

如何善用新媒體 配合傳統推廣接觸更多國際買家

香港貿易發展局



刊物及電子商貿部銷售高級經理

楊栢基

2012年12月6日

買家採購新趨勢

新經濟環境下的買家採購考慮

- 
 逾70%買家認為供應商在**質量**、**社會責任**、**環保**及**供應鏈安全**的符合性會影響他們採購決定
- 
 國際買家日漸注重**綠色製造**，並提高對供應商在這方面的要求

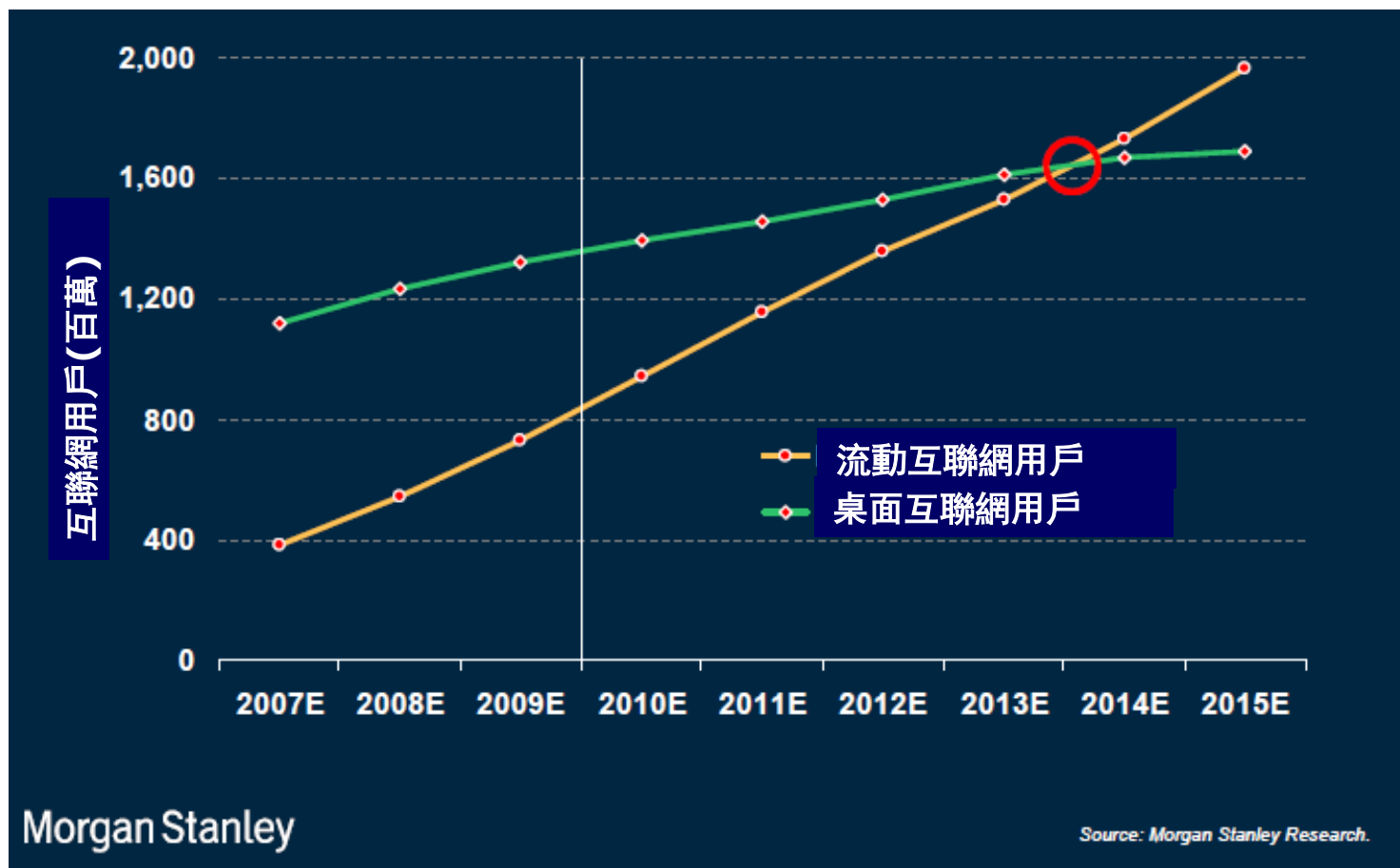
	電子業	家品業	禮品業
買家在綠色製造方面的要求	<ul style="list-style-type: none"> ✓ 各類環保認證 ✓ 保護生態環境(綠色)的生產過程 ✓ 提供合乎能源效益的產品或服務 		
更注重綠色製造	<ul style="list-style-type: none"> ✓ 超過八成受訪展商表示會更注重綠色製造 		
未來三年在綠色製造方面投資	<ul style="list-style-type: none"> ✓ 大部份受訪展商表示會在綠色製造方面投放更多資源 ✓ <u>主要投資範圍</u>: <ul style="list-style-type: none"> ✓ 在生產設備上安裝節省能源的儀器 ✓ 購買節省能源的辦公儀器 ✓ 研發(R&D)更多具有環保功能的產品或服務 		

* 調查於2011年4月在香港貿發局多個大型展覽會期間進行。

流動互聯網愈來愈流行

摩根士丹利 (Morgan Stanley):

