

# Latest Sourcing Trends and Small-Order Trading Opportunities

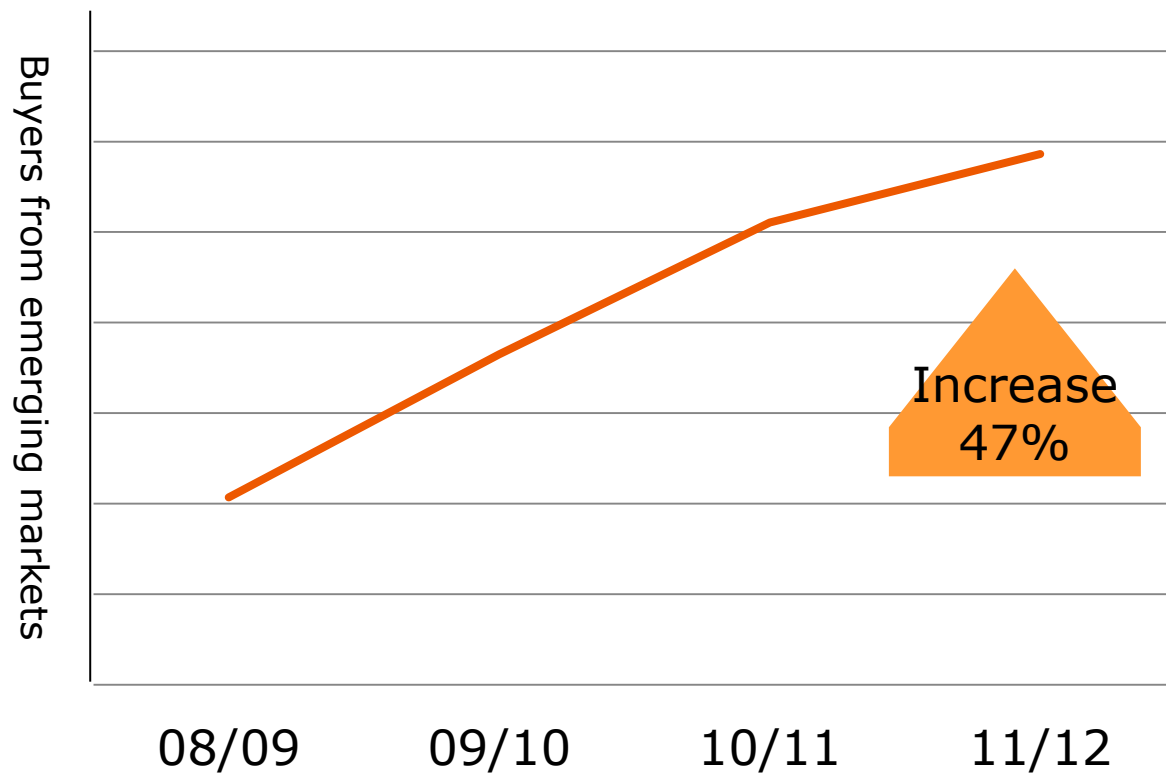
**Raymond Yeung**  
**Senior Sales Manager**  
**Publications & E-Commerce Department**  
**Hong Kong Trade Development Council**

