

# ASIA ADULT EXPO 2017

SHOW REPORT 展會報告

Expo had **200** exhibitors & brands, with **4,500** trade visitors  
博覽有逾**200**個參展商與品牌, **4,500**名商業訪客參觀

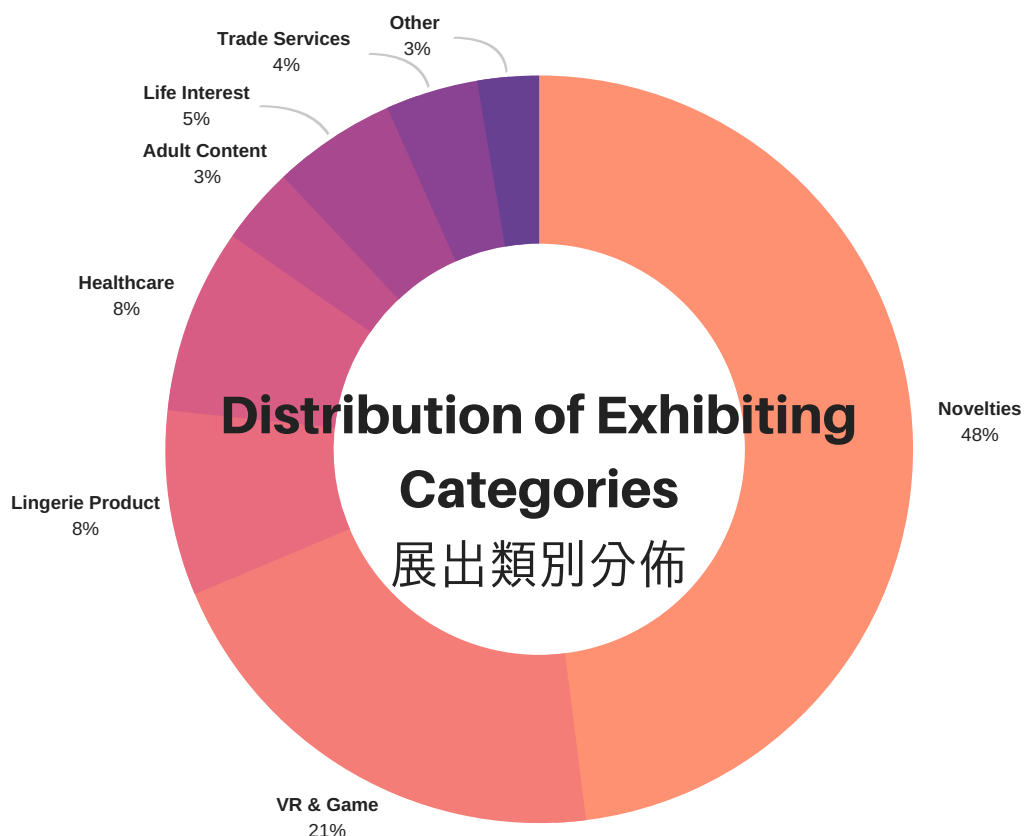
Having the only professional Industrial Forum in Asia Pacific  
亞太區唯一業界專業論壇

**91%** of exhibitors through the fair helped to find business partners  
參展商認為博覽能有效地尋找合作夥伴



**86%** of exhibitors found AAE can help to generate sales  
參展商認為 AAE 能為公司提高銷售

**87%** of exhibitors found AAE can help to promote brand  
參展商認為 AAE 能為公司宣傳品牌形象





# MESSAGES FROM AAE EXHIBITORS 參展商的話

AAE is famous so basically that what we join AAE. Also, I think Hong Kong is a great place to have a fair like this.

AAE很有名，這是我們參展的基本因素。而且，我認為香港是一個適合舉辦同類型展覽的地方。

— SVAKOM Design USA Limited, USA 美國

I think the fair matches our brand as we also made sex toy in combination with VR. While the theme of this year, I believe that could attract those buyers truly interested to our products which helps us a lot comprehensively. 我覺得切合我們，因為其實我們本身都是做VR搭配成人用品sex toy的bullta。所以今年這個主題，我覺得會吸引到些真正對我們有興趣的買家過來，對我們整體有很大幫助。

— Golden Convention Limited, Hong Kong 香港

This year is the second year of our exhibiting in AAE. Since we came last year, and seen this was a comparatively authoritative adult fair in Asia Pacific. Through the platform, we have in touch with many clients in and out of the country.

