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Brand Name Gallery is a brand new zone within the Hong Kong Baby Products Fair 2011. The concept of the zone is to draw together exhibitors of branded products in one stylish area. This concentration of quality names is designed to offer buyers the convenience of sourcing branded wares in a defined zone.

Buyers of baby products have specific concerns. Quality and durability of materials and workmanship and compliance with international regulations are among these concerns. A good brand name delivers the confidence that buyers seek. Another vital consideration in today's market is the prestige that a well-known brand confers.

Fashion trends are increasingly important in baby products and the collections in Brand Name Gallery show the up-to-the-minute design which is characteristic of top-selling brands, whether in garments, equipment or baby care products. Today's consumer is also looking for innovations in equipment design which contribute to efficiency and ease of use, and buyers are able to source the latest models in Brand Name Gallery.

品牌廊是香港嬰兒用品展2011全新設立的展區,旨在提供布置時尚的環境,凝聚眾多品牌產品參展商,方便買家一舉採購各種優秀的品牌產品。

嬰兒用品買家都有明確的採購要求,包括物料和造工質優耐用,以及符 合國際法規等,優秀品牌正能為買家提供信心保證。此外,著名品牌擁 有崇高聲譽,這正是現今市場買家看重的另一個關鍵因素。

嬰兒用品日益講求時尚潮流,品牌廊展出部分著名品牌最新設計的嬰兒 服裝、設備和護理用品等。另一方面,創新的設計有助提升產品的效益 及使其更易使用,因此創意產品大受現今消費者歡迎。品牌廊網羅各類 最新款式的嬰兒產品,滿足買家的個別需求。

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