**7 December 2012**



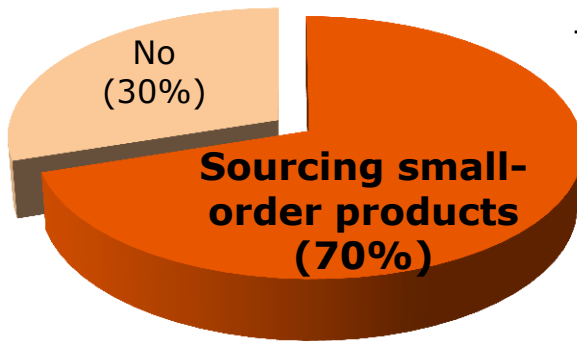
**Small can be beautiful**

# Increase of Trade Fair Buyers from Emerging Markets



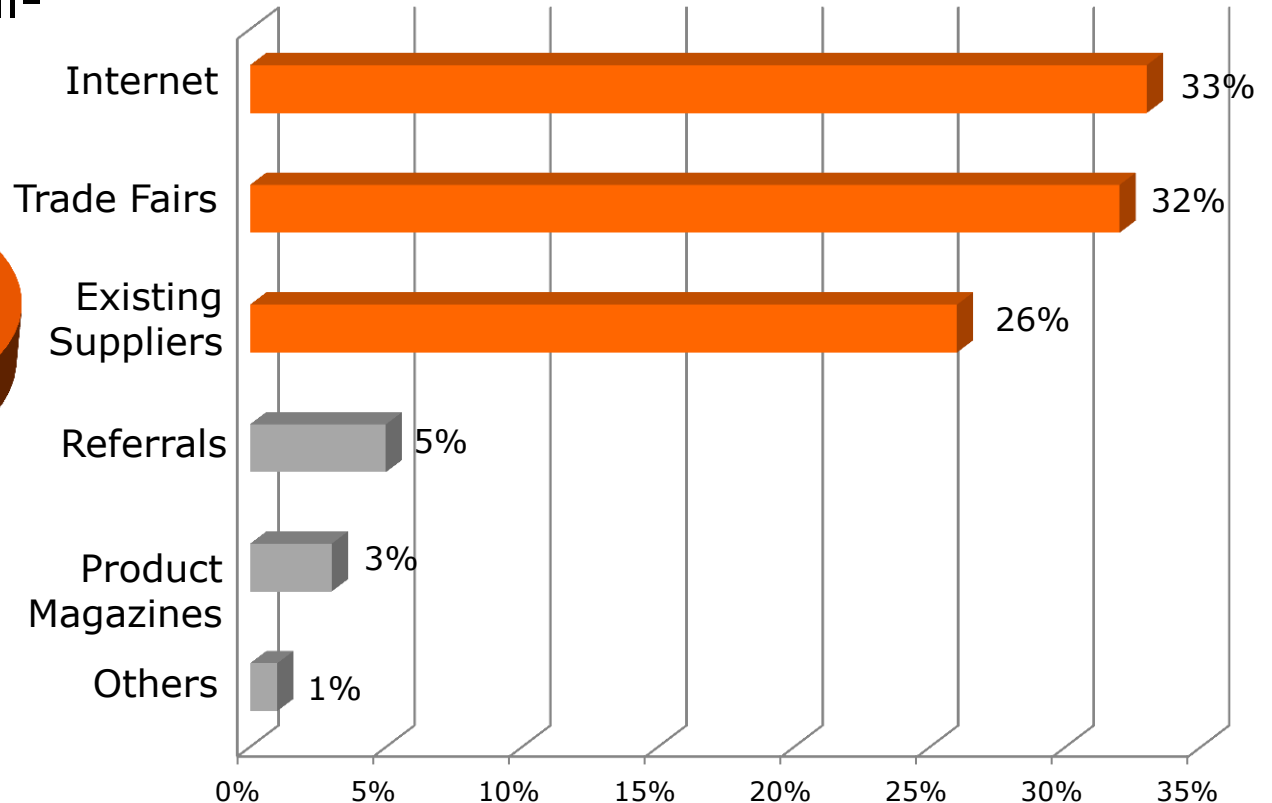
# Buyers Sourcing Trend on Small-Order Products

- **70%** of interviewed buyers are sourcing small-order products



The survey interviewed some 1,400 buyers and exhibitors at the HKTDC trade fairs in April 2012.

- Buyers source small-order products via **internet, trade fairs** and **existing suppliers**



# Buyers Sourcing Trend on **Small-Order Products**



- we do not need to go through any middleman
- small quantity plays safe for fast-changing items like i-Phone accessories

Me and My Sons AB (Sweden)  
Roni Kara  
Purchasing Manager

Buyers tend to place smaller orders to:

- ✓ test the market
- ✓ offer more product varieties
- ✓ minimise inventory cost



- not everybody can afford the money and place to buy in big quantity, Small-Order Zone is therefore an excellent idea!
- with smaller order, we can offer more style varieties to customers

Cogs N Keys (Australia)  
Graham Emmott  
Proprietor

# Suppliers Small-Order Trading Strategies

Suppliers sell in smaller order to:

