

**In Style • Hong Kong Expo in Kuala Lumpur, Malaysia
7 - 8 November 2017**

Exhibition Name	In Style • Hong Kong Expo in Kuala Lumpur, Malaysia
Background	In Style • Hong Kong 「時尚潮流·魅力香港」 - a large-scale signature promotion campaign organised by the Hong Kong Trade Development Council (HKTDC) with an aim to highlight Hong Kong's vibrant and unique lifestyle and creativity, and to showcase Hong Kong's products and services which together have established Hong Kong as a leading trendsetting city in the region. After the successful launch in Jakarta, Indonesia and Bangkok, Thailand, the HKTDC will host the 3 rd edition of In Style • Hong Kong in Kuala Lumpur, Malaysia. This two-day B2B trade exposition will showcase a wide array of quality branded and designer-led lifestyle products from Hong Kong companies with anticipation in tapping into new business opportunities from Malaysia and nearby countries.
Date	7 – 8 November 2017 (Tuesday – Wednesday)
Venue	Diamond Ballroom & Foyer, Ground Level, Mandarin Oriental Kuala Lumpur Kuala Lumpur City Centre, Malaysia
Organiser	Hong Kong Trade Development Council
Product Categories	<ul style="list-style-type: none"> • Gifts and Premium • Fashion Accessories and Optical Wear • Eco-friendly Products • Electronic Gadgets and Wearables
Participation Format	<ul style="list-style-type: none"> • Standard and Premium Booths – 4 sqm • Thematic Showcase Displays
Expected exhibitors' profile	Hong Kong manufacturers and traders in the above product sectors with strong interest in the ever-growing Malaysian and ASEAN market.
Expected buyers' profile	Quality importers, distributors, mass retailers, e-tailers, mail-order houses, department stores and specialised stores in Malaysia and other nearby ASEAN countries.
Conditions of Participation	<ol style="list-style-type: none"> 1. The applicant must be a Hong Kong business entity with a valid business registration certificate & with substantial operations. 2. Applicant shall be the owner / licensee / representative of a brand registered in Hong Kong / overseas. 3. HKTDC reserves the final decision to accept or reject any applications.

**Information is subject to change without prior notice.*

Reply slip

To: Mr Kevin Tam (Product Promotion) Email: kevin.kh.tam@hktdc.org Fax: 2169 9056

Company Name: _____

Business Nature: Exporter Manufacturers Trading Firms Others (Please specify: _____)

Contact Person: _____ Title: _____

Tel: _____ Fax: _____ Email: _____

Product Categories: _____