

# 21st ACGHK 2019

## 香港動漫電玩節

www.ani-com.hk



VENUE:

**HONG KONG CONVENTION & EXHIBITION CENTRE**

DATE:

**2019/7/26-30**

Friday to Tuesday

TIME:

**10am-9pm** (Close at 8pm on 7/30)

Organiser:  Tung Tak Enterprise Limited

Organising Agent:  In Express Expo Limited

Associate Organiser:  HK Comics & Animation Federation

Supporting Organisation:  HONG KONG TOURISM BOARD  
香港旅遊發展局

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Organising Agent Address:  
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883 Cheung Sha Wan Road, Lai Chi Kok,  
Kowloon, Hong Kong



ACGHK



**ACGHK 2019 supports EMFHK 2019**



e-Sports & Music Festival Hong Kong, organised by the Hong Kong Tourism Board, will be held at Hall 3, HKCEC on 26-28 July. With either one ticket, visitors of ACGHK and EMFHK are invited to visit both shows on the same day and experience double enjoyment!

Check out [www.emfhk.com](http://www.emfhk.com) for details of EMFHK now!



## The Choice of Animation, Comics & Games Expo

ACGHK is the perfect platform for sales and business opportunities in the big wave of creative industry & digital entertainment development. As the most popular summer carnival in Hong Kong, ACGHK is packed with the best selection of animation, comics, games, toys, collectibles, and a variety of hit-hot performance and activities to keep spirits high.

### Advantages:

- International status
- Professional management
- Wide range of activities
- Carnival ambience

Trend-leading and full of creativity, ACGHK is one of the most prominent shows & pop culture events in the Greater China Region.

The international status, professional standards of operation, the variety of events and wide range of ground-breaking products have created a strong force for industry development.

ACGHK attracts a large number of governmental organizations and commercial groups from China, Japan, Korea, Taiwan, Europe and the Americas to seek out new ventures and opportunities.



### Target Visitors

Both male and female

Age 12-30



### WORLD CLASS VENUE

The Hong Kong Convention and Exhibition Centre is internationally renowned for excellence and hosting the world's greatest events. Exhibitors can consistently experience high levels of service beyond their expectations.





## Brand Leaders' Party



2019  
Top Hit:



ESPORTS  
CARNIVAL

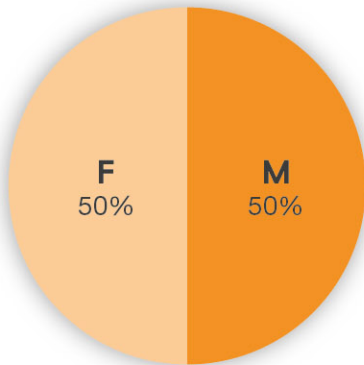




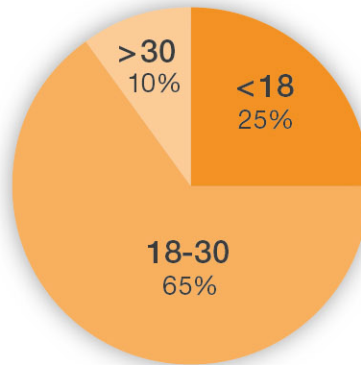


## Visitor Profile

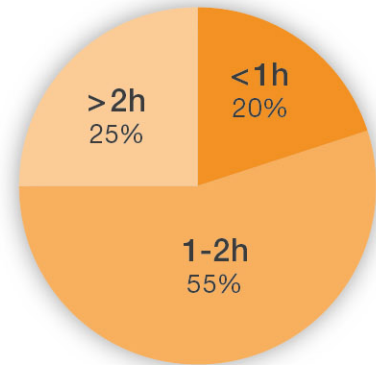
Gender



Age

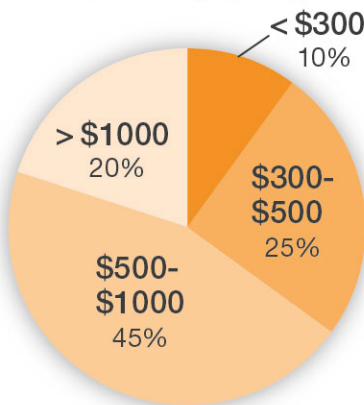


Length of stay (hour)



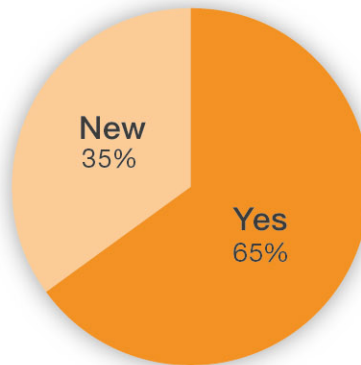
Average about 2 hours

Spending (HK\$)

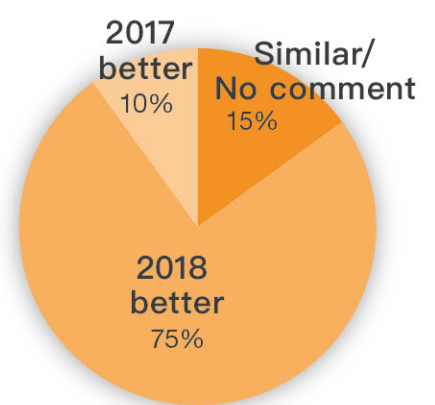


Average about \$800

Repeated visitor



2018 vs 2017 Impression





## Extensive Media Coverage

- Online advertising & marketing
- Social Media
- Television promotion
- Radio promotion
- MTR advertising
- Popular ACG Magazines
- Ads & Adverts
- Newspapers
- PR Events



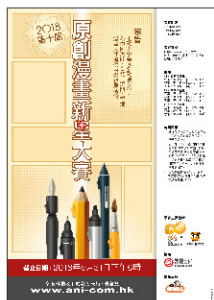
We provide extensive media coverage and marketing promotions in different media with value in the millions. In our previous events, hundreds of press members attended and thousands of media impressions were generated. It's a good chance to get your brand & product exposure in major media and enjoy unmatched opportunities!

## ACGHK Highlights

- Esports Carnival
- Hong Kong Games Expo
- Designers' art toys exhibition
- Stars and celebrities participation
- Independent Comic Artists' Exhibition
- GUNPLA Builders World Cup (Organized by ACGHK & BANDAI)



HK Figure Design Competition



Comics Competition



International Cosplay Carnival & ACG Cosplay Contest



ACG Music Show



Hong Kong Games Expo



Esports Carnival





## Range of Exhibits

- Animation & Comics
- Animation & Comics related products
- E-Sports / Games / Apps
- Toys / Models / Figures
- Stationery / Collectibles / Audio-Visual
- Web and Telecom products



## Concurrent Exhibition



## 6<sup>th</sup> Creative Paradise

ACGHK is the most popular exhibition in Hong Kong, especially for the young population aged below 30. It is well-known as the yearly event for hobby shopping and enjoyment of a festival of pop culture.

With its large number of visitors, ACGHK is the best platform for launching of new events targeting at young people. In 2014, ACGHK started its first co-event named Creative Paradise, which is meant for the showing of creativity by amateur artists, also known as Doujin comics in Japan.

The Organizer reserves the right to amend, revise or delete the information, in case of any dispute, the Organizer reserves the right of final decision and interpretation.

