

Our Dedication

We are dedicated to promoting free trade worldwide through the development of international exhibitions.

We are dedicated to being recognised as one of the best and most well-established fair organisers in the world.

We are dedicated to anticipating and meeting the changing needs of world markets by staging exhibitions, on various themes, for which there are a demand.

We are dedicated to bringing our international exhibitors and buyers together to foster economic, technological and trading relationships.

We are dedicated to providing the highest standard of exhibition services to our international exhibitors and visitors.

We are dedicated to serving the communities to which we belong and to contributing to their economic, cultural and social well-being.



Mr. Denny Y.Y. Yung, *Managing Director*

Neway Group of Companies

Hong Kong . Taiwan . Thailand . Singapore . China . Korea . Germany . USA

Global Network

Neway has expanded from its headquarters in Hong Kong and now has branch offices in Taiwan, Thailand, Singapore, China, Korea, Germany and the USA. We are internationally represented by professional agents in Australia, India, Indonesia, Iran, Israel, Italy, Malaysia, Nepal, Pakistan, the Philippines, Romania and Spain.

Neway greatly values the important contacts which are made through having offices and agents "on the spot" in many countries throughout the world. It has proved an effective way of gaining up-to-date inside information on business developments in established and emerging markets.

This close collaboration ensures that our fairs are well-supported and publicised worldwide. Through these bodies, Neway receives essential feedback on the changing needs of various industries and is better prepared to anticipate and adapt to these demands.



Thailand



Hong Kong



Korea



U.S.A.



China



Singapore



Germany



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Taiwan



Romania



India



Indonesia



Australia



Philippines



Photos showing key executives of each Neway office

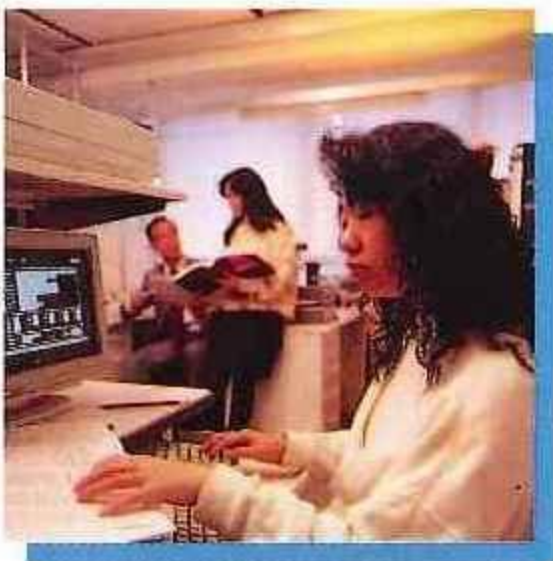
Years of Proven Professionalism

Neway is a strong advocate of exhibitions as an important marketing and promotional tool for modern economies. From our initial efforts in the days when the exhibition industry was still very much in its infancy,

Neway has consolidated its leading position in Asia and expanded into new areas of interest in an increasingly sophisticated industry.

Based on sound research and well-planned long-term policy, each Neway exhibition is carefully developed to cater for the constantly changing market conditions of that particular trade.

The Neway team of highly trained and dedicated exhibition professionals ensure that exhibitors and buyers receive services of the highest standard. From the inception of a fair through to the closing ceremony, thorough research, marketing, publicity, promotion, on-site management and close follow up of all trade enquiries ensure that every fair is a success worthy of Neway's international reputation.



Sales & Marketing



The expertise and commitment of our sales and marketing staff ensure that our customers derive maximum benefit from our high-calibre marketing strategy.



Regular internal meetings and close liaison with customers enable us to respond quickly to rapidly changing market needs.



Research & Development

The Research and Development Department carries out thorough market research for each exhibition. Essential information on manufacturers, buyers and associations worldwide is continuously updated using a sophisticated computer databank. It distributes fair information to traders throughout the world, in response to the high volume of enquiries which are received every year.



