

數碼生活 及 車品博覽 2026

e-Expo & Auto HK

24-27/12/2026

香港會議展覽中心 1號館

Hall 1, Hong Kong Convention & Exhibition Centre

數碼

科技

電子

娛樂

電訊



5G



主辦機構 :  香港亞洲展覽(集團)有限公司
Organizer :  Hongkong-Asia Exhibition (Holdings) Ltd.

大會網站 Website :
e-expoauto.com.hk

 e-Expo & Auto HK
 @hkmegashowcase

 香港冬季購物節及冬日美食節
 好玩好食香港地

ESG One
一好連
Green Member



融合潮流科技與車迷熱情 聖誕黃金檔期顯商機

Catch the Golden Business Opportunity in this Tech-lover Platform in Christmas

「數碼生活及車品博覽2026」將於2026年12月24至27日假香港會議展覽中心1號館再度舉行！展會以5大科技及車品市場趨勢為主題，向入場人士展示潮流數碼電子產品、攝影器材及音響、5G電訊科技及電子娛樂消閒、汽車產品及配件、汽車改裝美容服務、電動及汽車展示等。並緊貼市場趨勢，涵蓋VR沉浸式體驗與 AI 智能應用等新興數碼領域。

在聖誕節濃厚氣氛帶動下，加上3個同期舉行的大型展覽，展會預計吸納過百萬本地及訪港人士入場，讓您的品牌獲得廣泛曝光與認知！另外，主辦機構安排多重獎賞活動及消費抽獎，包括台上消費大抽獎、「行晒全場有著數」等，有助進一步提升現場顧客消費，助您搶佔本地市場先機。透過線上及線下全面廣告推廣，有效吸納具高消費潛力的科技愛好者與車迷入場消費。這不僅是推廣品牌的絕佳平台，更是實現直接銷售與市場擴張的年度黃金機會！

e-Expo & Auto HK 2026 will return and be held on December 24 to 27, 2026, in Hall 1 Hong Kong Convention and Exhibition Center! Addressing the hot button topics and trends, the Organizer features 5 major market hotspots and showcases the latest digital electronic products, photographic & audio equipment, 5G telecommunications & e-Entertainment, auto products & accessories, automotive conversion & beauty services, and electric vehicle & automobile display. In line with the latest market trends, the event also features emerging sectors such as immersive VR experience and AI-powered smart applications.

Driven by the festive Christmas atmosphere and the synergy of three concurrent large-scale exhibitions, the event is expected to attract over one million visitors, including local residents and overseas tourists. This provides an unparalleled platform for your brand to gain extensive exposure and recognition. Additionally, the Organizer will prepare consumption rewards and lucky draws, including consumption lucky draw, and "Stamp Your Way to Festive Delights", designed to further boost on-site spending and help you seize the initiative in the local market. Supported by a comprehensive online and offline marketing campaign, the exhibition effectively gathers tech enthusiasts and car lovers with high spending potential. This is not only a premier platform for brand promotion but also a golden annual opportunity for direct sales and market expansion.

為什麼參展 Why Exhibit ?

- 低成本、高效益, 直接接觸大量客戶
High cost-effectiveness, direct selling to onsite visitors
- 直接向新客戶推介產品及服務
To Reach Potential Buyers Directly
- 接收市場最新資訊
To Get Updated Industry information
- 鞏固行內地位及形象
To Strengthen Position In The Industry
- 測試新產品的市場反應, 有效為品牌定位
Test the market response for new products and ensure effective brand positioning
- 擴大市場佔有率
To Increase Market Share

歷屆參展商 Previous Exhibitors

電子娛樂及電訊科技

e-Entertainment & Telecommunication

- CHINA MOBILE 中國移動
- CAROUSELL LIMITED
- 17 MEDIA (H.K.) LIMITED 一七媒體(香港)有限公司
- ZENOX
- HK BROADBAND NETWORK LTD 香港寬頻
- HKT
- HGC寬頻
- CSL LIMITED
- NOW TV & PCCW
- I-CABLE TELECOM LIMITED 有線寬頻電訊有限公司