流動互聯網用戶將於2014年超越桌面用戶



香港貿發局跨平台推廣服務 助您接觸全球優質買家

世界級的優質
貿易展覽會



商貿配對



誠信為先的
「貿發網」
www.hktdc.com

涵蓋15個行業的
商貿刊物



全天候多媒體的
流動應用程式



世界級貿易展覽會

- 每年舉辦**30**多項世界級展覽會，當中**3**個為**全球最大型**、**9**個為**全亞洲最大型**展覽會

全球最大型



鐘表展



禮品及
贈品展



秋季
電子展



玩具展



時裝節
秋冬系列



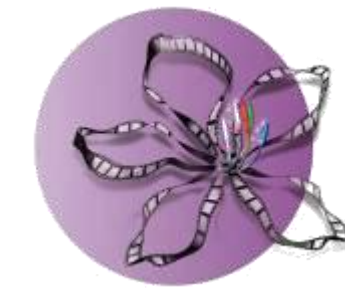
春季
電子展



家庭
用品展



國際
授權展



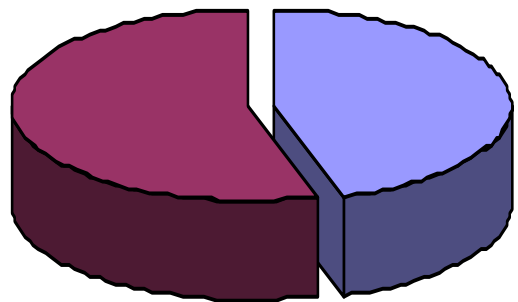
國際
電影展

優質的買家及供應商社群

- 每年接待**超過675,000**名買家，來自**200**多個國家/地區
- 參展商總數逾**32,700**，來自**76**個國家/地區，當中**57%**為海外參展商

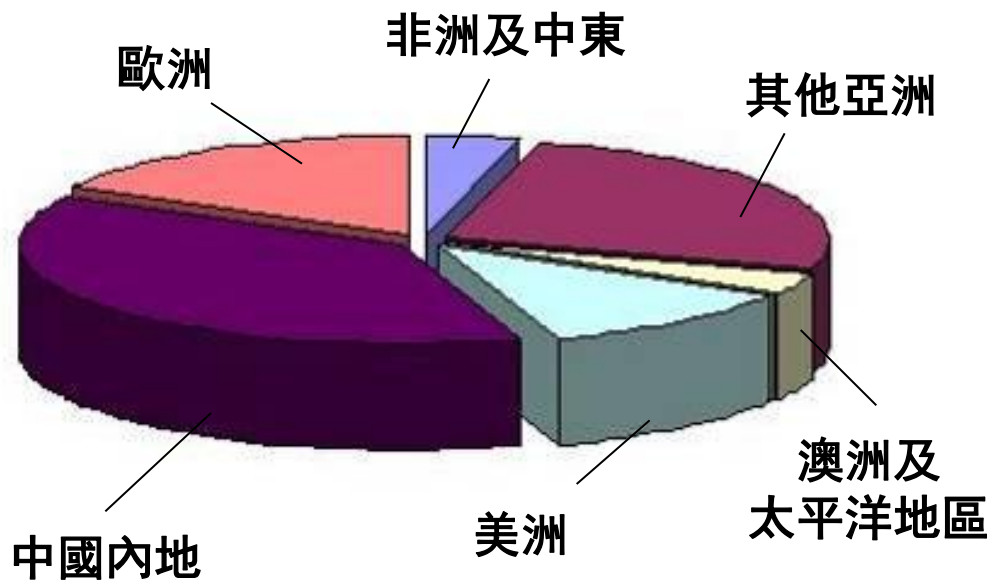
香港及海外買家分佈

海外(55%)



香港(45%)

國際買家地區分佈



香港貿發局跨平台推廣服務 助您接觸全球優質買家

世界級的優質
貿易展覽會



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涵蓋15個行業的
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全天候多媒體的
流動應用程式