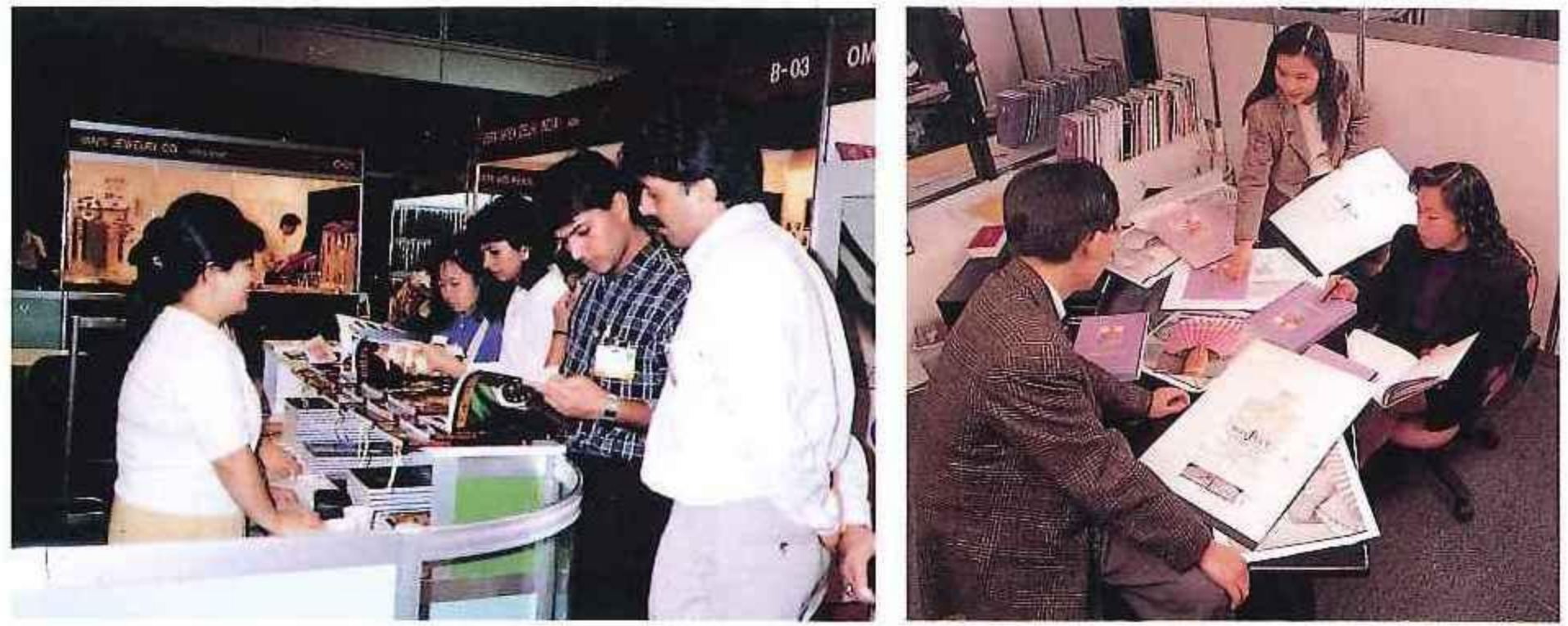
The Exhibition Services Department attends to every detail of exhibition management, from initial venue design and booth construction through to on-site administration during the fair.

Exhibition Services



Our team of contractors works round the clock to construct each exhibition.

Editorial & Production



The Editorial Department meticulously designs, compiles and produces information for exhibitors and visitors, as well as more than a dozen fair catalogues every year.

Public Relations



Our highly experienced public relations executives promote each fair through extensive advertising and public relations campaigns.



Co-ordinators work busily behind the scene preparing for fashion shows, seminars, competitions, etc, which are held concurrently with exhibitions.

Visitor Service



Cordial services are provided to buyers from all over the world before, during and after each fair.

Essential Year-Round Business Events

All Neway exhibitions are invaluable international forums for :

- Consolidating contacts
- Exploring new markets
- Launching innovations
- Exchanging ideas and experience
- Upgrading design and technical skills
- Publishing products and services
- Discussing economic and technological co-operation



Hong Kong Jewelry & Watch Fair

(established in 1983)

Renowned as one of the world's three most important fairs of its kind, it is Asia's oldest and largest jewelry fair.





