

# ASIA ADULT EXPO 2018 SHOW REPORT

亞洲成人博覽 展會報告

Hong Kong Convention & Exhibition Centre, Hall 3G | [www.asiaADULTexpo.com](http://www.asiaADULTexpo.com)

200 EXHIBITORS & BRANDS  
4,800 TRADE VISITORS  
11 SESSIONS OF INDUSTRY FORUM

逾 200 個參展商與品牌  
4,800 名商業訪客參觀  
11 場專業行業論壇

AAE 2018 got a breakthrough of 4,800 trade visitors from 48 countries and regions including Argentina, Australia, Austria, Brazil, Britain, Chile, China, Denmark, Finland, France, Germany, Hong Kong, Hungary, India, Indonesia, Italy, Japan, Malaysia, Mexico, Netherlands, New Zealand, Philippines, Romania, Russia, Singapore, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, Ukraine, USA and Vietnam 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.

今年商業訪客約4,800人次，吸引來自48個不同國家與地區的專業訪客，包括阿根廷、澳洲、奧地利、巴西、英國、智利、中國、丹麥、芬蘭、法國、德國、香港、匈牙利、印度、印尼、意大利、日本、馬來西亞、墨西哥、荷蘭、新西蘭、菲律賓、羅馬尼亞、俄羅斯、新加坡、南非、韓國、西班牙、瑞典、瑞士、台灣、泰國、土耳其、烏克蘭、美國和越南等。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。



## WHAT THE EXHIBITORS SAID

81%

of interviewed exhibitors through the fair helped to find business partners.  
受訪參展商認為博覽能有效地尋找合作夥伴。

87%

of interviewed exhibitors found AAE can help to generate sales.  
受訪參展商認為 AAE 能為公司提高銷售。

82%

of interviewed exhibitors found AAE can help to promote brand.  
受訪參展商認為 AAE 能為公司宣傳品牌形象。

" We are second time here for this show. I think the show will help us to sell our goods all over the world, United States, Australia...because right now we have our very very big warehouse in China, Dongguan. And we have all our brands on stock. "

「這是我們第二次來到這個展覽。我認為展覽幫助我們在全世界各地，美國、澳洲...銷售我們的商品，因為現在我們在中國東莞設有非常大的倉庫，所有的品牌都有庫存。」

Ms. Maria Ezhova 小姐, Development Director 發展總監, TOYFA, Russia 俄羅斯

" Well, usually we already know what are the players or biggest players in each market, but of course coming to here that helps a lot because you will be able to meet people that maybe we are not able to find online or through all the channels. "

「一般，我們已經知道每個市場中的主要或最大玩家是誰，但當然來到這裏有很大幫助，因為你能遇到那些在線或通過所有渠道都無法找到的人。」

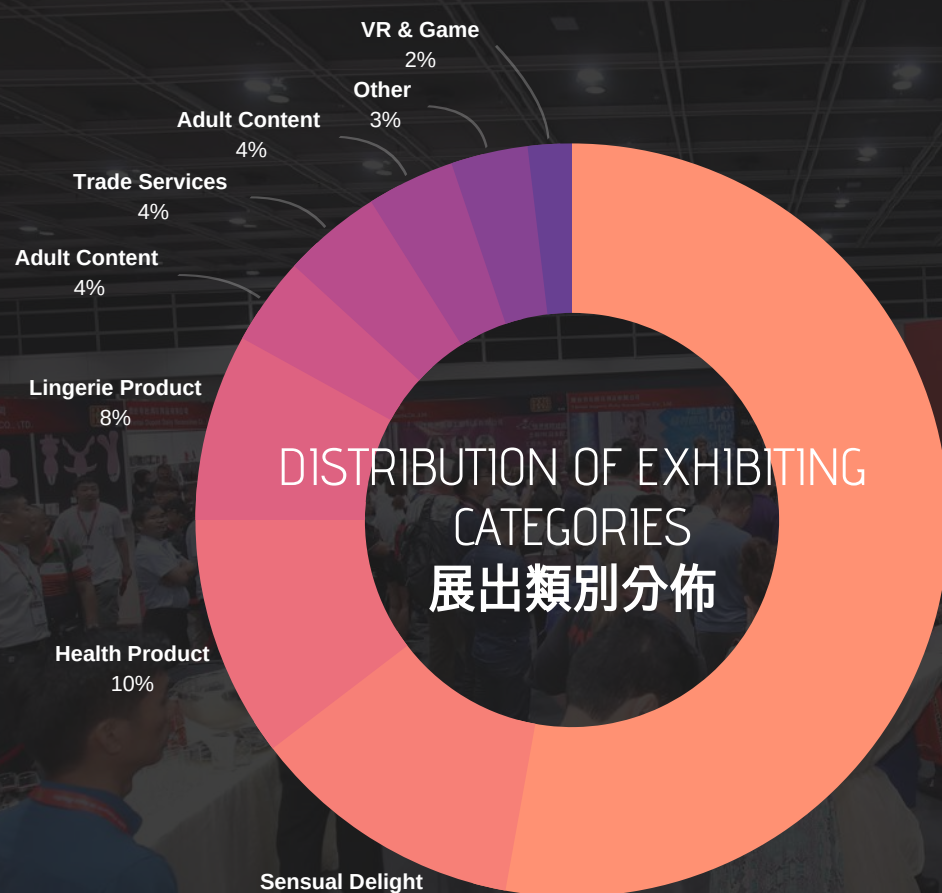
Mr. Alexandro Feynerol 先生, Sales Manager 銷售經理, SVAKOM, USA 美國