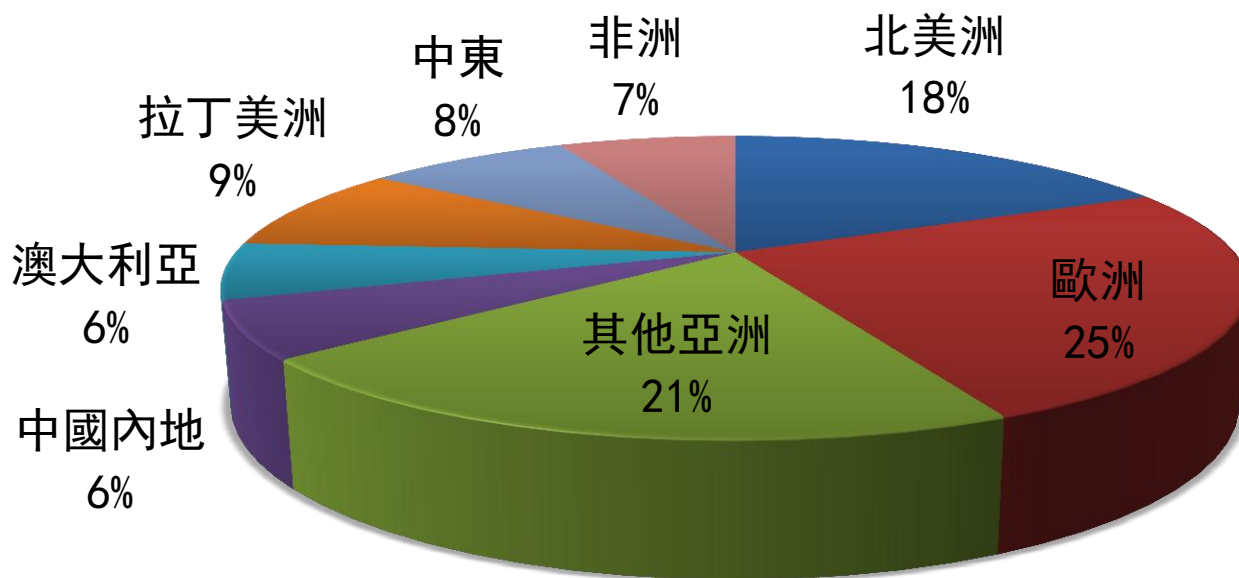
「貿發網」 hktdc.com

網上商貿 誠信為先

匯聚優質國際買家及供應商

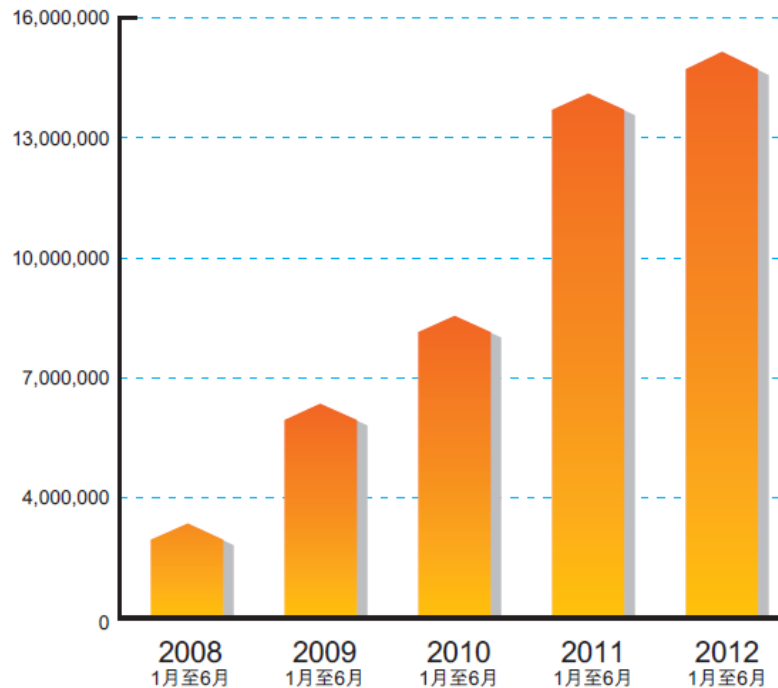
- 逾**12萬**優質供應商
- 逾**130萬**名登記買家

逾50%國際買家用戶來自歐美



買家查詢源源不絕

- 每月平均瀏覽頁數 (Page Views): 逾**1,200萬**
- 每月平均訪問人次 (Visitor Sessions): 逾**500萬**
- 2011年7月至2012年6月經「貿發網」發出的採購查詢: 逾**2,400萬**



「貿發網」連續兩年
榮獲美國權威機構
萬維網推廣協會頒發
「最佳電子商貿平台獎」



「貿發網」 hktdc.com

網上商貿 誠信為先

由國際權威機構認證供應商資料，
突顯誠信及實力，增強買家信心

The screenshot shows the HKTD website interface. At the top, there are navigation links: "About HKTDC", "Register Now", "My Basket (0)", "My HKTDC", and "Login". Below this is the HKTD logo and a search bar with the text "All Products/Services Company Name Buying Leads Events News Videos". The search results show "Top Search: Ultrasonic, Electronic scale, Photo album, Electronic dictionary, Musical instrument, Advanced Search".

The main content area features a profile for "Pa Shui Ind (China) Co Ltd - Hong Kong". The profile includes a "Company Profile" section with a list of items: "Background", "Supplier Reference", "Certification", "Awards", and "Portfolio". Below this is a "Products / Services" section with a list of items: "All", "Inventory Centre", and "Showroom".

The "Product Highlights" section displays four product images with captions: "Folding hairbrush", "Hairbrush with Comb Set", "MIRROR, COMPACT MIRROR, COSMETIC MIRROR", and "Wooden hair brush, Wooden brush, Wooden ...".