數碼、電子消費產品

e-Digital Products

- CYBER-PRO COMPUTER LTD
- SUPPLY CONSULTANT
- MOMAX TECHNOLOGY (HK) LTD
- OKUSAY LTD.
- 小米香港
- EVENING STAR 夜星娛樂
- 星馳通訊器材有限公司

相機、攝影器材及影音產品

Photographic Brand, Products & AV Equipment

- HISENSE 海信
- SUNLITE COMPUTERONIC LTD 新輝電腦有限公司
- CAM 2 相機專家
- SKYWORTH
- MK & K KAMERA

電動及汽車展示

Electric Vehicle & Automobile Display

- FIAT 飛雅特
- KIA 起亞
- LOTUS 蓮花
- CITROEN 雪鐵龍
- TESLA 特斯拉
- VOLKSWAGEN 福士
- DUCATI 杜卡迪
- HANG SHUN MOTOR SERVICE CO 恒迅摩托車服務中心
- YAMAHA 雅馬哈
- FAW VERTEC

汽車產品及配件

Automotive Products & Accessories

- HEXIGON HOLDINGS
- HENRY CHEMICAL CO LTD 恒和化工有限公司
- INTERNATIONAL MARKET ACCESS LTD
- OVER TARGET (HK) LTD 超澤香港有限公司
- ZUVER TUNING LTD 信唯動力有限公司
- INNOVATION CONSULTANT (ASIA) LTD 盈豐拓展(亞洲)有限公司
- SKYNET TECHNOLOGY 天網科技
- THE PIT STOP 車飾品
- WINON TELECOM LTD 宏安電訊有限公司
- WORLD STATE LTD

汽車及美容服務

Automotive Car & Beauty Services

- 415 COBRA車工房(GIBSON/CRAFTPLUS)
- KUHL RACING
- 舞杏
- CHIDORI AUTO SHOP 千鳥汽車精品
- TT AUTO BEAUTY LTD
- YRD
- CERAMIC PRO 時耐保
- EXCEL LINKAGE LTD 越領有限公司
- GOLDPOWER MOTOR SERVICE LTD 金力汽車服務有限公司
- PRO KIT FILM & DESIGN LTD
- PROFESSOR DIP 諾彥美汽車有限公司

其他汽車服務

Other Automotive Services

- G.A.Y. TRADING LTD 知您意貿易有限公司
- MODEL CAR EXPO 名車博覽
- PRORACING SIM AND TRAINING CENTER
- TARGET INSURANCE CO LTD 泰加保險有限公司
- UBER (ASIA) LIMITED
- CAR MAT HK 汽車精品店

(更多參展商, 不能盡錄)

**如有更改, 恕不另行通知



五大主題展區 5 Theme Zones



數碼電子產品
e-Digital Products Zone



攝影器材及音響
Photographic & Audio Equipment



5G電訊科技及電子娛樂消閒
5G Telecommunications & e-Entertainment



汽車產品及配件
Automotive Products & Accessories Zone



汽車及美容服務
Automotive Car & Beauty Services Zone

場內精彩節目 On-site Events



《精彩舞台節目》
“Fabulous stage programs”
人氣歌手藝人及各界名人登場表演，於觀眾在台上玩遊戲，大送聖誕禮物
Popular singers and famous celebrities took the stage for performances, interacting with the audience and giving out Christmas gifts!



《台上消費大抽獎》
“Consumption on Stage Lucky Draw” with Big Prize
透過禮物豐富的大抽獎，吸引入場人士持續於場內消費
Popular singers and famous artists took the stage for performances, interacting with the audience and giving out Christmas gifts!



《行晒全場有著數》
“Stamp Your Way to X'mas Delights”
持有HKD30入場券之人士到齊指定攤位並集齊蓋印，即可獲精美禮物一份
Visit designated booths and collect all stamps, together with the \$30 entry ticket, visitors can get a complimentary gift.



