

# DESIGN VILLAGE

@ Hong Kong Gifts and Premium Fair

**date** 27-30 April 2014  
**venue** Hong Kong Convention and Exhibition Center  
**organizer** The Hong Kong Exporters' Association

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Innovation, Creativity and Original Design are key factors for success in our quality lifestyle and contemporary modern living, especially in the gift industry.

「Design Village」 is the cradle for original designs and trend-setting gifts owing to:

- Design Village is tailor-made by HKEA. It aims solely to encourage industry transformation and further promote original design, thus enhance all round competitiveness of Hong Kong.
- From 2012 onwards, winning entries of “Hong Kong Smart Gifts Design Awards” are placed within the Design Village for roving exhibition, making the Design Village a “must-go” zone of buyers.



## Highlights of Feature Zone :

- **Buyers' Spotlight** - The display zone which sits next to the product showcases of HKSGDA winning entries (about 10 booths), will become the buyers' focus. By organizing the Buyers and VIP tours, the zone will definitely give extensive media coverage.
- **Featured Booths** – Booths are equipped with special design and ornamentation, thus enrich the visiting experience of buyers and visitors as they enjoy both fun of viewing design products and mix and mingle with exhibitors.
- **Customized booth for newly established ODM products** – to aid the development of Hong Kong original designs, compact booth size at 6 sqm is open for new ODM products for showcasing their latest product/ designs at the fair.
- **Onsite Buyer Promotion Service** is available. For example, **free Product Display service at Hall 1**, issue of **Pavilion Highlight booklet** featuring new and recommended products, and other services.