鄧白氏認證服務:

由國際權威機構鄧白氏
(Dun & Bradstreet)
為供應商認證公司資料，
突顯企業誠信



天祥驗證服務:

品質及安全服務機構
Intertek天祥集團
為供應商核實各項證書，
加強買家的採購信心

國際權威機構認證 贏取買家信心

Intertek天祥集團提供「**廠房符合性檢核服務**」，實地檢核供應商廠房在四個範疇的符合性，並提供清晰簡潔的獨立報告：

新



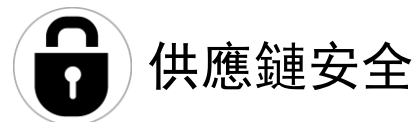
質量



社會責任



環保



供應鏈安全

II. Compliance Category

Q Quality

Social

Environmental

Security

1. Quality policy statement is in place ✓
2. Quality system procedures is in place and implemented Partially
3. Documented Corrective and Preventative Action procedure is in place ✓
4. Valid 3rd party Quality System Certification(s) is achieved ✓

Name	Nature	Scope for	Issued by	Valid Date
	Management System Certificate	Factory & Facility Quality Control	International Standard Organization	Sep 2009

ISO9001

5. No. of independent audits against Quality Management System standards did in last year N/A
6. Valid 3rd party product certification(s) is achieved ✓

Name	Nature	Scope for	Issued by	Valid Date
	Management System Certificate	Factory & Facility Quality Control	International Standard Organization	Sep 2009

* 此服務只供在香港或中國內地設廠的供應商使用

「貿發網」 hktdc.com

網上商貿 誠信為先

掌握買家背景資料 快速鎖定優質買家

- 當買家發送查詢時，有關買家的背景資料及採購活動紀錄一併提供，讓供應商認定優質買家

HKTD Fair Frequent Buyer

BUYER

香港貿發局
展覽會常客

Buyer

[Learn more](#)

Visits to hktdc.com

<p>Origin of this enquiry: USA</p> <p>Number of enquiries made through hktdc.com in the past 3 months: 21-50</p> <p>Year of registration with hktdc.com: 2003</p> <p>Latest Buying Leads posted: Buy Home Cinema with HDMI Feature Looking for Audio Video Adapter Buy Multi-media Speaker</p>	<p>Keywords recently searched: Commercial AV, Digital Audio, Audio Player</p> <p>Categories recently browsed: HDMI Switcher, Home Theatre Equipment, Audio-Visual Products</p>
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[Disclaimer](#)

Message Details

Send Date	February 26, 2010
Subject	Looking for your Media Center
Item(s) Enquired	Media Center A323
Enquiry Message	Do you have more detail on technical spec on your Media Center A323?
Response Time	Please reply to my enquiries before March 26, 2010

Sender Contact Information

Name	Mrs. Petty Smith
Company	Minnis Polygon Company
Email	locbuyer1@gnix.com
Country/Region	USA

Buyer Reference
Click here to learn more about this buyer (Login required)

<p>Visits to HKTD Trade Fairs</p> <p>Origin of this enquiry: USA</p> <p>Number of enquiries made through hktdc.com in the past 3 months: 21-50</p> <p>Year of registration with hktdc.com: 2003</p> <p>Latest Buying Leads posted: Buy Home Cinema with HDMI Feature Looking for Audio Video Adapter Buy Multi-media Speaker</p>	<p>Keywords recently searched: Commercial AV, Digital Audio, Audio Player</p> <p>Categories recently browsed: HDMI Switcher, Home Theatre Equipment, Audio-Visual Products</p>
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世界級的優質
貿易展覽會



誠信為先的
「貿發網」
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商貿配對

涵蓋15個行業的
商貿刊物



全天候多媒體的
流動應用程式



香港貿發局產品雜誌 讀者遍佈全球



- 每年出版**15**類專業產品雜誌及數十本特刊
- 全球總讀者人數高達**5,000,000**
- 讀者遍佈**200**個國家及地區

同為展覽會場刊 直達展會買家手中

- 產品雜誌與**展會場刊**合併，
刊載詳盡的展覽會資料、
展覽廳地圖及參展商名單
- **印刷版**:於香港及全球相關
展覽會中派發予入場
國際買家
- 直接郵寄至本局150萬名國際
企業資料庫中相關買家



傳統推廣與新媒體整合 發揮最大推廣效用

(一) 網上媒體與 傳統展覽會的互動

展前及展期中： hktdc.com 展覽商貿配對服務

- 在本地及海外逾100個展覽會，根據買家所需產品，免費提供一份相關的「貿發網」**供應商名單**
- 「貿發網」供應商可獲優先推介予展會買家，並獲取對口買家名單及詳細聯絡方法，盡佔先機
- 供應商登載的產品照片愈多，被推介的機會愈高



展前及展期中： hktdc.com 展覽商貿配對服務

買家收到的**供應商名單**，包括：

- 公司資料
- 展台編號
- 產品及照片
- 認證標籤

MyExhibitors Click exhibitor names to locate the booths.

Location	Exhibitor	Country/Region	Booth No.	Zone/Group Pavilion
Halls 1A, B, C, D, E & Convention Hall	Better Home Appliance Co., Ltd.	China	1B-A25	-
Halls 3F, G	Cobalt Industrial Co., Ltd.	Hong Kong	1D-E22	-
Halls 3B, C, D, E & Convention Hall	Favour Light Enterprises Limited	Hong Kong	1A-C02	-
Halls 5B, C, D, E & Convention Hall	Latitude Limited	Hong Kong	1A-C12	-
Halls 5B, C, D, E & Convention Hall	Mobicool International Limited	Hong Kong	1C-D02	-

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獲推介的參展商展台位置將顯示於
展覽廳平面圖，一併提供予買家

Free Sourcing Service
powered by hktdc.com

Send Email Print & Send Email

Enquiry No. ECC81552000PX
Visitor Badge No. 0000000000

Dear Valued Buyer,

Thank you for visiting the *HKTDc Hong Kong International Jewellery Show, Hong Kong*. Please find below a list of suppliers who provide products related to your search for **pearl necklace**.