今年是我們廣州雙一用品第二年來參加AAE，因為去年我們參加了這個博覽後，看到了這是一個亞太地區比較有權威的成人展覽。在這個平台，我們都接觸到許多國內外的客商。

—Guangzhou Double One Latex, China 中國



## SATISFACTION STATS 滿意度評分

Venue 場地 - 4.2/5

Atmosphere 氣氛 - 4.0/5

Quality of trade visitor

展商質素- 4.1/5

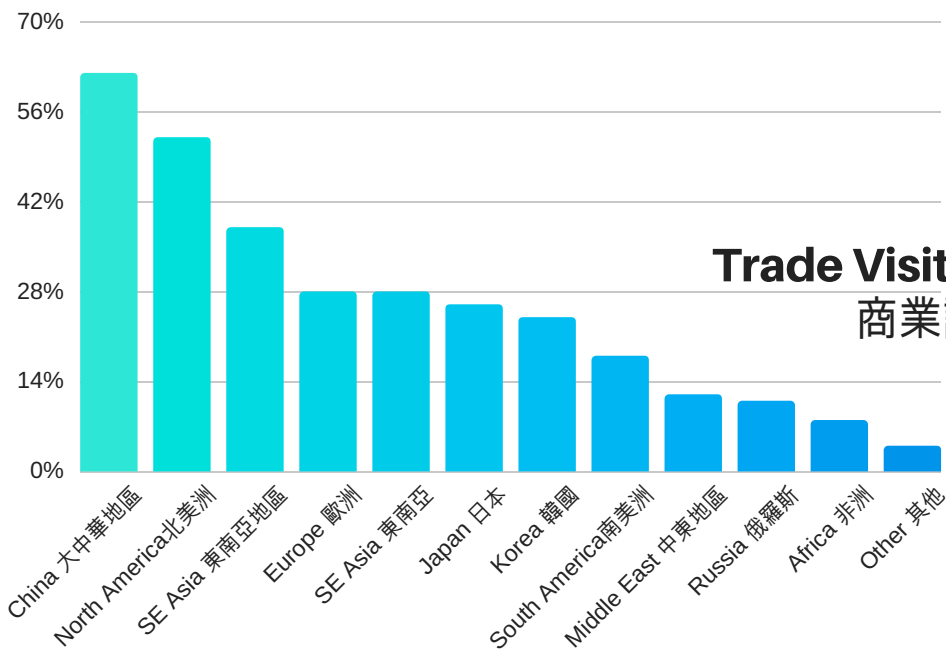
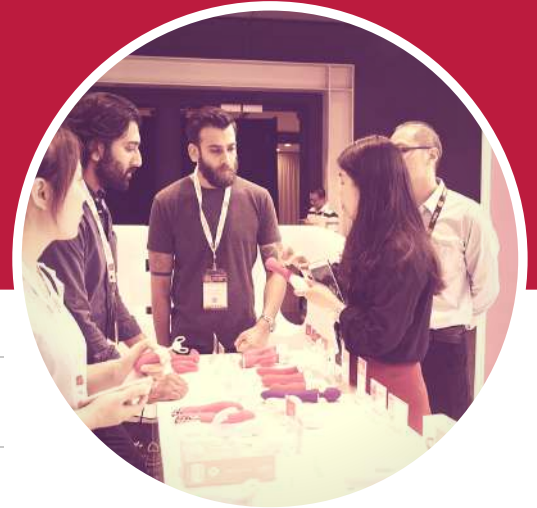


# ABOUT TRADE VISITOR

## 關於商貿訪客

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.

