



Hong Kong Shopping Festival debuts in Singapore with 100 brands, up to 50% off

Description

The Hong Kong Trade Development Council (HKTDC) has launched its **Hong Kong Shopping Festival** in Singapore for the first time, marking the event's debut in ASEAN. The festival runs from 21 to 27 September 2026, bringing together around 100 Hong Kong brands and more than 350 products.



Image courtesy of HKTDC

Themed “Hong Kong Highlights, One Click Away”, the week-long campaign spans Beauty & Personal Care, Fashion, Food & Supplement, Fun & Smart Living, and Senior Wellness Essentials. Shoppers can browse participating brands through Shopee, Lazada and the official Hong Kong Shopping Festival website, with familiar names such as Lee Kum Kee, Chow Tai Fook, Chow Sang Sang, CATALO, Wai Yuen Tong and Chicks featured alongside a wider selection of emerging brands.

Discounts of up to 50% and livestream shopping

Throughout the week, shoppers can enjoy limited-time discounts of up to 50%, shopping vouchers and exclusive livestream offers as they explore participating brands across the various online platforms.



Image courtesy of HKTDC

The festival will also feature more than 30 hours of livestream shopping content led by livestream hosts and influencers in Singapore and Malaysia, giving viewers a closer look at featured products through demonstrations and first-hand reviews, with selected sessions carrying exclusive offers.

Singapore marks HKTDC's first step into ASEAN

Supported by the HKSAR Government, the Singapore launch is part of the programme's first expansion into ASEAN, with Singapore and Malaysia serving as its initial target markets. It follows previous editions of the festival that were focused on the Chinese Mainland.

Mr Leung Kwan Ho, Regional Director, Southeast Asia and South Asia at HKTDC, said Hong Kong has always had a strong connection with Singapore consumers, from the brands they grew up with to the new products they continue to discover, and that the festival aims to make it easier to rediscover familiar favourites and uncover new finds.

The Hong Kong Shopping Festival is the flagship annual event under HKTDC's E-Commerce Express programme, which helps Hong Kong companies expand their cross-border e-commerce business into new markets. For more September deals, check out our roundups on the [Garmin fitness 9 launch pricing](#) and [LG Member Days](#), both running this month.

The Hong Kong Shopping Festival runs from 21 to 27 September 2026 on Shopee, Lazada and the official campaign website.

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