Relevant On-site Exhibitors

Company Information	Product Name	Booth No. ^	Product Photo
Wing Wo Hing Jewellery Group Ltd http://www.hktdc.com/sourcing/manufacturers/company/home/en/1X002K0Q/WingWoHingJewelleryGroupLtd.htm • Exporter, Wholesaler, Manufacturer • Hong Kong	Pearl Necklace	3BD02, 3BD04, 3BD06, 3BE01, 3BE03, 3BE05	
Heng Mei Pearl Co Ltd http://www.hktdc.com/sourcing/manufacturers/company/home/en/1X00A0S8/HengMeiPearlCoLtd.htm • Exporter, Wholesaler, Manufacturer • Hong Kong	Pearl Necklace	5GD22, 5GD24, 5GD26, 5GE21, 5GE23, 5GE25	
Gembright Development Ltd http://www.hktdc.com/sourcing/manufacturers/company/home/en/1X008ZFQ/GembrightDevelopmentLtd.htm • Manufacturer • Hong Kong	Pearl Necklace	5GB29, 5GB31, 5GB33	

展前及展期中： hktdc.com 展覽商貿配對服務

廣告客戶收取的**買家名單**，包括：

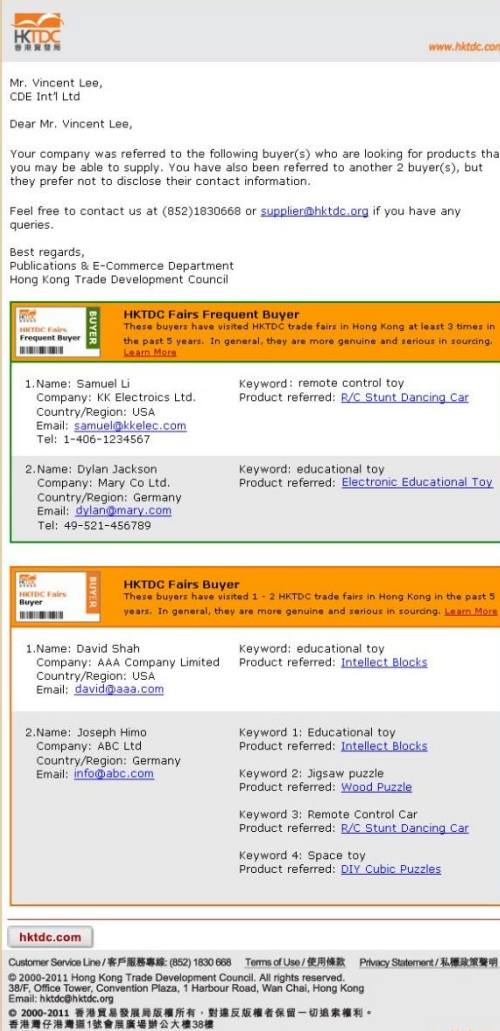
- 買家姓名
- 公司名稱
- 聯絡資料
- 曾查詢的產品類別

參展商：

- 可接觸一些沒有到訪其展位的買家，獲得更多買家查詢

非參展商：

- 即使未有參展，亦可獲展會買家查詢
- 廣告客戶在數天展期內，**平均獲取逾100個買家聯絡名單**



HKTDC
www.hktdc.com

Mr. Vincent Lee,
CDE Int'l Ltd

Dear Mr. Vincent Lee,

Your company was referred to the following buyer(s) who are looking for products that you may be able to supply. You have also been referred to another 2 buyer(s), but they prefer not to disclose their contact information.

Feel free to contact us at (852)1830668 or supplier@hktdc.org if you have any queries.

Best regards,
Publications & E-Commerce Department
Hong Kong Trade Development Council

HKTDC Fairs Frequent Buyer
These buyers have visited HKTDC trade fairs in Hong Kong at least 3 times in the past 5 years. In general, they are more genuine and serious in sourcing. [Learn More](#)

1. Name: Samuel Li Company: KK Electroics Ltd. Country/Region: USA Email: samuel@kkelec.com Tel: 1-406-1234567	Keyword: remote control toy Product referred: R/C Stunt Dancing Car
2. Name: Dylan Jackson Company: Mary Co Ltd. Country/Region: Germany Email: dylan@mary.com Tel: 49-521-456789	Keyword: educational toy Product referred: Electronic Educational Toy

HKTDC Fairs Buyer
These buyers have visited 1 - 2 HKTDC trade fairs in Hong Kong in the past 5 years. In general, they are more genuine and serious in sourcing. [Learn More](#)

1. Name: David Shah Company: AAA Company Limited Country/Region: USA Email: david@aaa.com	Keyword: educational toy Product referred: Intellect Blocks
2. Name: Joseph Himo Company: ABC Ltd Country/Region: Germany Email: info@abc.com	Keyword 1: Educational toy Product referred: Intellect Blocks Keyword 2: Jigsaw puzzle Product referred: Wood Puzzle Keyword 3: Remote Control Car Product referred: R/C Stunt Dancing Car Keyword 4: Space toy Product referred: DIY Cubic Puzzles

