

Press Release

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Asia Adult Expo Extends its Feet to South China in this October

One-stop Adult Healthcare and Wellness Hall in Shenzhen International Wellness & Beauty Industry Expo

Since 2008, Asia Adult Expo (AAE) has been serving as a professional platform to promote the trading and business opportunities for adult industry in Asia Pacific region. With a decade's experience and market intelligence, AAE dedicates to kick off a start in South China for potential development to serve increasing awareness of adult-care. The establishment of **Adult Healthcare and Wellness Hall**, linking as the China main stream trade platform for adult products concurrently held with Shenzhen International Wellness & Beauty Industry Expo, is set to be in **28-30 October 2020, Shenzhen Convention and Exhibition Center**.

"Aiming to serve as the platform for penetrating the mainstream market of China, AAE is appreciated to be supportive by Grand Healthcare industry and our business clients," the project manager of Asia Adult Expo Ms. Chan explained. *"Featuring categories of novelties, health supplement, sexual delight, lingerie, condom, sexual therapy and technology etc., the development of adult health and intimate-care hall is delicate to the sustainable market and potentials of both adult and health industry, which serves compatible markets and target audience."*

Over **35,000** sqm of exhibiting area, over **2,200** exhibiting brands and companies and over **50,000** trade visitors flow from oversea and mainland, participators will be able to build connection with both mainland domestic adult product industry and "Grand Healthcare" industry (referring to healthcare and supplement, body management, beauty technology and related industry) trade visitors and mainstream channel buyers e.g. integrated e-commerce distributors, cross-border e-commerce, social media distributors, mobile commerce etc. The fair is expected to accommodate estimate 15% increase in visitor flow with the new theme hall extension.

Grasping the Opportunity of Rebounded market Growth

Adult product industry is special, following with the clearance of condom in China

convenient stores, “Stay-in Home” economy under COVID-19 has boost the consumption of certain adult products and views of adult content. Moreover, the diminishing peak infections numbers in Asia countries and China from end of May might indicate the potential economy recovery in the lower half of the year. Precise planning and development are definitely priority to all brands and traders. The Shenzhen International Wellness & Beauty Industry Expo and Adult Healthcare and Wellness Hall, not surprisingly, offer the opportunity to reach such accumulated demand and grip the latest information of the rebounded market.

Besides, the change of consumption behavior of using online purchasing platforms, e-commerce and other digital channels under COVID-19 would be a vital trend indicator for future China adult product market. The development of non-conductive purchase and logistic services is estimated to continuously be praised even after the effect of the coronavirus disease. Development and collaboration opportunity with China e-commerce traders and platforms would be one of the main connections that the expo provides.

Virtual Meet Up and Contact Us for Additional Information:

AAE organizing team creates an offer to stay in touch, exchange ideas, and consult for a stronger start after the crisis. Interested party, please don't hesitate to contact info@asiaADULTexpo.com or +852-2528 0062 for our consultant.

AAE Company limited
Media & Communications Team
+852-2528 0062
buyer@asiaADULTexpo.com

