

Press Release

7 September 2017



Asia Adult Expo 2017 – ended with Huge Success!

Asia Adult Expo (AAE) 2017 has ended with splendid success on 31 August 2017 at the Hong Kong Convention & Exhibition Centre. About 200 exhibitors & brands from 8 countries and regions such as Australia, China, Germany, Hong Kong, India, Taiwan, Russia and USA. Exhibitors were satisfied with the result brought by AAE.

Adopted the hottest theme of adult industry, **“Virtual Reality and Adult Entertainment”** was the main spotlight in the exhibition. Latest VR technique in combination of adult content and sex products, various adult VR exhibitors amazed trade audience with their potential, such as BKK from Hong Kong, VIIA Digital from Taiwan and VR Pimp from Australia. Many producers agreed that Asia is undeniably a huge market that will expand exponentially, expected to deliver new series of VR products in the coming year.

Not to mention the brand new *“The Future of Ultimate Pleasure: Virtual Reality and Adult Entertainment Forum”* has been taken place with international speakers from VR studio and professional stream in Australia, Italy, Japan and USA, to share the most up-to-date VR technology and products development directions to our exhibitors and visitors. Ranged from *“Why the World needs Killer VR Porn?”* to *“Trend of VR Adult Entertainment”*, equipped audience with 360° Knowledge of frontline VR products.

AAE 2017 got a breakthrough of 4,500 trade visitors from 40 countries and regions such as Australia, Belgium, Canada, China, Denmark, Finland, France, Germany, Britain, Hong Kong, Hungary, India, Indonesia, Israel, Italy, Japan, Kenya, Macao, Malaysia, Mexico, Netherlands, Philippines, Romania, Russia, Singapore, South Africa, South Korea, Sweden, Switzerland, Taiwan, Thailand, Turkey, Ukraine and USA etc. Trade Visitors made their trip to AAE for sourcing, networking, looking for new market opportunities, and finding business partners. From the positive feedback from trade visitors, AAE showed its powerful global industry network to provide a professional and sustainable platform for adult industry.

Concurrently, AAE Awards 2017 has been announced on 29 August 2017 to positively appraise corporations for their effort put into the adult industry. The winning corporations resulted in high recognition and brand acknowledgement from the industry.

[AAE 2018] 28-30 August 2018, Hong Kong

AAE will continue to grow and expand from recruiting more exhibitors, inviting more international trade visitors and implementing more highlighted events into the next expo, aiming to expand the industry from different aspects. The next Asia Adult Expo will be held on 28-30 August, 2018 at the Hong Kong Convention and Exhibition Center.

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