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電郵: hktdc@hktdc.org www.hktdc.com

(二) 流動媒體與 香港貿發局產品雜誌的互動

藉流動採購新趨勢 接觸買家無遠弗屆

買家可隨時隨地透過智能手機或平板電腦
瀏覽香港貿發局產品雜誌，並即時向供應商發出採購查詢

Appgazine版

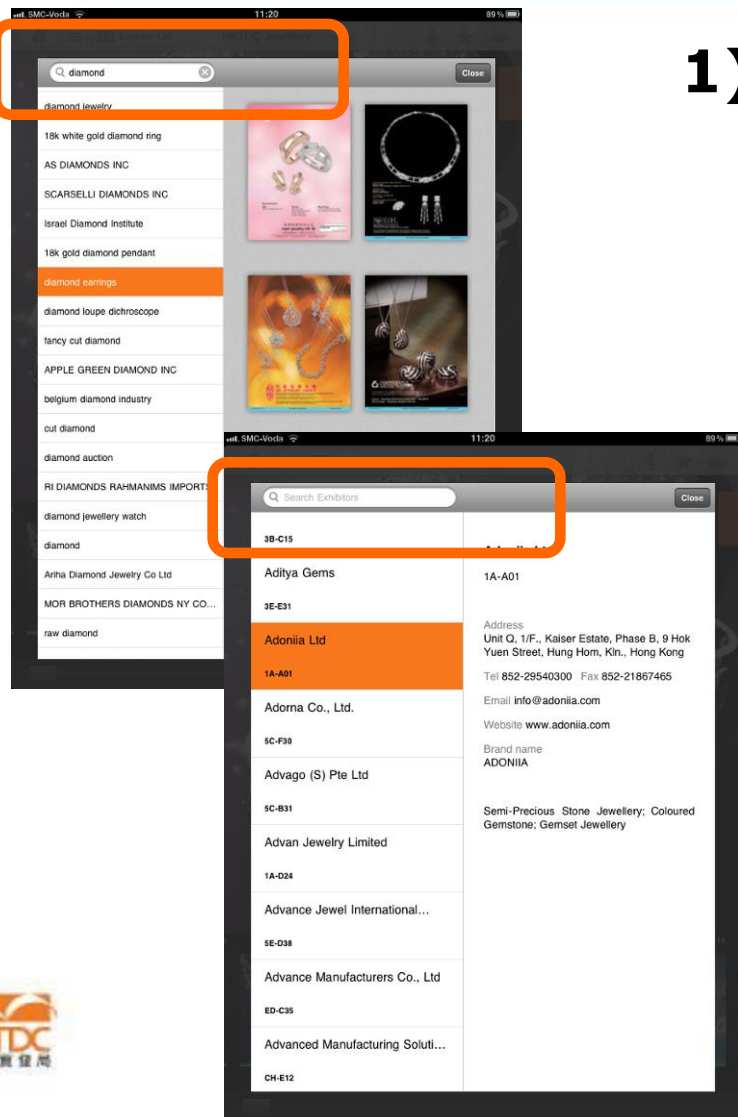


於App Store或Google Play
搜尋“**HKTDC**”免費下載

Appgazine: 七大貼心功能 提高推廣效益

1) 關鍵字搜尋功能

- 買家可於左上方鍵入產品關鍵字，搜尋相關廣告
- 如廣告商屬參展商，更可顯示其展台編號、公司聯絡資料及業務範疇



Appgazine: 七大貼心功能 提高推廣效益



2) 書籤、記事及錄音功能

(點擊「★ 🎤 📶」鍵)

以文字或話音記錄查詢要點或跟進內容，並將有興趣的廣告在流動裝置中存檔，方便日後快速翻閱

Appgazine: 七大貼心功能 提高推廣效益



3) 電郵功能 (點擊「信封」 鍵)