Hong Kong International Furniture Fair

for Homes, Offices and
Special Projects
(established in 1984)

The first and longest-running
fair of its kind in Hong Kong.



Hong Kong International Footwear Fair

(established in 1985)

A most successful fair
'tailormade' for the
international
footwear industry.



Hong Kong International Handbags & Leather Goods Fair

(established in 1986)

Hailed as one of the most
dynamic and rapidly developing
Autumn fairs in Asia.

Hong Kong International Apparel Fair

(established in 1987)

An essential mid-year buying event with participants from different parts of the world, including Eastern Europe.



Hong Kong International Fashion Jewelry & Accessories Fair

(established in 1987)

An exciting and glamorous showcase presenting the widest range of high fashion jewelry and personal accessories, produced in all parts of the world.





Hong Kong International Stationery & Premium Fair

(established in 1989)

The most effective sourcing forum in the Far East for all kinds of stationery, corporate premium and novelties.



Bangkok

International Jewelry Fair

(established in 1990)

The first Spring jewelry fair in Thailand that has gained immediate success.



Hong Kong International Auto & Accessories Fair

(established in 1991)

The first international auto show ever held in Hong Kong with strong participation from all sectors of the industry.



Asia Expo Hamburg

(established in 1991)

The largest and most successful fair of its kind in Europe, presenting an exclusive array of high quality Asian consumer products.



Asia Expo New York

(to be held in 1993)

Expected to be the largest Asian consumer goods fair in North America.



Hong Kong Brands & Products Expo

(managed from 1995-2002)

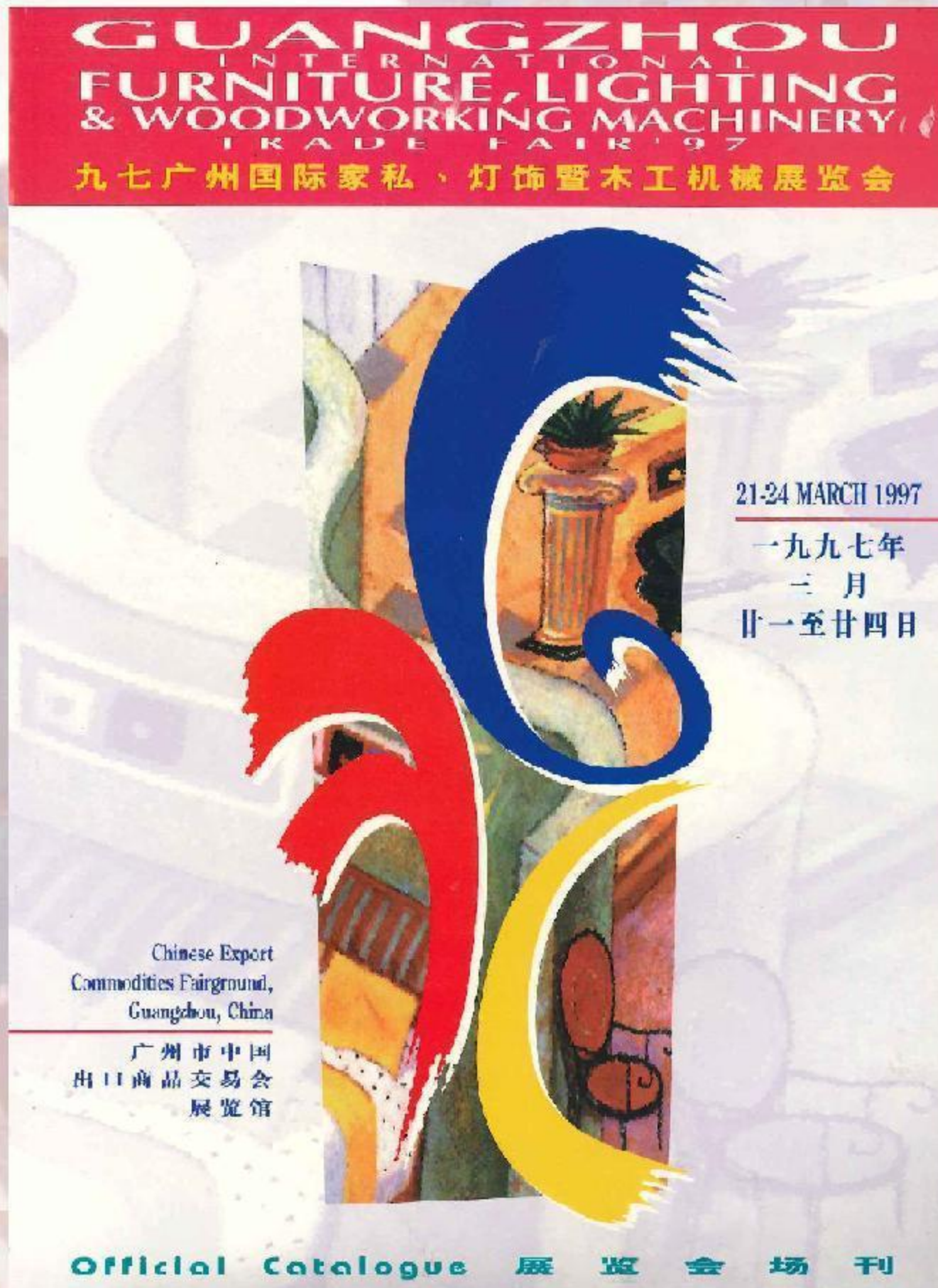
The largest outdoor consumer goods fair held in Hong Kong.



