buyers & accredited press only

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