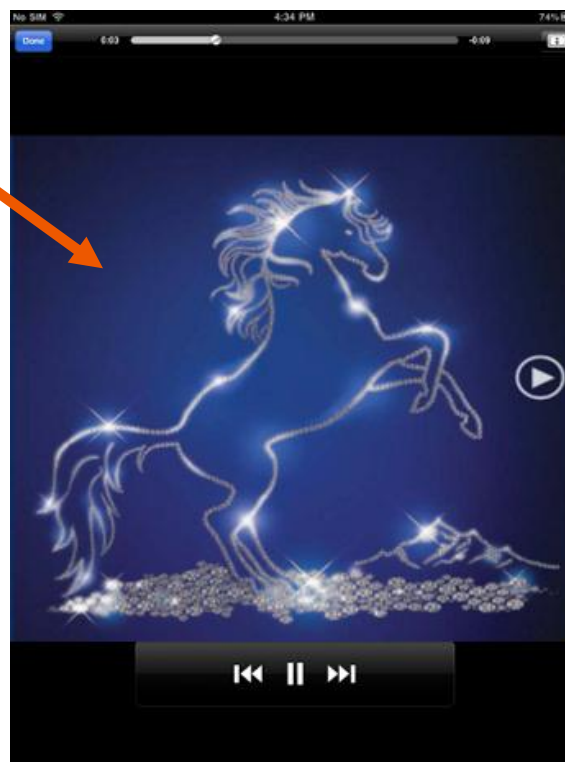
買家可以電郵方式把自選廣告發送及推介予同事或客戶

Appgazine: 七大貼心功能 提高推廣效益

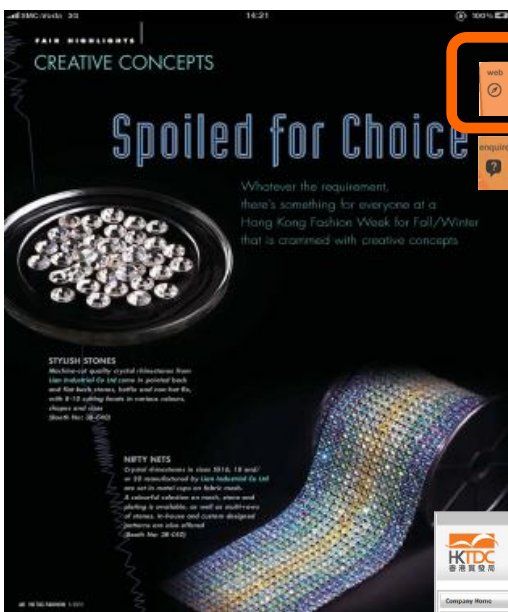


4) 支援短片播放 (點擊 播放)

助供應商更生動地展現產品特色

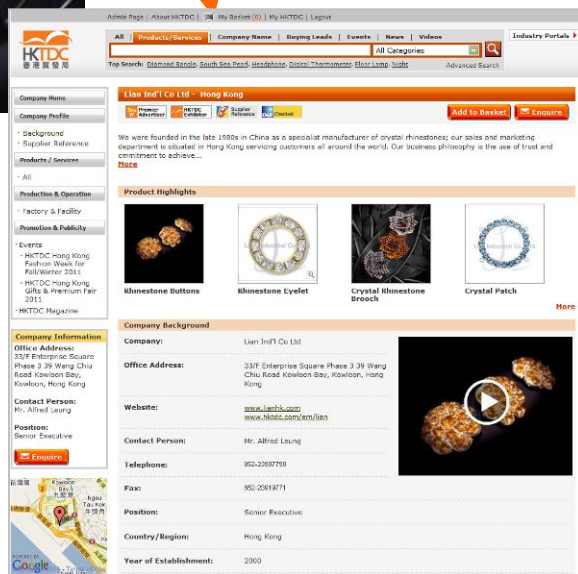


Appgazine: 七大貼心功能 提高推廣效益



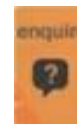
5) 連結至「貿發網」推廣網頁 (點擊Web 鍵)

買家可登入供應商推廣網頁，
瀏覽更多產品照片和資料，
加強宣傳效果

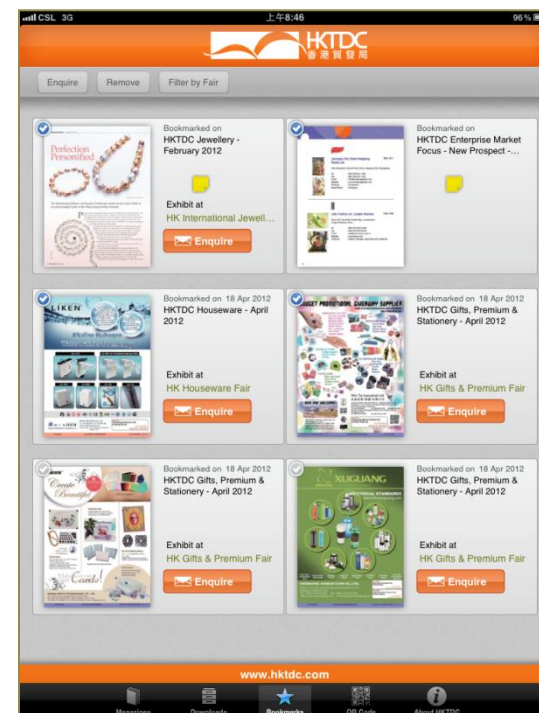
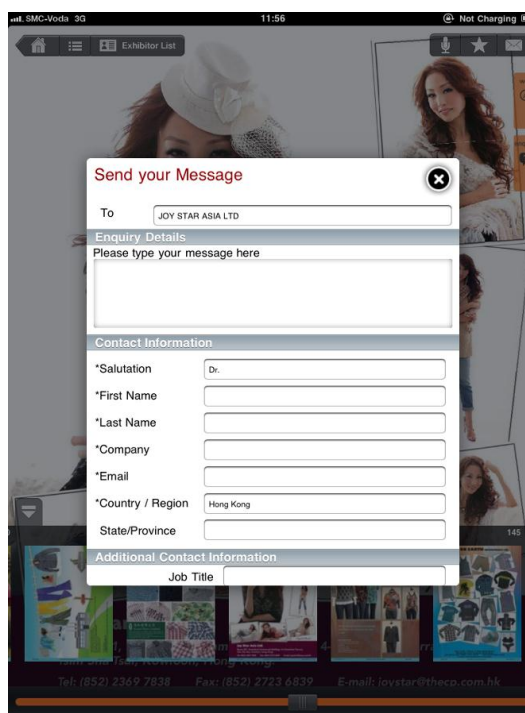