- ✓ diversify risk
- ✓ expand client base
- ✓ attain better profit margin

Ming Pao (Hong Kong)  
8 May 2012

## 禮品商改做細單 反見商機

港商逆境  
覓商機

不少企業，都希望能夠做大做強，不過近年香港的出口商，卻要面對「小」的困境。事實上，現時外國訂單「小(細量)、短(從落單至出貨相距時間短)、快(買家很快很頻密加單)」情況漸頻繁。早年已開始從接大單改為接細單的本地禮品商「訂造皇」，其負責人蘇達雄便直言，做細單最講求公司運作靈活及庫存控制，但做得好未嘗不是一條新出路。

連續3次於貿發局新設的「小批量採購專區」參展，蘇達雄直言反映很好，每天可收到幾近300封買家查詢電郵。「真係覆都覆唔切，部分已成功轉變成生意」。

蘇達雄的公司原本也像其他出口商一樣只接大額單，「低過一千件都好搵我」，但當市道開始轉差，競爭愈來愈大，公司於兩年前也只有「屈服」，開始轉接細單。不過在蘇達雄眼中，改接細單非給公司「吊鹽水」，而是找新出路。

「不是很多企業肯接細單，但買家確有這種需要，其實是有市場，而且我們叫價也可以高些。」他以公司為例，現時八成生意屬大單，但純利佔比僅六成，即是說細單毛利率較佳。

單價貴是做細單的優點，亦是缺點，加上隨時加入的企業愈來愈多，所以蘇達雄亦為旗下產品增值，「公司有印刷設備，可以在產品上刻字作贈品用」，由於贈品需求本來就不會很大量，正適合他們的細單策略，他最新計劃是接只售一件的「終極細單」，「結婚紀念、生日紀念等等，只此一件，毛利更高」。

### 細單多又急 人手需增2倍

雖找到出路，但改變之初，蘇達雄直言簡直是完全不一樣的經歷。正如上述「訂造皇」所言，接細單生意，工作量一下子增加，人手需增2倍，就是為了應付

因為每張單都三幾本，因此他成本，要做好調

比較受歡迎的產品作庫存，但要避免浪費及積壓存貨，這方面很依賴對市場的觸覺，且幸好公司仍有接大單，可以在大量生產的同時多製造一部份作備用。原來這些都並非大問題，最令他頭痛其實是內地假期制度：「細單隨時一個星期要出貨，也不可能說買家提前落單，但內地春節假至少放14日，基本上等於要我們停工。」

明報記者 陳子凌



本港禮品商訂造皇可以為客戶製作個性化贈品，成功讓小批量產品增值，擴闊市場空間。圖為公司負責人蘇達雄，玻璃櫃內是其公司參展的產品。(林振東攝)

## 接小額定單 生存之道

【本報訊】傳統市場經濟不景，新興市場雖為港商帶來新增長點，但規模和購買力仍然有限，買家訂貨量偏少，賣發商將本港出口商應明白，接納小宗定單已成為生存之道。

### 新興國成引擎 購買力仍有限

該局認為，面對經濟持續低迷，傳統市場的消費者態度審慎，繼續躬行節儉，因此買家都傾向減少訂貨量。相反，在新興市場，中產階層日漸壯大，買家需要增加採購量滿足需求。但新興市場的規模和購買力仍然有限，買家訂貨量更少，故接納小宗定單已成為港出口商生存之道。

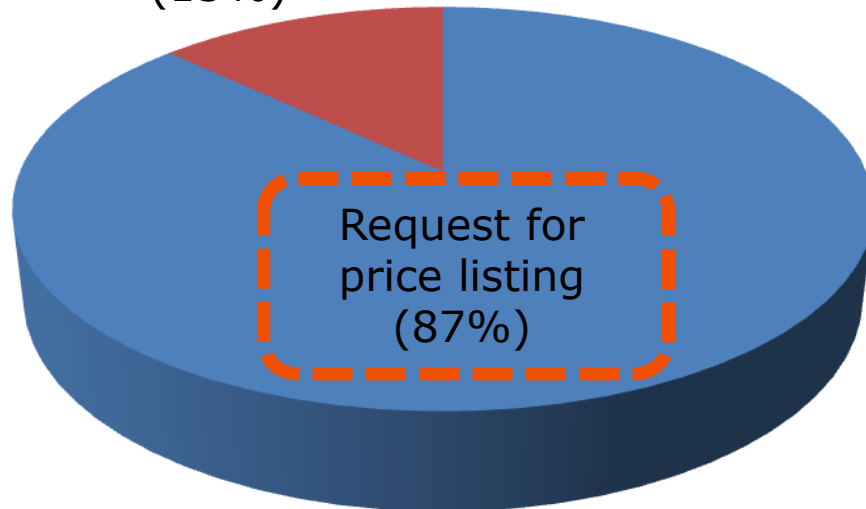
未來兩年，傳統市場很有可能仍處困境，尤其是歐債危機產生連鎖效應；美國雖然多項經濟指標略有改善，但仍受高失業率和房價市道低迷拖累；日本則受累日圓高企、出口環境差和人口老化等。由於消費信心薄弱，很多由經濟衰退引致的購買習慣仍然盛行，更可能成為傳統市場常規。

