OVERVIEW

In this issue, we showcase Asia’s most prestigious hair show in Macau where exhibitors and visitors were wowed with the latest hair trends and hairstyle techniques. Next, you will see how we worked with two retailers for their promotional events. You also won’t want to miss our hard work at the hottest book fair in town where our equipment were set up for illustrating exhibition information; and finally, “The Greatest Show on Earth!” well, at least in the eyes of all the children who we entertained at the Children’s Carnival in Shanghai.

Highlight of the Issue ~ The 7th Asian Hairdresser Festival

What is fashion without hairstyle? That’s like a Hong Kong without neon lights. The point to ponder, here, is that hair style is a vital component of fashion. And in the world of fashion, the Asian Hairdresser Festival is the biggest hair event in Asia. Organized by the Asian Hairdresser Association, this year, the seventh edition was held at the Venetian Macao Resort-Hotel. This annual event is the premier platform for showcasing hairdressers’ creativity, networking with other Asian industry trend setters, and learning new techniques from some of the continent’s leading hairstyle masters. The three-day festival consisted of a series of activities including: latest hair products exhibition; Competition for junior level and elite level; Hair trend release; Award ceremonies; Seminars; and a summit forum.

For the second year in a row, GL events Macau was selected to provide the furniture, AV, PA and lighting system. Our equipment was set up with both participants and audience in mind. At the performing area, there was a 6mm pixel pitch LED wall with display size 4032 x
Summer time is the traditional high season for retail business. So, no matter high-end stores or online shops, they will not miss any chance to promote their business. In this red hot season, French Touch, of course, assists our clients in their promotional events.

Alexandre de Paris is originated from France and famous for its premium quality hair accessories. After leaving Hong Kong for 5 years, the brand came back and opened up a new store in June. To celebrate their return cum store opening, a party was held at Pacific Place. French Touch provided all-round event services to the party. What do we mean by all-round services? Well, in this event, we supplied model, backdrop production, AV and PA equipment, furniture, catering and event photography. One of the highlights of the event was that a hairstylist demonstrated how the brand’s products matched with different hairstyles. Our model, who has beautiful long hair, professionally displayed the brand’s luxury hair accessories to the guests.

Next, let us show you another promotional event which French Touch organized. Cherrykoko is a Korea-based online store whose target customers are young ladies. They launched a roadshow in Mong Kok in July. Our energetic hosts and hostesses distributed souvenirs to the crowd and invited them to join the competition. In a steamy hot weather, they effectively conveyed the client’s message and had fun with the crowd.
**2012 HONG KONG BOOK FAIR**

Among nearly 100 exhibitions held in Hong Kong each year, The Hong Kong Book Fair is always one of the most talked about around the town. According to the official website of Hong Kong Book Fair, about 950,000 people visited the last year’s fair. 76% of them came to the fair to obtain first hand information on new publications. And I think all of them were here at the Book Fair looking for the next “good read”.

In addition to book sales, there were cultural exhibits for visitors who were eager to gain knowledge and there was a “Children’s Paradise”, the goal of which is to make reading fun for kids. Together with our AV equipment, the exhibition was a smashing success!

**KAQI KAQI CHILDREN CARNIVAL IN SHANGHAI**

GL events China has organized several events in Greater China area. One of the most successful has been the Children’s Carnival. With the success of organizing Super Cooling Carnival in 2011, GL events China again holds the annual children carnival this summer. It has become a most anticipated event and is a big hit for families in Shanghai. In fact, from the visitor survey conducted during last year’s carnival, visitors scored very high on all aspects of the event.

What makes the Children’s Carnival so special? It is the largest ever indoor entertainment event in Shanghai where all the games and activities are designed for children under 12. For this year’s carnival, there is an inflatable castle area at over 1,000 sqm. Other attractions include: The Korean illusion art experience centre (first time showing in Shanghai); an outdoor water park; and an artificial beach. We understand what parents concern when it comes to kids game. So, our professional operation team ensures that our visitors enjoy all the games in a safe and hygienic environment.

If you are travelling to Shanghai with your family this summer, why don’t you drop by and experience the hottest children event in the city? The carnival is open to everyone and running continuously from 7 Jul to 19 Aug at Shanghai Pudo Expo where can be reached by Shanghai Metro. For more information, check out the official website of Kaqi Kaqi Children Carnival: www.hahatv.com.cn/minisites/2012qzjnh.
OUR FURNITURE SHIP HAS AGAIN LANDED!

GL Furniture (Asia) has brought in more items to our collections. Versatility is the key, and our new furniture is perfectly suited for a myriad of different occasions. You won’t want to miss our luminous furniture. The LED built-in furniture glows in 7 colors - an absolutely stunning visual statement! Let your creativity run wild with our snap-together bar. The curved pieces and rectangular pieces fit together perfectly, allowing you to create a bar counter in any length and any shape.

Please contact your GL Furniture representative and ask about all the unique services we provide. You can also go to our website www.gl-events.com.hk/furniture/products.php for the latest product flyers!

What’s Next?

Upcoming Events in Town

3 – 5 Aug 2012
The 20th International Baby/Children Products Expo | HK Convention & Exhibition Centre

10 – 12 Aug 2012
68th Fall/Winter Wedding Service & Banquet Expo | HK Convention & Exhibition Centre

16 – 20 Aug 2012
HKTDC Food Expo | HK Convention & Exhibition Centre

24 – 27 Aug 2012
Hong Kong Computer & Communications Festival 2012 | HK Convention & Exhibition Centre

5 – 7 Sep 2012
Asia Fruit Logistica 2012 | Asia World Expo

19 – 22 Sep 2012
Asia’s Fashion Jewellery & Accessories Fair | Asia World Expo

21 – 25 Sep 2012
September Hong Kong Jewellery & Gem Fair | HK Convention & Exhibition Centre