" I think it is a perfect platform for us to launch our natural lubricants for the Asian market. It's a very positive growth in the Asia market and we know that we are doing really really well in Asia. "

「我認為這是我們在亞洲市場推出天然潤滑油的完美平台。亞洲市場的增長非常積極，我們知道我們在亞洲的表現會非常好。」

Ms. Jenny Chan 小姐, CEO, LUVLOOB, New Zealand 新西蘭

# EXHIBITIONS 展覽



Novelties 53%

VENUE 場地 - 4.2/5

ATMOSPHERE 氣氛 - 4.0/5

QUALITY OF EXHIBITORS 展商質素 - 4.1/5

## SENSATION LUBRICANTS GOT THE SPOT

Despite adult sex toys, sex bolls, furniture, lingerie wear...lubricant brands from different countries particularly took the eye of trade visitors. Luvloob from New Zealand, Smoothglide from Germany and Divine9 from China etc., all provided buyers another choice of more naturally-made extracts for improving sensual wellness.

參展商除了展示成人玩具、成人娃娃、情趣家具、情感內衣等商品，來自不同地區的感官潤滑油更受到不少行買家的關注。新西蘭全新天然品牌Luvloob、德國製造品牌Smoothglide及中國防皮膚HPV傳染潤滑油Divine9等，在使用更天然原料及防護功能上，提升感官體驗。

## ADULT FUTURE ENTERTAINMENT FORUM

### 未來成人娛樂論壇



"The Future Adult Entertainment Forum" has been taken place with international speakers from adult health, business, media and professional stream in Brazil, China, India and USA, to share the most up-to-date technology and products development directions to our exhibitors and visitors.

「未來成人娛樂論壇」邀請了國際級專業講者，包括巴西、中國、印度、美國等，分享成人技術與商品、性健康、成人業趨勢、媒體等不同方向的最新資訊。

Ranged from "Top Trends in the Global Pleasure Product Industry", "ASEAN Erotic Landscape: An introduction of Modality's Research", "AR, VR & Next - Gen SexTech" to "PERINEUM & PLEASURE: How Active Perineal Rehabilitation protocol can treat sexual dysfunctions", equipped audience with 360° Knowledge of adult innovation and related factors.

題目由「全球情趣用品行業趨勢」、「東盟國家的成人業環境: Modality的研究簡介」、「AR、VR與次世代性愛科技」至「會陰修復療程如何治療性功能障礙」等，全方位為AAE參展商和商業訪客了解成人業前線資訊。



## WHAT THE TRADE VISITORS SAID

# 92%

of interviewed trade visitors said that AAE has helped them source suppliers. 受訪商貿訪客認為 AAE 有助他們尋找供應商。

# 79%

of interviewed trade visitors said that AAE has helped them find business partners. 受訪商貿訪客認為 AAE 有助他們尋找合作夥伴。

# 82%

of interviewed trade visitors through AAE was beneficial to their business. 受訪商貿訪客認為AAE對公司業務有幫助。



" This is my first time in China, Hong Kong. So I can only say wow. I like it very much. We are the greatest distributors in Russia and of course we should be here. "

