

To assignment editor:

## **HKTDC introduces new Lifestyle ShoppingFest** ***Broad product choices and business opportunities in 8 themed zones***

**13 April 2021** – The Hong Kong Trade Development Council (HKTDC) is launching a brand-new event, the **Lifestyle ShoppingFest**, which will run from 28 April to 2 May at the Hong Kong Convention and Exhibition Centre (HKCEC). The fair will be open to the public to present a broad selection of products, from fine jewellery and trendy goods to fashion items and premium foods, allowing people to release their spending power and helping local companies capture new business opportunities during a challenging period.

With the pandemic having brought significant changes to people's lives, the fair will feature eight themed zones that reflect new living trends, including **Glamour & Style, Tasting Journey, Healthy Living, Home Inspiration, Play & Learn, Digital Life, Baby Essentials** and **Pet Care**. The HKTDC will hold a press conference on **20 April (next Tuesday)** to announce details of the event, at which media friends will be given a sneak peek of highlighted products from exhibitors. Featured products will include new soil-free planting material Pafcal, the STICKu smart cane developed by a local start-up, the O2U AIR Station portable air steriliser, DiamondPro magic water mop set, the world's slimmest foldable suitcase, branded beauty products and more (see below).

In addition to the diverse assortment of product, a wide array of events will be held during the fair. For example, with people becoming more used to cook at home during the pandemic, the HKTDC has invited the famous chef of Full House Seafood Chinese Restaurant, Chef Wong to perform cooking demonstrations for visitors. There are also new elements added to strengthen online-and-offline business connections, with invited artistes and key opinion leaders (KOLs) broadcasting live product introductions, encouraging small and medium-sized enterprises (SMEs) to make better use of online promotion channels. Details of all the fair's different events and activities will be announced at the press conference.

The safety of exhibitors, visitors and the public has always been a priority for the HKTDC. Details of a series of health-protection measures to be put in place over the course of the fair will be revealed.

We cordially invite you and your photographers to join this preview of the Lifestyle ShoppingFest. Details are as follows:

**Date:** 20 April 2021 (Tuesday)  
**Time:** 2:30pm to 4pm (venue opens at 2:15pm)  
**Venue:** HKTDC SME Centre, G/F, HKCEC, 1 Expo Drive, Wan Chai  
**Speaker:** Benjamin Chau, Deputy Executive Director, HKTDC  
**Language:** Cantonese (questions in English and Putonghua are welcome)

*Note: Safety is a top priority for the HKTDC and various measures will be implemented at the press conference to protect the health of all participants. Everyone attending is requested to wear a mask while body temperatures will be measured before people enter the venue. We will also provide hand sanitiser and a limited number of face masks on request at the reception counter.*

### **Websites**

Lifestyle ShoppingFest: <https://lsf.hktdc.com/en>

Hong Kong Trade Development Council 香港貿易發展局  
38/F Office Tower, Convention Plaza, 1 Harbour Road, Wan Chai, Hong Kong  
香港灣仔港灣道1號會展廣場辦公大樓38樓  
Tel: (852) 2584 4333 Fax: (852) 2824 0249

E-coupons: [ecoupon.hktdc.com/lsf/eng](http://ecoupon.hktdc.com/lsf/eng)

HKTDC Media Room: <http://mediaroom.hktdc.com/en>

## Media enquiries

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## Selected products to be featured at the press conference:

<p>1</p>	 <p><b>Pafcal</b> A new soil-free planting material which is clean, easy to use, and able to resist pests. It has been shown that the material can increase the survival rate of plants.</p>	<p>2</p>	 <p><b>STICKu</b> A multi-functional smart walking cane with diverse applications, including a fall alert, smart torch, incoming call vibration and more. New functions prevent the user from getting lost and record health statistics.</p>
<p>3</p>	 <p><b>O2U AIR Station</b> A portable air steriliser with a three-stage filtration system, including a HEPA filter that removes 99.97% of airborne particles of more than 0.3µm. Equipped with UVC LED ultraviolet disinfection.</p>	<p>4</p>	 <p><b>MONOmask</b> Created by a local designer, the mask can be used separately for the mouth and nose, helping to reduce the risk of infection during mealtimes. The ergonomic design makes it comfortable to wear.</p>
<p>5</p>		<p>6</p>	

### **Rollink Foldable Suitcase Flex 21**

This suitcase weighs just 2.2kg with a 40-litre capacity. In three simple steps it folds to a thickness of 5cm. The hard polypropylene case is durable and impact resistant.

### **Premium food specialities from Italy**

Foodstuffs imported from Italy include sauce with truffle, pesto with truffle, pasta, sweets, jams, sausages, cheese and many other specialities.