Guangzhou International Furniture, Lighting & Woodworking Machinery Trade Fair

(established in 1995)

The largest and the most international fair of its kind in China, with over 600 exhibitors from China and 20 other countries.



Making Newway in World Markets

Over 2,700 manufacturers from more than 38 countries and areas were represented at Headway exhibitions in 1991.

About 135,000 trade buyers and journalists from 68 countries visited the Headway exhibitions in 1991.

There is strong international representation at each event, creating unlimited opportunities for a diversity of economic, technological, cultural and social interactions.



Newway maintains excellent liaison with government bodies, trade associations, chambers of commerce, academic institutions, manufacturers, buying groups and media from all over the world. We also receive visiting delegations from many such bodies during our exhibitions. This has been very successful in activating international dialogue and co-operation between participants.



Special Events



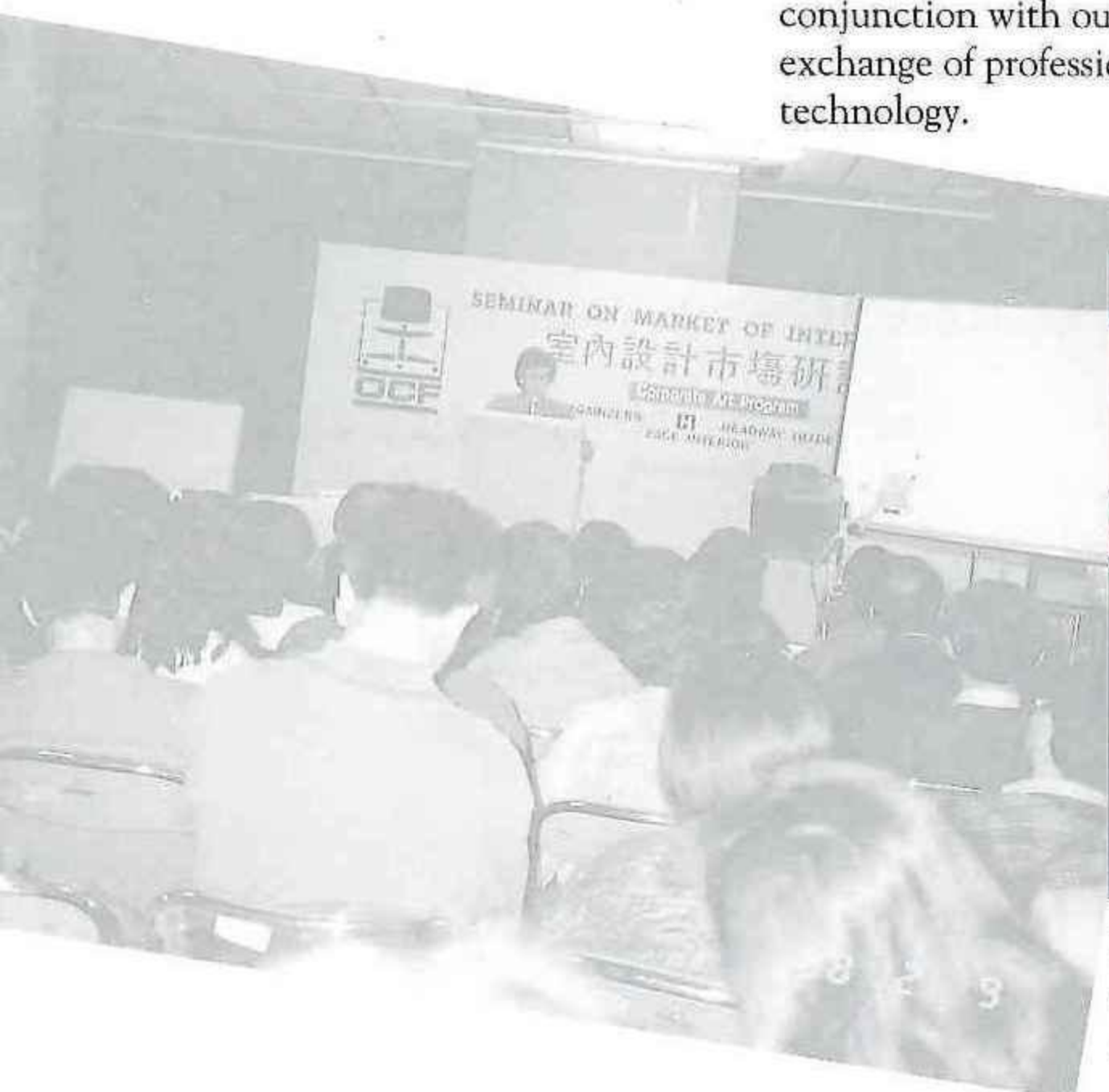
Our sponsorship of a fashion show for the Ministry of Textiles from China.



Seminars are frequently organised in conjunction with our fairs to further the exchange of professional concepts and technology.



We often invite special speakers to present the latest trade information, such as the Institute of Geology & Geophysics of the USSR, which made its maiden presentation in Asia during Newway's jewelry fair in 1990.



Headway regularly organises special events at the fairs such as the Hong Kong Fashion Design Contest, to encourage innovation amongst young designers.



Design competitions are held to encourage new and creative designs, which have proved popular with both manufacturers and visitors.

VIP

We receive VIPs and visiting delegations during our exhibitions. Like goodwill ambassadors, we bring people from all over the world together for economic and technological cooperation.



Her Majesty Tuanku Bainun, Queen of Malaysia, visited the Hong Kong Jewelry & Watch Fair.



The former British Minister of State (Foreign & Commonwealth Office), Lord Caithness, touring one of our exhibitions.



Representatives from the footwear and leather industries.



Dr Krupp, Mayor of Hamburg, and invited guests at the Hamburg Asia Expo.

Our Commitment

Being an integral part of the local and international communities, we have a duty to serve the societies which sustain us. The Neway Group is guided by a public spirit to contribute our time and expertise to the community by serving on the committees of numerous associations and bodies.

By making a major commitment to Hong Kong and the flourishing Asia-Pacific region, Neway will continue to move towards new heights of performance that befit her leading position in the ranks of exhibition organisers worldwide.

Neway is your genuine partner in an era of solid growth. Look for the Headway trademark, a symbol of excellence.

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NEWAY TRADE FAIRS