Hong Kong Economic Times  
(Hong Kong)  
3 May 2012

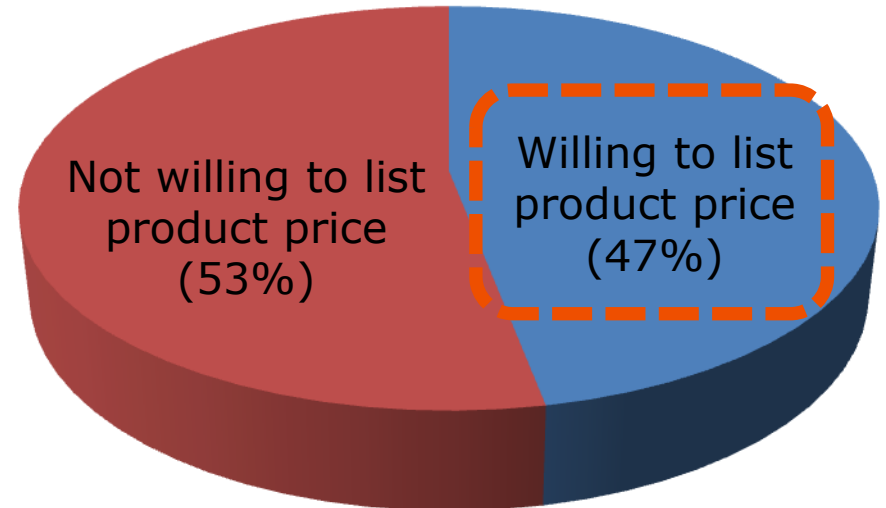
# Listing of Small-Order Price: Different Perspective of Buyers and Suppliers

## Buyers' Request

Did not request  
for price listing  
(13%)



## Suppliers' Willingness



Suppliers have to consider listing product prices  
to attract buyers to place orders



# “Small-Order Trading” Integrated Promotion Package Helps Gain More Businesses

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# Small-Order Zone @ Trade Fairs



Results in Apr, Sept and Oct trade fairs:

- **87,000+** buyer visits
- **54,000+** enquiries
- **95%** buyers found the Zone **useful for them to source new suppliers**

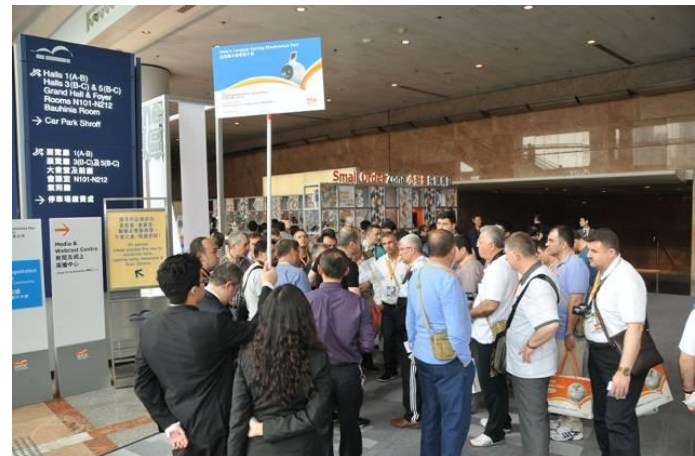
Date	Exhibition	No. of showcase
Apr 2012	Electronics Fair (Spring Edition)	200+
	Houseware Fair	200+
	Gifts & Premium Fair	200+
Sept 2012	Watch & Clock Fair	80+
Oct 2012	Electronics Fair (Autumn Edition)	200+
	Lighting Fair (Autumn Edition)	200+



