

Press Release
24 August 2017

“Ultimate Pleasure, We Go Further”
Asia Adult Expo to Return on 29-31 August 2017

Asia Adult Expo (AAE) 2017, organized by AAE Co. Ltd., will be held from 29-31 August 2017 at Hong Kong Convention and Exhibition Centre Hall 3G. As an international trade exhibition of adult industry in Asia Pacific for the 10th year, AAE is expected to cater 35% increase of trade visitors this year engaging more diversified and generate much more business opportunities.

The Future of Ultimate Pleasure, Virtual Reality!

Virtual reality technology triggered a new high-tech wave in adult product industry, promoted the possibility of adult games, video and novelties. Being the main theme of Asia adult Expo this year, the organizer specifically recruited adult VR producers such as Golden Convention and VIIA Digital, studio like Imagine VR and Polyhedron VR Studio, professionals in the industry etc. to deliver ideas and trends with an emphasis on this cutting edge of interactive technology. Trade Visitors would never miss the foremost “*Virtual Reality and Adult Entertainment Forum*” and face-to face session in the “*Meet the Producer*” zone.

Classy and Sensational, New Product Series!

Despite of VR technologies, we are always surprised being in the rapidly evolving adult entertainment business. SVAKOM, Womanizer, DORR, ODECO.....Fascinating novelty brands will present their latest product series and get already to amaze the audience how adult toys would be humanized and luxurious.

Credit of Endeavor, Industry Awards!

The AAE Awards aims to higher the bar of products quality, design, and professionalism of the industry, and it has been receiving good responses from the industry. The AAE Awards will be held on 29 August 2017 at 11:30 am at the fairground

Record-breaking global trade buyers' registration number!

With effective and targeted promotion channels, AAE 2017 recorded an unprecedented increase of 35% for the number of pre-registered trade buyers from over 40 countries and regions. Preeminent industry players including A.S. Watson

Group, Andrey Co. Ltd, Calvista, Castle Megastore, Orion Versand GmbH & Co. KG, King Cyber Limited, Shenzhen Orange Adult Supplies, Reckitt Benckiser Group plc (RB), SSI Japan, Lazada, Suning Appliance and more will gather at the one stop trade platform to source for suppliers and seeking new business opportunities.

First and Foremost, 18+ Central Kick off!

The World Largest Tented Adult Entertainment Carnival – 18+ Central Kick off Ceremony is set to be held in the fairground on 29 August 2017 at 13:00. 18+ Central will be an unprecedented carnival in the region, consisting of Las-Vegas style performance, sensational experience, exceptional talents and upscale marketplace FOR 18+ ONLY! The 4-days fun party is expected to attract more than 30,000 locals, tourists, businessmen and officers from CBDs and fun-lovers especially younger generations and oversea comers.

AAE 2017 has gathered about 200 exhibiting companies & brands from 8 countries and regions. Trade visitors from over 40 countries and regions including Australia, Britain, Canada, Denmark, France, Germany, Italy, Japan, Korea, Russia, Singapore, USA and much more, have registered to visit the show, creating limitless global business opportunities.

Walk-in trade visitors with relevant business cards are welcomed. (Onsite Registration Fee: HKD\$200 / USD\$30 per person) For press enquiries or arrangement of individual interviews on AAE, please contact Ms. Yandy Chan at (852) 2508 0079 or email to info@asiaADULTexpo.com. For show information, please visit the official website www.asiaadultexpo.com.

Warmest Regards,

Kenny Lo

Chef Executive

Vertical Expo Services Company Limited