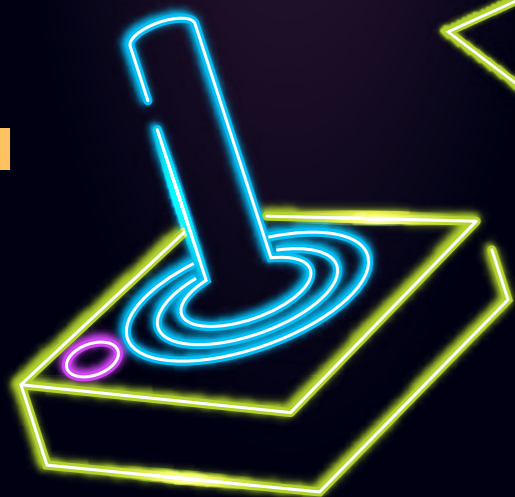
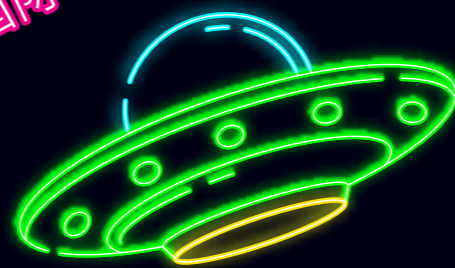
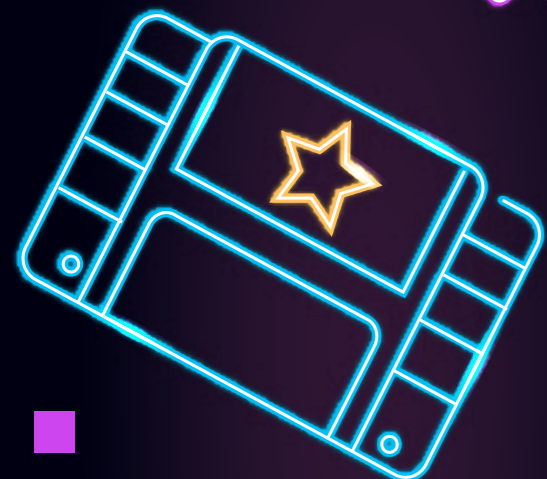


International Cultural & Creative Industry
and IP Exhibition
The 4th Art Hong Kong Expo
第四届 香港国际文化创意博览会
国际IP文创潮玩展



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第四届 香港国际文化创意博览会

国际IP文创潮玩展

General information

Date : May 15 – 18, 2026

Organizer : Paper Communication Exhibition Services

Venue : AsiaWorld-Expo, Hong Kong
(to be held concurrently with Art Hong Kong Expo)

"Based in Hong Kong, connect the Greater Bay Area, and radiate globally", the International Cultural & Creative Industry and IP Exhibition, a core component of the Art Hong Kong Expo, leverages Hong Kong's unique advantages as a hub for cultural exchange between China and the world, aims to create a global platform integrating IP display, business matching and cultural exchange, helping high-quality IPs achieve breakthroughs in their overseas expansion and commercial success

- The event is expected to attract over 500 high-quality exhibitors from over 20 countries and regions worldwide, gather over 30,000 targeted buyers (including domestic and international distributors, e-commerce platforms, cultural and tourism organizations, IP licensors, etc.), and over 10,000 trendy toy enthusiasts.
- The event will be fully covered by over 200 leading domestic and international media, KOLs, and self-media platforms, with total exposure expected to exceed 50 million views.

Exhibition Zones

Core Exhibition Area

- IP Trendy Toys: Showcases trendy toys such as blind boxes, figures, BJD dolls, mecha models, statues, building blocks, and other trendy toys, as well as anime and game IP derivatives.
- Original Design Zone: Provides showcases for independent designers and studios, showcasing original IP images, trendy art toys and creative sketches.
- Digital Cultural and Creative Zone: Showcases digital trendy products such as virtual IP, NFT artwork and metaverse scene designs, integrating AR/VR interactive experiences.
- Cross-border Integration Zone: Brings together cross-border products such as cultural tourism trendy toys, non-heritage innovative derivatives (such as works combining traditional skills with trendy play) and trendy lifestyle accessories.

Interactive Experience Zone

- Trendy Play Avenue: Collect large-scale IP installations and artwork for display, creating a popular check-in spot. This will also feature new product launches, limited-edition product sales and other activities.
- Creative Workshop: Offer hands-on workshops and interactive design sessions, inviting fans to exchange creative ideas with designers.
- Livestreaming Zone: Collaborate with KOLs on platforms like Douyin and Xiaohongshu to conduct livestreams.

Business Matchmaking Area

- A one-on-one negotiation space will be established, leveraging big data to precisely match supply and demand, connecting exhibitors with overseas buyers, distributors, and IP licensing partners.
- Supply chain matching services will be provided, offering one-stop solutions from design, production, to packaging.

Concurrent Major Events

- Global Trendy Toy Industry Forum: Invites internationally renowned designers, brand owners, and industry experts to share practical experiences on topics such as "IP Incubation and Commercialization" and "New Paths for Trendy Toys to Go Global," and releases industry trend reports.
- Designer Salon: Focuses on topics such as the creative process of original IP and the integration of cultural elements, bridging communication between creators and the market.
- Trendy Toy Awards Ceremony: Awards such as "Best Original IP of the Year" helps high-quality brands gain authoritative endorsements.
- Fan Meet-and-Greet: Invites popular IP creators to participate in book signings.

Exhibitor Benefits

- 1 Exhibition Rights: Information of standard/custom-designed booths will be included in the exhibition catalog, official brochure, and on-site guide system.
- 2 Promotional Benefits:
 - Free brand exposure and promotional tweets on official WeChat, Xiaohongshu, Instagram and other domestic and international platforms.
 - High-quality exhibitors will receive additional promotional resources such as outdoor advertising.
 - Inclusion in the "Exhibitor Cloud Hall" allows for a long-term online presence after the exhibition.
- 3 Policy support: Qualified Hong Kong-registered companies can apply for a 30% government subsidy on booth fees, construction costs, and other expenses. For each granted applicant, the maximum subsidy for a single exhibition is HK\$100,000, and the cumulative subsidy can reach HK\$1 million.

For details, please visit :

www.smefund.tid.gov.hk/service/jsp/chi/emf_s/emf_activity.jsp.

All information is subject to the official interpretation of the Trade and Industry Department, HKSAR.

Become an exhibitor

Eligibility : Legally qualified businesses, studios, independent designers and copyright holders.

Exhibition Process

- Registration: Please complete the application form and submit by March 31, 2026.
- Payment: After confirming your participation, please pay the booth fee in full by April 15, 2026.
- Exhibition setup: Booth setup will take place from May 13 to 14, 2026.
- Exhibition dismantling: Booth dismantling will take place after the exhibition on the afternoon of May 18, 2026.

For more information, please visit our official website www.arthkexpo.com. We look forward to your participation and let us work together to advance the development of Hong Kong's cultural and creative industries!

Contact information

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