# Small-Order Zone @ Trade Fairs



Small-Order Zone located at the high-traffic Expo Drive entrance or major aisle of the fairground



Buying missions from various countries visited the Small-Order Zone

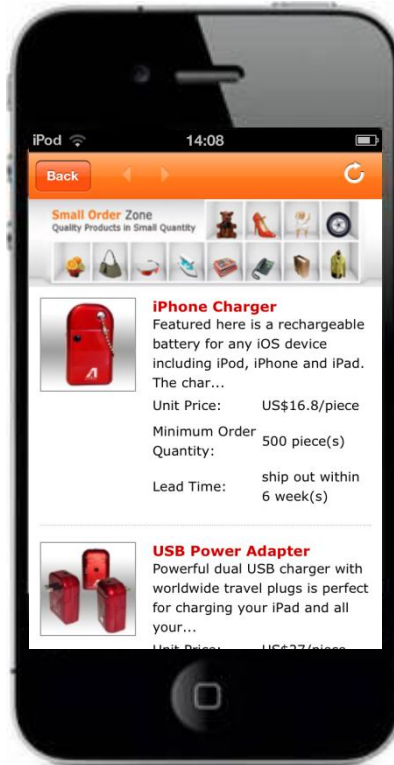
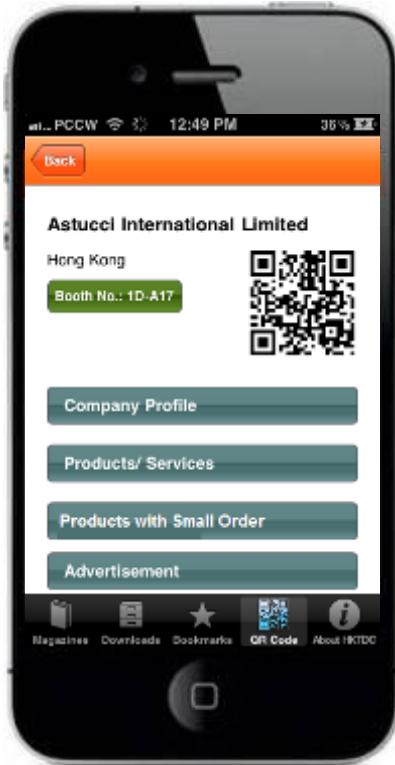
# Small-Order Zone @ Trade Fairs



HKTDC staff will collect buyers' enquiries and arrange onsite meetings

# Small-Order Zone @ Trade Fairs

- Scan the **dedicated QR codes** to download suppliers' information



Dedicated QR Code for each showcase

Instant access to supplier's company and product information



# Small-Order Zone @ Trade Fairs

- Sample **supplier list** received by buyers on a daily basis during fair period

**Small Order Zone**  
Quality Products in Small Quantity

Dear [Buyer Name],

Thank you for visiting the showcases at the Small Order Zone. Please find below your selection of suppliers and their product information for your easy reference. Please contact them directly to obtain more product details or proceed your order.

Company Information	Booth No.
<a href="#">1D Lucky Star Image Technologies Inc - China</a>	1C-017, ED-TSO
<a href="#">RTB Ind® Ltd - Hong Kong</a>	1B-C15, ED-TSO

Best regards,  
Publications & E-Commerce Department

[hktdc.com](http://hktdc.com)

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 ©2000-2012 香港貿易發展局版權所有。歡迎及鼓勵各界人士踴躍查詢。  
 香港灣仔港灣道1號會議展覽中心辦公大樓38樓  
 電子傳呼: [hktdc@hktdc.org](mailto:hktdc@hktdc.org)

- Sample **buyer list** received by suppliers

**Small Order Zone**  
Quality Products in Small Quantity

Buyers at <<FairName>> have downloaded your company information

Dear [Advertiser name],

Please contact the following buyers who visited your showcase at the Small Order Zone of the fair, and downloaded your company information through the on-site QR cards.

You have been offered the QR code scanning service as part of your showcase advertising package. Contact us at (852)1830668 or [supplier@hktdc.org](mailto:supplier@hktdc.org) if you have any queries.