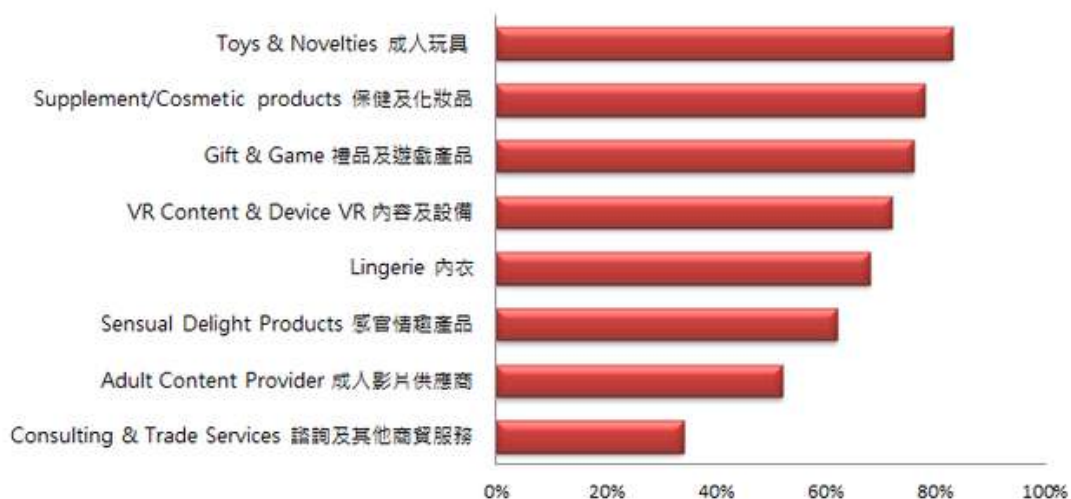
今年商貿訪客突破4,500人次，吸引來自40個不同國家與地區的專業訪客，如澳洲、比利時、加拿大、中國、丹麥、芬蘭、法國、德國、英國、香港、匈牙利、印度、印尼、以色列、義大利、日本、肯雅、澳門、馬來西亞、墨西哥、荷蘭、菲律賓、羅馬尼亞、俄羅斯、新加坡、南非、韓國、瑞典、瑞士、台灣、泰國、土耳其、烏克蘭和美國等。商貿訪客遠道而來進行採購、建立網絡、探索新市場的發展潛力以及尋找合作夥伴。參展商與商業訪客的正面反饋，顯示出AAE強大的國際行業網絡，提供一個專業和能讓成人行業持續發展的商業平台。



**Trade Visitor Main Business Area**  
商業訪客主要業務地區

### Distribution of Trade Visitor Business Nature

#### 商業訪客企業性質分佈



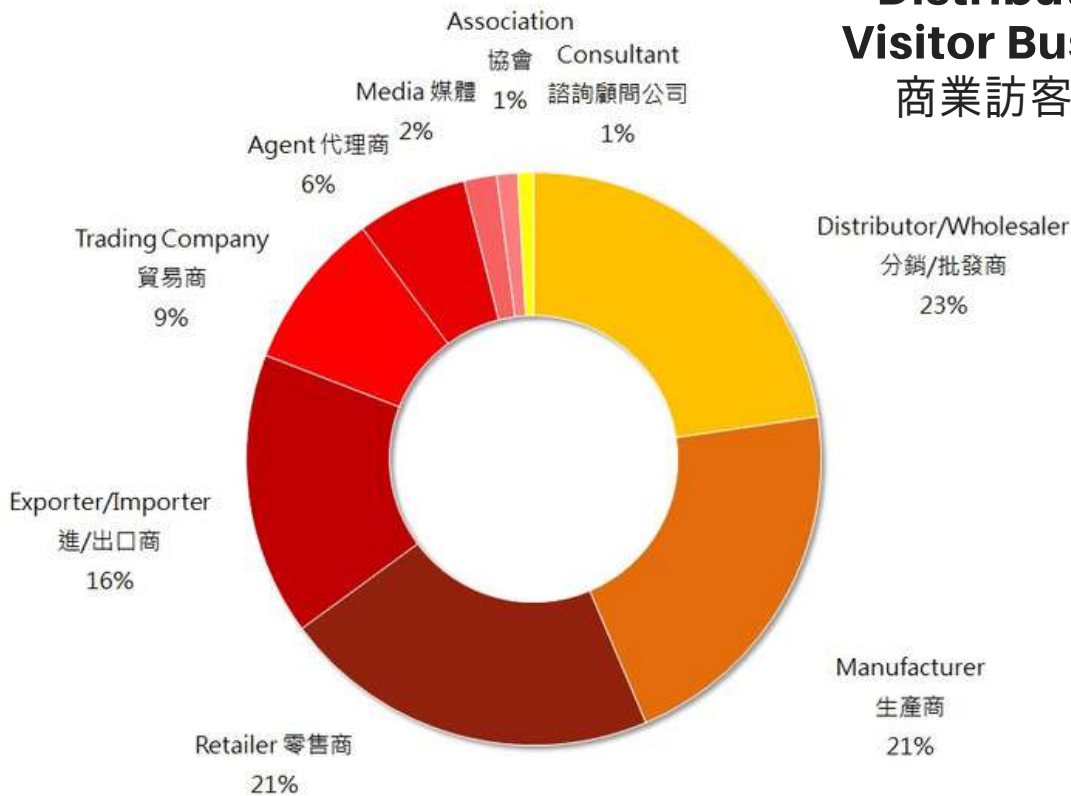


**85%** said that AAE has helped them source suppliers  
認為 AAE 有助他們尋找供應商

**79%** said that AAE has helped them find business partners  
認為 AAE 有助他們尋找合作夥伴

**82%** through AAE was beneficial to their business  
認為 AAE 對公司業務有幫助

## Distribution of Trade Visitor Business Nature 商業訪客企業性質分佈



# CONCURRENT ACTIVITY 同期活動

## INDUSTRY FORUM 行業論壇

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.

