

Chamber's first trade show

SURPASSES ALL EXPECTATIONS



IT couldn't have been more evident that Canadian enterprise is vital and growing in Hong Kong, judging by the activity at the Canadian Chamber's Trade Show & Open House held at the Hong Kong Convention and Exhibition Centre in March.

The show, held from 4 - 8 pm on March 25th, featured display booths from which Chamber exhibitors displayed and promoted their products and services. These included not only commercial enterprises, but all types of displays including educational, provincial, cultural, and social organizations.

All available tables, 42 in total, were sold to exhibitors. An estimated 500 members of the public attended - drawn in by the variety of products and services available, the Molson and Moosehead beer that was specially arranged for, the presence of the Canadian Rugby 7s team and the special lucky draws.

The Trade Show and Open House was created and organised by the Entrepreneur's Committee, a new committee formed in the past year to focus on entrepreneurs and their activities inside the Chamber.

Show Subcommittee Chair Greg York had to say following the rousing success of the first ever Chamber trade show and open house.

G R E G Y O R K

"When we put this one together, we were really operating in unknown territory as nothing like this had ever been done before by the Chamber. We decided to go for broke and make it a multi-attraction affair, not only for business promotion but almost as an "Expo" event: Hence we had booths promoting Canadian education, tourism, art - we even had background music courtesy of The Guess Who and Bryan Adams. And of course the element of sport, highlighted by the visit and T-shirt signing session by Canada's Rugby 7s team - I think everyone who was there had a genuinely good time. Even the 7s team asked if they could come back again next year!

Here's what Entrepreneur's Committee Chair Susan Mey and Trade

In my mind though the ultimate test of success was the reaction of the Exhibitors after the show. I spoke to several of them toward the end of the show and we have reviewed the wrap-up opinion sheets, and without exception each Exhibitor reported they had either achieved sales or made solid contacts that made their participation worthwhile - and they would be coming back next year. That made my day."

Susan Mey

"We've done what good entrepreneurs do. We identified a niche in the market for this sort of forum. Businesses, both large and small, are looking for ways to effectively market themselves without spending large amounts of money. The success of this event shows the number of aggressive businesses with unique products and services who are ready to take advantage of this type of event inside our own Chamber community."

With the favourable response from all concerned, this promises to be a major event on the Chamber's annual calendar. Don't forget to sign up early for next year. The Canadian Rugby 7s Team already have their Moosehead beer reserved!"