Best regards,  
Beatrice Lee  
Marketing Manager  
HKIADC Publications & E-Commerce

BUYER	HKIADC Fairs - Frequent Buyer
<p>1. Name: Miroslav Marbican Company: TIPA, spol. s r.o. Country/Region: Czech Republic Email: <a href="mailto:pro.pavl@topy5tias.eu">pro.pavl@topy5tias.eu</a></p>	<p>These buyers have visited HKIADC trade fairs in Hong Kong at least 2 times in the past 3 years. In general, they are more genuine and serious in sourcing. <a href="#">Learn More</a></p>
BUYER	HKIADC Fairs Buyer
<p>1. Name: Heidi Ho Company: Li &amp; Fung Country/Region: Hong Kong Email: <a href="mailto:heidho@li-fung.com.hk">heidho@li-fung.com.hk</a></p>	<p>These buyers have visited 1 - 2 HKIADC trade fairs in Hong Kong in the past 3 years. In general, they are more genuine and serious in sourcing. <a href="#">Learn More</a></p>

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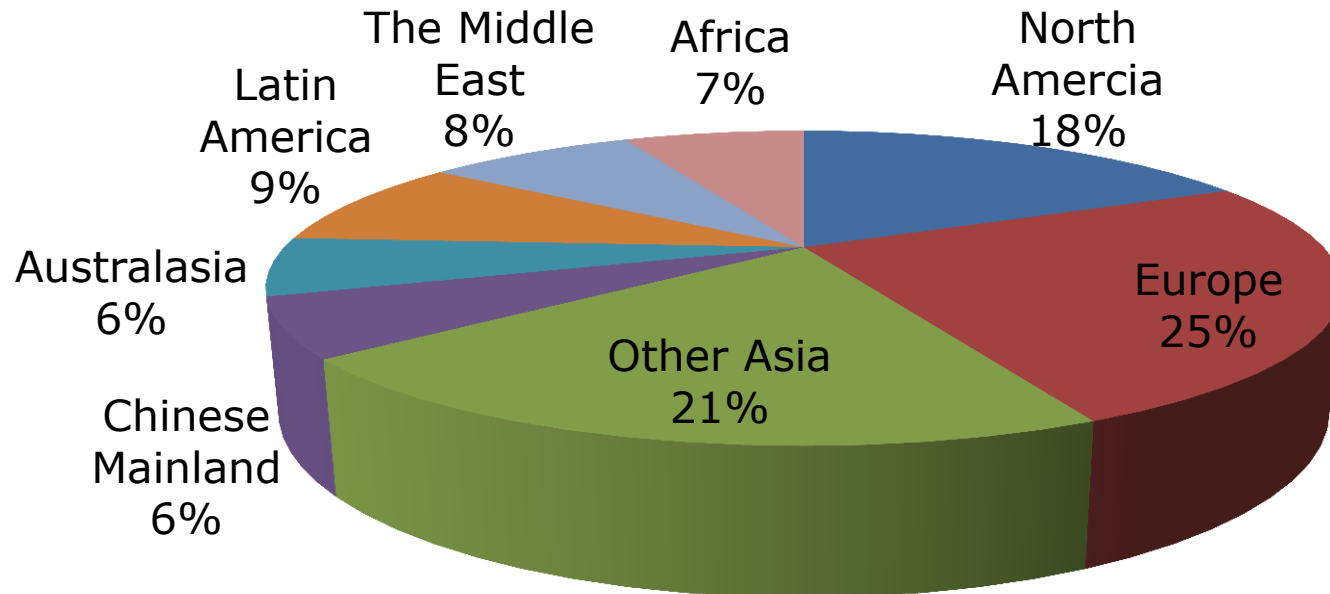


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# hktdc.com converges quality global buyers and suppliers