《震撼折扣優惠》
“Mega Sale Deals”
邀請展商參與大會舉辦的《震撼折扣優惠》，大批精選貨品以低至1折等限量發售
To invite exhibitor to join one of the highlighted events in the show, Mega Sale Deals. Various items are on limited sale with discounts up to 90% off.

高成效創意推廣 共贏宣傳計劃

Joint Promotion Programme

為參展商度身訂做的高效宣傳計劃，內容豐富、滲透力強！
要進一步提升展會期間的曝光率，加強產品和服務的重點宣傳，並強化品牌形象的參展商，萬勿錯過！

An efficient promotion plan with great ideas tailor-made for individual exhibitors!
Don't miss out the opportunity on reinforcing your brand image.

展會前之宣傳 Pre-show Advertisement

入場贈券 Complimentary Tickets

主辦機構廣發過百萬張入場贈券予零售商、食肆、樓宇及大型屋苑、機構等，並廣發邀請卡至新入伙樓宇。



Organizer widely distributes over 1 million of complimentary tickets to retail stores, restaurants, housing estates, organizations, and sends invitation Postcard to new occupation buildings.

展會期間之宣傳 On-show Advertisement

福袋廣告 Tote Bag Advertisement

大會於展覽期間在售票處向入場人士派發福袋，參展商可藉刊登福袋廣告，令入場人士第一時間接觸到品牌，增加品牌曝光率並加強品牌形象，大收宣傳之效及開拓商機。



Tote bags will be distributed to visitors during the exhibition period at the Ticketing Counter. Exhibitors are welcome to make advertisements on tote bags to increase brand exposures by having the visitors getting in touch with the brand just at the door.

入場券 Admission Ticket

顧客於售票處購買印有參展商廣告的門票，讓資訊直接傳遞至目標客群。



Through buying the admission tickets at Ticketing Counter, exhibitors' message can pass to target customers directly.

舞台節目 Stage Programme

參展商可預訂舞台表演時段，以作推介新產品或服務等宣傳之用。

Exhibitors may promote their new products or services through stage sessions.



展會場刊 / 消費萬利券

Show Guide Advertisement / Wow Coupon

主辦機構將於售票處及場內派發展會場刊，提供不同節目內容及優惠予入場人士，參展商可透過廣告及優惠券，吸引目標客戶。



Through buying the admission tickets at Ticketing Counter, exhibitors' message can pass to target customers directly.

全天候網上宣傳 Online Promotion



透過主辦機構的大會網站、Facebook專頁、YouTube、Instagram、微信及微博宣傳參展商資訊。

Expo info and exhibitor promotional information will be showcased on our online platforms, such as website, Facebook page, YouTube, Instagram, WeChat and Weibo.

其他宣傳計劃 Other Promotion Programme

多元化廣告形式 Diversified Advertising

- 展會入口燈箱廣告 • 會場背幕廣告 • 場內旗幟廣告
- Entrance light-box ads • Backdrop ads • Banner ads

現場節目 On-site Gimmicks

- 贊助產品 (供抽獎、台上特色活動或作展會入場禮品之用)
- 舉行新產品發佈會
- 產品或服務示範
- 行晒全場有著數
- Product sponsorship (for lucky draw, gimmicks on stage and door gifts)
- Product launch
- Demonstration for products/services
- Stamp Your Way to Festive Delights

主辦機構設有為參展商度身訂造之廣告宣傳計劃，歡迎查詢。
Welcome for enquiry about tailor made promotion campaign.

展覽線上及線下宣傳 Mass Show Promotion

大會在展覽 3 個月前進行廣泛線上及線下宣傳，包括於鐵路沿線廣告、巴士車身廣告、網上媒體宣傳，包括邀請KOL及於 Facebook、Instagram、YouTube 等網上平台宣傳。與知名連鎖零售店、油站、食肆、地產商、物業管理及商會合作，於超過 100 個零售點、會所、商場等派發過百萬張入場贈券予目標客戶！

The Organizer will start mass online and offline promotion 3 months before the show, including MTR and bus body advertisement, online media and platform promotion, including inviting KOL and promoting on online platforms such as Facebook, Instagram, YouTube, etc. Besides, the Organizer partner with well-known chain stores, gas stations, restaurants, developers, property management, associations, to distribute millions of complimentary tickets at over 100 spots!