Appgazine: 七大貼心功能 提高推廣效益

6) 直接向一個或多個供應商發出查詢 (點擊Enquiry 鍵)



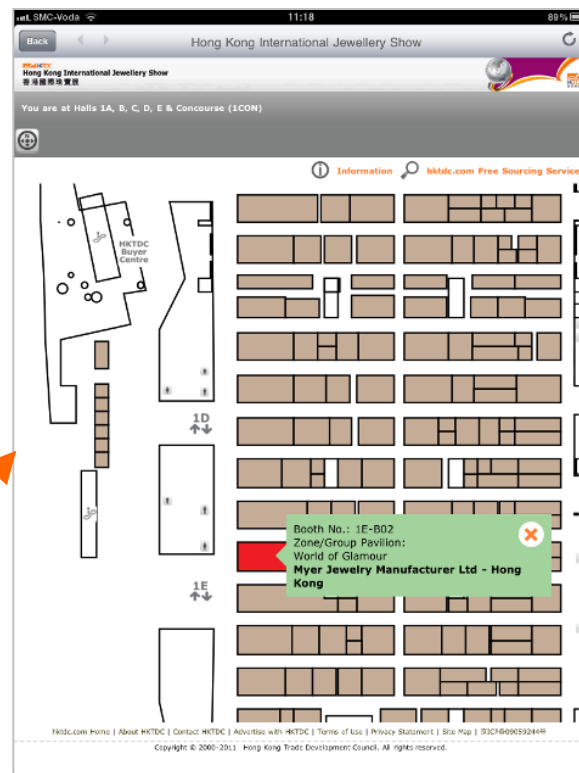
鍵)



Appgazine: 七大貼心功能 提高推廣效益

7) 顯示展台位置

當買家點擊參展商廣告上的「參展標籤」，參展商展台位置將顯示於「展覽廳平面圖」，吸引買家參觀



Appgazine流動版：展覽現場推廣

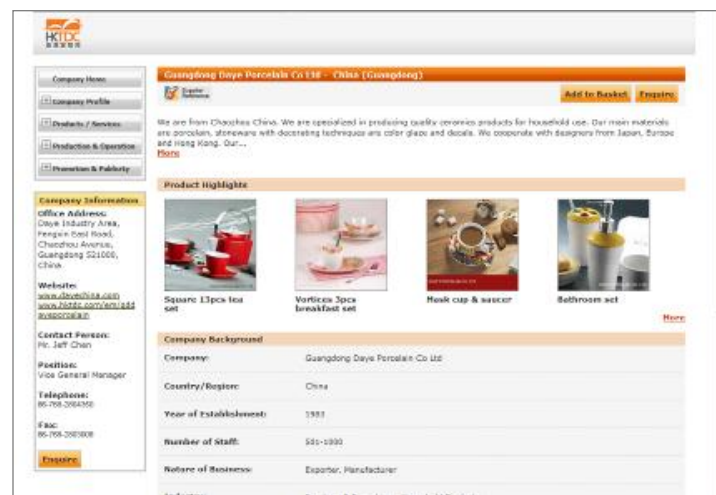


- 展覽會現場買家評分：
4.4分(5分為最高)
- 最受買家歡迎的三項功能：
 - **二維碼掃描** (QR Code)
 - **關鍵字搜尋**
 - **展台位置圖**



二) 網上版: 增加曝光機會

- 免費瀏覽: www.hktdc.com/magazines
- 電郵至香港貿發局資料庫中相關採購商, 加強宣傳效果
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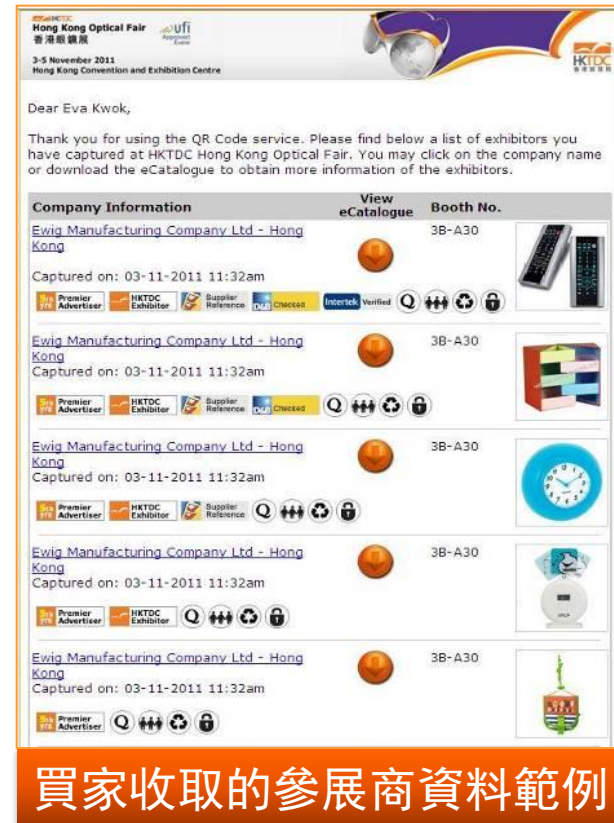
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參展商收取的買家名單範例

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