全新的「打造終極幻想:虛擬實境及成人娛樂論壇」更邀請了來自澳洲、意大利、日本和美國的虛擬實境工作室及專業講者，分享最新的虛擬實境技術與研發方向。由「引人入性：需要虛擬實境成人電影嗎？」，至「虛擬實境成人娛樂的未來趨勢」，全方位為AAE參展商和商業訪客了解成人VR前線資訊。



## AAE AWARD

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 Awards 2017已於8月29日公布得獎企業，讚揚企業在成人行業付出的努力。得獎企業獲得了業界的高度認可和品牌認知度。



## SATISFACTION STATS 滿意度評分

Quantity of Exhibitors  
參展商質素 - 4.1/5

Quality of Forum Topic and  
Content

專業論壇的題目及內容質素 - 4.3/5

Overall Atmosphere  
現場氣氛 - 4.1/5

**86%** of interviewees confirmed and considering to visit AAE 2018  
受訪者已確定和考慮出席

# MEDIA COVERAGE 媒體



MyFreeCams.com  
presents

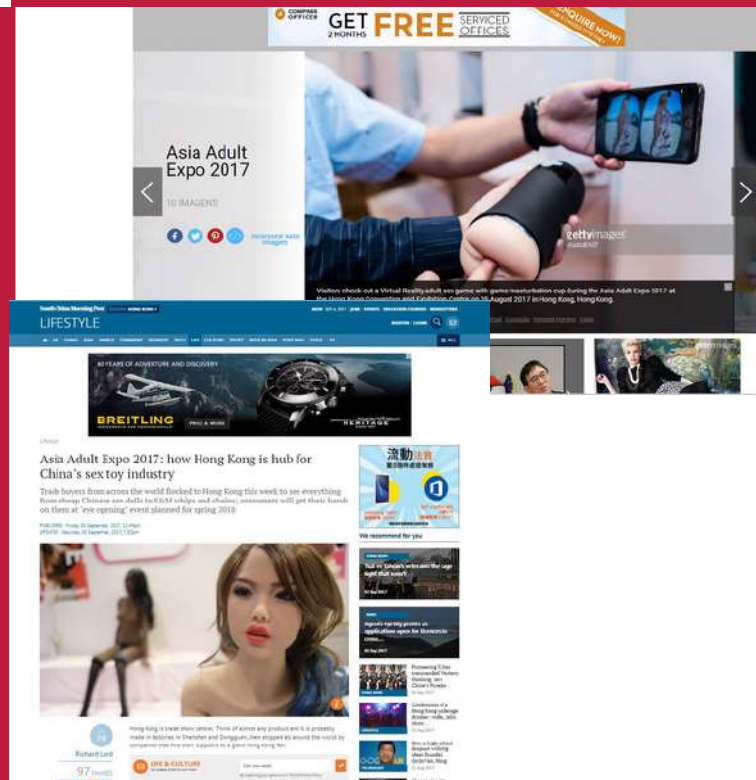


## MEDIA PARTNER, INCLUDING 合作媒體, 包括:

- EroExpo
- Lalexpo
- SexQ Magazine
- Sex Expo
- Sugextions
- Synergy Magazine
- Taboo
- YNOT

## PARTIAL ATTENDED MEDIA, INCLUDING 部份到訪媒體, 包括:

- Agence France-Press
- Apple Daily
- Asia Times
- BC Magazine
- Next Magazine
- OpenRoom
- Oriental Press Group
- Power News
- South China Morning Post
- STOREROTICA
- TVB
- XBIZ
- 香港大公文匯
- 東方日報
- 中國南方航空-Taste時尚 & 品位雜誌社



## ORGANIZER 主辦單位



Address 地址:

Office 5B, 24/F, Nanyang Plaza, No. 57 Hung To Road, Kwun Tong, KLN, Hong Kong

香港九龍觀塘鴻圖道57號南洋廣場24樓5B室

Tel 電話: +852 2528 0062

Fax傳真: +852 2528 0072

Email 電郵: info@asiaADULTexpo.com

Website 網址: www.asiaADULTexpo.com