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\$20m premium sales

Business worth \$20 million was received by 11 Hongkong companies which participated in the just concluded 46th New York Premium Incentive Show.

The four-day display, sponsored by the Trade Development Council, is the largest trade show of its kind in the United States and is the show window of the premium trade.

The Hongkong companies displayed premiums like clocks, radios, electronic products, travelling bags, caps, badges, stationery, and sundry items.

The manufacturers said the hot items at the show were housewares, electronics, watches and travelling bags.

A spokesman for Richardson Trading Co, Mr Richard Chan, said the company is ne-

gotiating an order with a large US company for four million promotional caps.

Another exhibitor, Nikim Industries Ltd, said it hopes to generate \$15 million worth of business through the fair.

Hongkong's domestic exports of premium and incentive items last year increased by nine per cent over that of 1982 to \$32.4 billion.

The US was the largest market for these products, absorbing 43 per cent of the total.

The most common premium items made in Hongkong are toys and games, watches and clocks, consumer electronics, artificial flowers, household and decorative articles, sports shirts and T-shirts, travel goods, domestic utensils, stationery and photographic equipment.