「這是我第一次來到中國香港，所以我只能說哇，我非常喜歡。我們是俄羅斯最大的經銷商，當然應該來這裏。」

Ms. Ksenia Merkelova 小姐, Product Expert 商品專務 of Adult Sales, Russia 俄羅斯

" I come to AAE to find some of the new items that haven't got into the US yet. Find new vendors. I think there is enough variety that I can always find something here. "

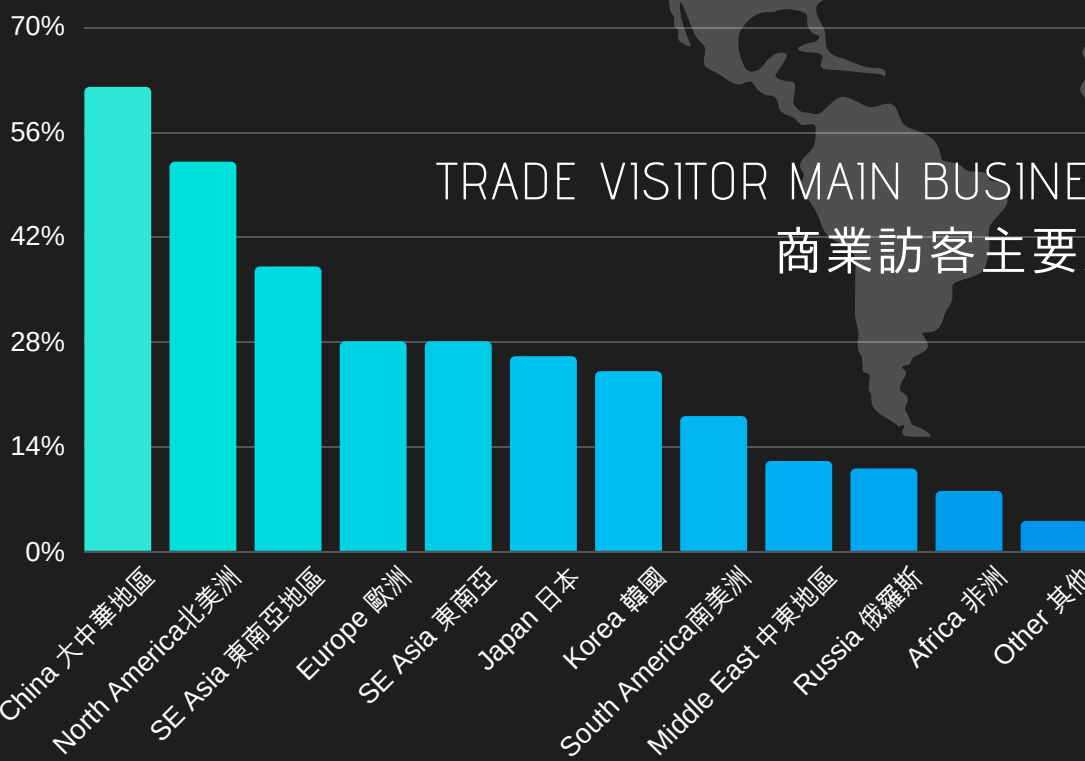
「我來AAE找一些尚未出口自美國的新商品，尋找新供應商。我認為這裏有足夠的商品種類，總能在這裡找到一些新東西。」

Mr. Kevin Cooney 先生, CEO of S & G Entertainment Inc / Love Zone, USA 美國

"Well, I am a wholesaler and I am looking for suppliers, good quality products and excellent prices. I found it very hostable, easy to approach, not very far from our hotel and the whole set up looks very professional. "

「我是批發商，正在尋找供應商、優質的商品和優惠的價格。我覺得展覽十分可駐足，容易前來，離我們酒店不遠，整個搭建看起來非常專業。」

Mr. Costas Christodoulides 先生, Director 總監 of ETET Trading Company, Cyprus 賽普勒斯



## MEDIA COVERAGE 媒體

MEDIA SUPPORT, INCLUDING 合作媒體，包括：

- EroExpo
- Lalexpo
- SexQ Magazine
- Sugextions
- Taboo
- YNOT



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

- ACCUPASS
- Apple Daily
- Agence France-Press
- Asia Times
- BBC Hong Kong
- BC Magazine
- European Press Agency
- Next Magazine
- OpenRoom
- SOF Magazine
- South China Morning Post
- STOREROTICA
- XBIZ

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