



**Bangkok**  
15 - 17 / 7 / 2026  
QSNCC, BANGKOK, THAILAND

**Release Immediately:**

## **2026 MEGA SHOW-Bangkok: Bigger, Better, and Now in the Heart of the City!**

Organized by Comasia Limited, the **2025 MEGA SHOW-Bangkok** concluded successfully this July, with remarkable results. The exhibition featured over 1,200 booths exhibitors from 17 countries and regions, showcasing a wide array of product categories, including housewares, gifts, stationary, consumer electronics, lighting, home appliances, hardware, and gardening supplies. Over 15,000 of professional buyers from 73 countries and regions attended, reinforcing the show's position as a key trade platform in ASEAN with the largest group of international exhibitors, and attracting a diverse and robust exhibitor base that drives regional trade excellence.

### **Kick-off Ceremony for 2026 MEGA SHOW-Bangkok**

**Bangkok, September 9, 2025** – The countdown to the **2026 MEGA SHOW-Bangkok** officially began today with a **kick-off ceremony** at the **Queen Sirikit National Convention Center (QSNCC)**, the venue for next year's exhibition. Scheduled for **July 15 to 17, 2026**, the show will be held at this state-of-the-art venue in central Bangkok, offering modern facilities and superior accessibility.

This year's kick-off ceremony received substantial support from key industry organizations and associations, including **the Office of Small and Medium Enterprises Promotion, Thailand Textile Institute (THTI)**, along with prominent trade associations such as the **Thai Lifestyle Products Federation, Thai Housewares Trade Association, Thai Gifts Premiums & Decorative Association, Home Decorative Design and Lifestyle Products Trade Association, Thai Toy And Children Product Trade Association, Thai Stationeries and Office Supplies Association, and Northern Handicrafts Producers and Exporters Association.**

These organizations, representing diverse industries, have been instrumental in driving Thailand's trade sector growth. Their collective backing underscores confidence in the 2026 MEGA SHOW-Bangkok as a vital platform for connecting Thai SMEs with global markets. These collaborations

reflect a shared vision of fostering innovation, expanding trade opportunities, and positioning Thailand as a leading hub for international business.

We are honored to have the continued support of the **Office of Small and Medium Enterprise Promotion and Thailand Textile Institute (THTI)**, building on our past collaboration under the **BDS program**. These partnership empowers Thai SMEs to compete globally and access international markets with financial support.

### **A Landmark Event for Bangkok's Economy**

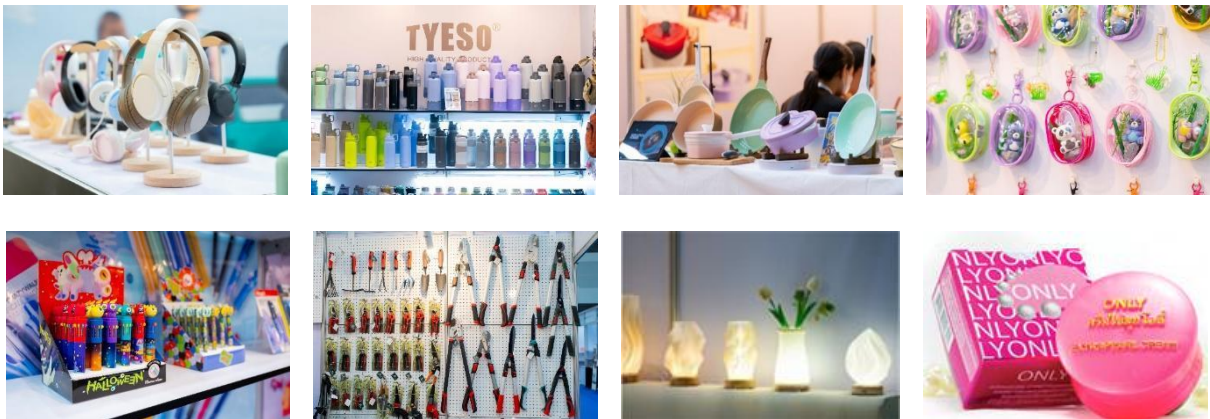
As one of the most influential trade fairs in Asia, MEGA SHOW-Bangkok attracts buyers and exhibitors from across the globe, bringing a significant influx of business visitors to Bangkok, particularly from Asia and the Middle East. The Three-day show generates substantial economic benefits for the city while reinforcing its reputation as an ideal business hub for international trade. With thousands of business matching meetings and negotiations taking place during the exhibition, the show drives economic growth and creates a ripple effect of positive impact on Thailand's business environment.

MEGA SHOW-Bangkok is more than just an exhibition; it is an annual milestone for the industry and a critical engine for economic and trade development in Thailand. In 2026, the event will continue to provide a seamless platform for connecting global buyers with Thai suppliers, fostering deep regional and international collaboration.

**Bangkok, the host city, has been crowned the most livable city for Generation Z** in Time Out magazine's annual global city rankings. Thailand is a vibrant hub for cuisine, culture, and nightlife. Beyond lifestyle, it's emerging as Southeast Asia's leading IT and data center hub, thanks to its strategic location, reliable infrastructure, and the Eastern Economic Corridor (EEC), which attracts global tech investments. Bangkok, Thailand, stands out as the prime meeting place for sourcing and business in ASEAN thanks to its extensive international connectivity by air, that surpasses neighboring countries with over 120 direct flight routes to key markets. With its growing digital economy and appeal in tourism, creative industries, and entertainment, Thailand presents immense market potential and opportunities for growth in ASEAN.

## About Comasia Limited and MEGA SHOW Series

As one of Hong Kong's leading trade fair organizers, Comasia Limited boasts over 30 years of experience in hosting large-scale international exhibitions. The flagship **MEGA SHOW Series**, in Hong Kong, attracts **30,000 international buyers from over 110 countries and regions every October**. Building on this success, Comasia Limited expanded the MEGA SHOW Series to Thailand, aiming to create more collaboration opportunities for Asian suppliers and global buyers at the heart of ASEAN while promoting trade development at both regional and international levels.



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