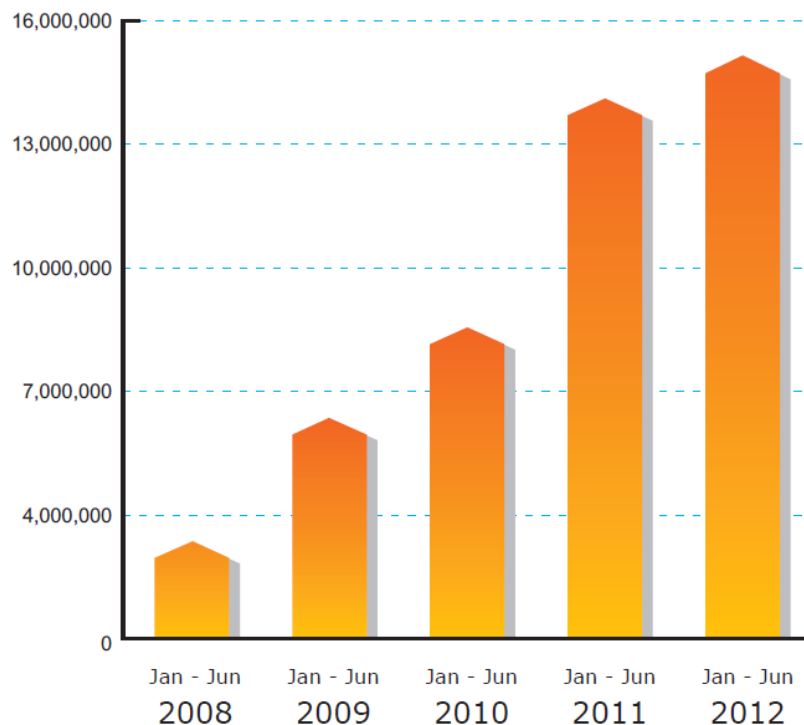
- More than **120,000** quality suppliers
- More than **1,300,000** registered buyers





# hktdc.com brings you buyer enquiries all year round

- Average monthly page views: **More than 12,000,000**
- Average monthly visitor sessions: **More than 5,000,000**
- Enquiries generated from July 2011 to June 2012: **More than 24,000,000**



hktdc.com won the **Best Portal Website** for two consecutive years from the Web Marketing Association in the U.S.



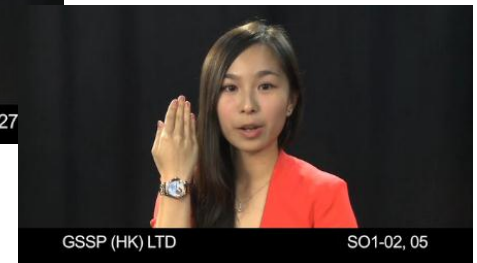
# Small-Order Zone @ [hktdc.com](http://hktdc.com)

- **2,600+** suppliers
- **55,000+** products
- **108,000+** enquiries generated
- **1,400,000+** page views

## Small-Order Details

Unit Price: USD 56.57 - 73.20 / pair

Wholesale Price:	Order Quantity (pair(s))	Price per pair	Lead Time
	56 - 100	USD 56.57	5 day(s)
	101 - 455	USD 73.20	4 week(s)



Website: [www.hktdc.com/so](http://www.hktdc.com/so)



# Small-Order Zone @ [hktdc.com](http://hktdc.com)

## Buyers e-Newsletter:

Promote suppliers' new products to buyers proactively



Check out the best sellers at [hktdc.com](http://hktdc.com) **Small Order Zone**

To keep a close pace with the need of buyers, a brand new initiative [Small Order Zone](#) was launched at [hktdc.com](http://hktdc.com). It is to facilitate buyers connection with suppliers accepting smaller minimum order quantity. Start from now, buyers can buy high quality products in small order quantity!

### Make enquiries online and enjoy **DOUBLE REWARDS**

From 25 Feb to 24 May 2012, you can receive double rewards when you make 3 or more product enquiries.

- ✓ Earn double reward points from [Buyer Rewards Program](#)
- ✓ Enter [lucky draw](#) to win an iPad

### Recommended Products in Small Order Zone

Electronics		
<b>iPad &amp; iPhone Dual USB Charger</b>  <b>Unit Price:</b> USD 10.48 <b>MOQ:</b> 100 piece(s)	<b>Travel Steamer</b>  <b>Unit Price:</b> USD 15 <b>MOQ:</b> 200 piece(s)	<b>Rechargeable LED Flashlight</b>  <b>Unit Price:</b> USD 17.5 <b>MOQ:</b> 100 piece(s)
<b>NEC SMD Tantalum Capacitor</b>  <b>Unit Price:</b> USD 120 <b>MOQ:</b> 2,000 piece(s)	<b>Car Camcorder</b>  <b>Unit Price:</b> USD 145 <b>MOQ:</b> 50 piece(s)	<b>See more products <a href="#">online</a> or at Hong Kong Electronics Fair (Spring Edition)</b>