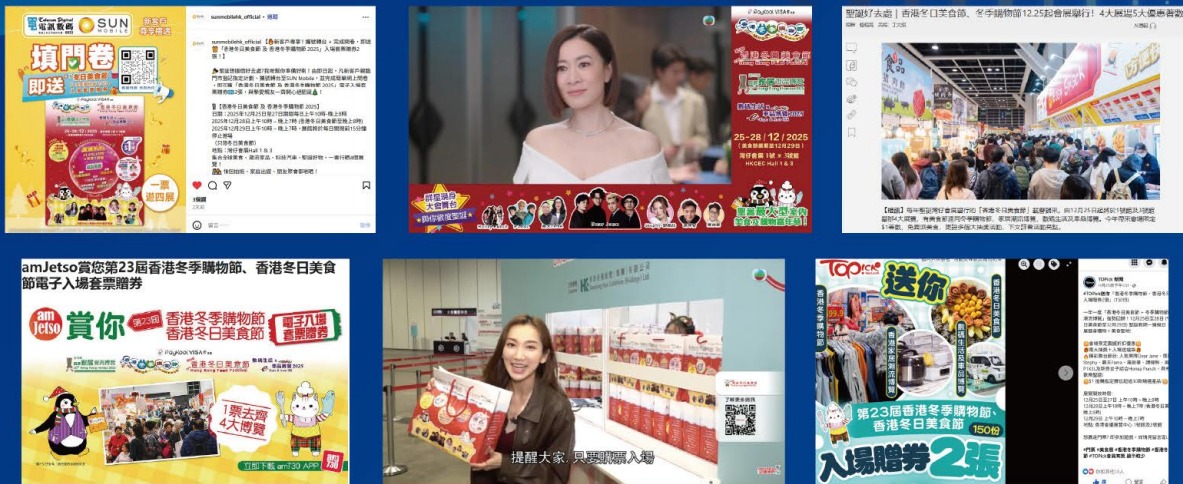
廣泛放置戶外廣告及鐵路沿線廣告宣傳 Mass Outdoor and MTR Advertisement



於鐵路沿線放置12封大燈箱廣告、4封燈箱廣告及全條電梯廣告等，亦於人流眾多的地點如旺角銀座商場、新世紀廣場電視大屏幕、西九龍中心電視大屏幕等加設電子屏幕廣告。

12-Sheet, 4-Sheet Lightbox and Whole Escalator Crown advertisement at all major MTR stations. Displaying outdoor Billboard and Digital Panel at crowded places such as Ginza Square, Moko Mall TV, Dragon Centre Mall TV etc.

電視、主流報章廣告、網上媒體、網紅宣傳及傳媒廣泛報導 TV, Major Newspaper, Magazine, Online Promotion and Media coverage



TVB、東張西望、AM730、頭條日報、星島頭條、NOW新聞、經濟日報、明報、香港01、家庭生活易、TOPick、ULifestyle、CosMart、ELLE、Home Journal、iPlayHK、Cosmopolitan、裝修佬、健康創富、Sunday Kiss、日日健康、橙新聞、Nutrilion、Tagline、iPlayHK、香港車主會等。

TVB, Scoop, AM730, Headline Daily, Sing Tao News, NOW News, HKET, Ming Pao, HK01, Family.ESDlife, Topick, U Lifestyle, CosMart, Home Journal, Cosmopolitan, Decoman, Health Plus Magazine, Sunday Kiss, Healthy Days, Orange News, NutriLion, Tagline, iPlayHK, HK Motor Club, etc.

