

HKTDC WATCH & CLOCK FAIR A RETROSPECTIVE OF THE 2018 EDITION

The Hong Kong Watch & Clock Fair, whose 37th consecutive edition was held in September, attracted over 21,000 buyers and brought together 830 exhibitors from 25 countries. "Hong Kong is one of the world's major exporters of watches and clocks, with exports reaching HK\$37.3 billion in the first seven months of 2018, up 2.5% over last year," pointed out Benjamin Chau, Deputy Executive Director of the Hong Kong Trade Development Council, the fair's organiser.

As expected, Hong Kong and mainland Chinese brands were particularly well represented – a welcome opportunity for them to showcase their mastery of the art of watchmaking.

"Hong Kong watch and clock companies have been developing original design manufacturing products and own brands with innovative designs and superb craftsmanship to stay competitive," said Benjamin Chau.

"To match market demand, Hong Kong companies have also incorporated wearable tech elements in their designs, produced own-designed mechanical movements and collaborated with brand licensors, seeking new opportunities in an uncertain market," he added.

While mainland China remains Hong Kong's main export market, with sales amounting to HK\$6.7 billion, the United States (HK\$5.2 billion) and Switzerland (HK\$5.3 billion) follow closely behind.

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