Gifts & Premium		
<b>High Heel Keychain</b>  <b>Unit Price:</b> USD 0.58 <b>MOQ:</b> 100 piece(s)	<b>Security Stamp</b>  <b>Unit Price:</b> USD 1 <b>MOQ:</b> 100 piece(s)	<b>Pen Holder</b>  <b>Unit Price:</b> USD 2.2 <b>MOQ:</b> 48 piece(s)
<b>Diamond Paperweight Crystals (6.2cm / 9.9cm)</b>	<b>LED Glass Set</b>	<b>iPad Case</b>

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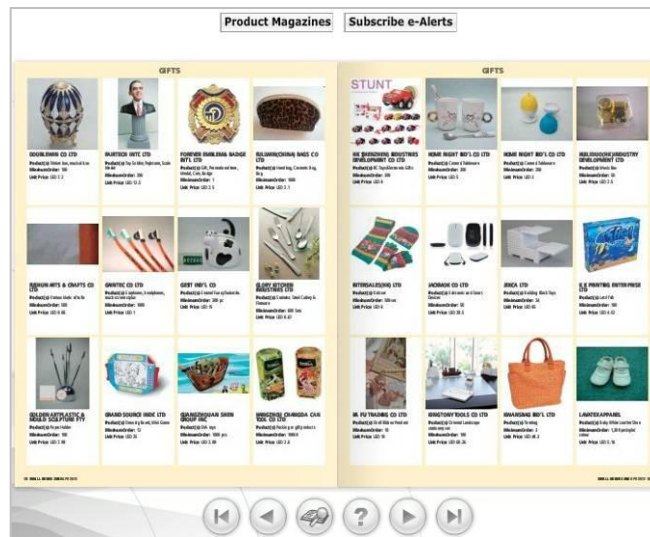


# Small-Order Zone eSupplement

- Dual digital channels to extend the reach
- Direct link to advertiser's profile on hktcdc.com "Small-Order Zone"



Appgazine  
Version



Online Version  
(www.hktcdc.com/magazines)



Featuring company  
and product name,  
MOQ, unit price and  
one product photo

# Small-Order Zone - Buyers' Testimonials

- Our practice is to **place trial order for quality testing, usually with around 20 pieces**. If the product performs satisfactorily, we will then **place around 1,000 pieces for follow-up order**
- We are also a fan of the hktdc.com and have successfully found good suppliers there. It is great to learn there is also a Small-Order Zone on the website and we will surely check it out



Blanca Tarrida, Partner  
Mobile Power BCN s.l. (Spain, Lighting industry)

*Please visit <http://info.hktdc.com/so/buyerstories/> for more buyers' testimonials*



# Small-Order Zone - Suppliers' Testimonials

- The **cost of participating in the "Small-Order Zone" is low, however, the effect is unimaginably ideal**
- We need to increase manpower to handle new orders
- Received nearly 300 buyer enquiry emails daily during the fair period, and have **over 100 orders confirmed** thereafter

Anthony So, Founder  
V Make Manufacturing and Printing Ltd



- **Our products were professionally displayed and everyone was happily surprised with the exquisite display - it is as good as being at a mini fair**
- **Small-orders can be a new business opportunity that will attract new customers in a fresh way**

Iris Luk, Owner  
Lavatex Apparel



# Small-Order Zone at Upcoming Trade Fairs

Trade Fairs in 2013	Asia Ranking	World Ranking	No. of Buyers in Previous Edition
Toys & Games Fair	1	-	35,877
Fashion Week for Fall/Winter	1	2	20,305
Lighting Fair (Spring Edition)	-	-	15,220
Electronics Fair (Spring Edition)	1	2	57,599
Houseware Fair	1	3	26,769
Gifts & Premium Fair	1	1	47,048
Fashion Week for Spring/Summer	-	-	16,784
Watch & Clock Fair	1	1	17,561
Electronics Fair (Autumn Edition)	1	1	64,478
Lighting Fair (Autumn Edition)	-	-	36,194

# Enquiries

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