

NEWS RELEASE, January 2011

11TH LONDON ASIA EXPO

24 - 26 JANUARY 2011 SINCE 2001
NATIONAL HALL - OLYMPIA, LONDON

ALL ASIAN SOURCING SHOW DIRECT FROM ASIA TO EUROPE

Now in its 11th year, **LONDON ASIA EXPO**, the only trade show in London that presents competitively-priced Asian gifts, housewares and premiums, will take place from Monday January 24 to Wednesday January 26, 2011 in London's Olympia.

Endorsing the convenient show date timing and ease of access from Europe to London, buyers from France, Italy, Germany, Spain, Belgium, Sweden, Netherlands, Poland, Scandinavia and Eastern Europe are the main attendees, with representation from the Middle East and as far afield as South Africa and South America.

It is the first trade show on the important spring European buying circuit and over 5000 trade professionals are expected to attend to source, compare and select from the over 250 companies based in Hong Kong, China, India, Korea, Taiwan and Thailand that are exhibiting. Over 100 companies from Asia are new to the show this season, providing buyers with a refreshed selection of products, not previously seen in Europe.

DISTINCTIVE + DIVERSE + DIRECTIONAL

The three day show will feature a broad selection of essential and everyday items, original and unusual products, including arts and crafts, advertising and promotional gifts and premiums, home décor and accessories, soft furnishings and textiles, stationery and desktop, baby and children's products and toys, pictures and print, tabletop, travel goods, consumer electronics, festive and seasonal, cool gifts and gadgets and fun products and fashion accessories. Advertising premiums and souvenirs are set to be a highlight as the sourcing of 2012 Olympic Games merchandise draws closer.

Show: LONDON ASIA EXPO
Dates: 24-26 January, 2011
Venue: National Hall, Olympia, West London
Admission: Trade Buyers only

Press inquiries: Linda.chan@kenfair.hk
Telephone: + 852 3588 9688
Fax: + 852 3588 9668
Contact details: cs@londonasiaexpo.com