Europe is the world's largest economy. According to the World Bank, the European Union (EU) pack's total GDP in 2015 amounted to 15.4 trillion EUR and its population’s average income per capita reached 37,666 EUR. The wealthy EU population commands strong purchasing power as well as a sizeable retail market. To Asian manufacturers and suppliers, Europe is a huge and a highly lucrative market with lots of awaiting business expansion opportunities. For years, EU has been the prime destination for Asian exports. Based on Eurostat’s figures, among the top 10 supplier countries of the EU imports, four are from Asia including China, Japan, South Korea and India. Then, Hong Kong, Taiwan, Thailand, Vietnam, and Indonesia are also EU’s key trading partners in Asia. The strong demand and popularity of Asian-made products among EU consumers bode well for Asian exporters and international companies with production in the Far East to step up their sales and market expansion effort in Europe.

The first MEGA SHOW-PARIS, to be taking place 21-23 November 2017, sets to stage an exceptional platform for suppliers and exporters to meet and sell direct to many more buyers on the European continent. The new show is organised by Hong Kong-based Comasia Limited, a professional trade fair organiser and event management company.

Why Paris? France is centrally located in Europe and closely connected with major markets in Germany, UK, Belgium, Switzerland, Spain and Italy. These countries and many others are carrying out their imports and exports using France as the gateway. Moreover, being France’s central hub of highways, high speed rails and air transport links, Paris is well-connected to major European cities with daily frequent flights (within 1-2 hours) and high-speed trains (within 2-3 hrs). As a tourist and shopping paradise, Paris is also a leading retail hub in Europe with many big department stores and volume buyers locating their sourcing and buying offices in the city.

MEGA SHOW-PARIS will be held at the Paris Nord Villepinte, which is one of the biggest in Europe and in close vicinity to the Charles de Gaulle Airport and the TVG railway station, with abundant availability of 12,000 hotel rooms nearby.

According to the show organiser, the November timeslot of the new show aptly caters the new sourcing pattern of buyers who nowadays conduct their sourcing and buying more frequently and in smaller quantities, no longer maintaining the conventional buying timeslots in January-February and October. November offers buyers a timely last round sourcing opportunity just before the year-end.

On show will be a wide range of toys, gifts, premiums, housewares, lifestyle products, consumer electronics and mobile accessories. Exhibitors will be from across the world with most being of Asian origins, including Mainland China, Hong Kong, Taiwan, India, Indonesia, South Korea, Thailand, the Philippines, Vietnam, Pakistan, Bangladesh & Sri Lanka, etc.

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