多宣傳及派發入場贈券渠道

中國石化、香港電器業協會、新世紀廣場、北角匯、民坊、順豐速運、KMB、Hopewell Cluster、西九龍中心、和民集團、BreadTalk集團、嚙高美集團、牛一飲食集團、添好運點心專門店、翡翠餐飲集團、Dr. Kong健康鞋專門店、香港蘇寧、Beans、Storellet、Global Link、堅信號、冒險樂園、NAMCO、順豐速運、大生超市、高德地圖、易賞錢、CHARGESPOT等。

More Promotion and e-complimentary ticket distribution channels

Sinopec, HKEAIA, MOKO, Harbour North, People's Place, SF Express, KMB, Hopewell Cluster, Dragon Centre, Watami Group, BreadTalk Group, Taste · Gourmet Group, Nabe One Hong Kong, Tim Ho Wan, Crystal Jade, Dr.Kong, Suning, Beans, Storellet, Global Link, Ging Sun Ho, Jumpin Gym U.S.A., NAMCO, SF Express, DS Groceries, Amap, MoneyBack, CHARGESPOT, etc.

歷屆參展商評語 Previous Exhibitors' Comments

(汽車產品及配件 Automotive Products & Accessories Zone)

晉謙集團有限公司

「這次展覽吸納不少高消費人群，對於公司生意很有幫助。」

EVEASY

“The exhibition successfully attracted a significant number of high-spending visitors, which has greatly benefited the company's business.”



(5G電訊科技及電子娛樂消閒 5G Telecommunications & e-Entertainment Zone)

中國移動

「今次展覽人流十分多，尤其聖誕節連假，不少人帶同一家大小前來參觀，場面熱鬧。另外，大會的網上及戶外宣傳均有不錯成效，而場內宣傳如消費萬利券等，更有效吸引入場人士消費，對品牌推廣相當有幫助」。

China Mobile

“The exhibition has a great traffic this year, especially during the Christmas holidays, many visitors came with their family. In addition, the online and on-site promotion have achieved good results. For example, the Wow Coupon successfully attracted visitors to spend and was helpful for brand awareness.”



(汽車及美容服務 Automotive Car & Beauty Services Zone)

榮冠(集團)實業有限公司

「展覽人流很多，加上客人消費能力佳，所以生意很不錯，當中最熱賣的有汽車美容產品、汽車入油添加劑等。公司平時以傳統廣告、社交媒體宣傳為主，今次參展就可以直接接觸顧客，有助拓展客源」。

Well Crown (Group) Industries LTD

“The visitors' traffic was great and they had a strong spending power. Our best-selling products were car beauty products, car oil additives, etc. Our company usually focuses on traditional advertising and social media promotion. Through this exhibition, we could connect with our customers directly and expand our customer sources.”



參展方式

標準攤位：3米x3米 (9平方米)

參展費用：每平方米港幣3,415元/美金440元

設施：圍板、地氈、公司名牌、2支燈、1張桌子、
2張椅子、清潔服務及基本保安

空地攤位：最少18平方米

參展費用：每平方米港幣3,102元/美金400元

設施：清潔服務及基本保安

Participation Format

Standard Booth : 3m x 3m (9 square meters)

Participation fee : HK\$3,415/ US\$440 per square meter

Facilities : Partitions, carpeting, fascia with company name,
2 spotlights, 1 information desk, 2 chairs, cleaning
service, basic security service

Raw Space : At least 18 square meters

Participation fee : HK\$3,102/ US\$400 per square meter

Facilities : Cleaning service and basic security service

付款方法及訂位細則

參展商於簽訂參展合約時須付50%之金額，劃線支票抬頭請寫「香港亞洲展覽(集團)有限公司」。餘款須於展覽會3個月前付清，逾期者作棄權論，而主辦機構則可將其攤位出售，至於已繳之款項將不獲退還。

Payment

A deposit of 50 % of the total amount must be paid upon signing the participation contract. A crossed cheque should be made payable to "Hongkong-Asia Exhibition (Holdings) Ltd." with the balance should be payable 3 months prior to the exhibition. Failure to pay on time will mean withdrawal from the exhibition. It is at the organizer's sole discretion to re-sell the booth. The entire paid deposit will then be forfeited.

主辦機構:  香港亞洲展覽(集團)有限公司
Organizer: Hongkong-Asia Exhibition (Holdings) Ltd.

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