

MEDIA RELEASE

For immediate release

COMEX Festival 2021 returns from 2 – 12 September with Shopee as exclusive e-marketplace partner for the first time

Singapore, 18 August 2021 - Singapore's largest IT and consumer technology show, [COMEX Festival 2021](#), returns as an online and offline islandwide extravaganza from 2 – 12 September 2021. For the first time in its 27-year run, it will also be co-presented with leading e-commerce platform in Southeast Asia and Taiwan, Shopee, as its exclusive e-marketplace partner.

Organised by Constellar Exhibitions, a subsidiary of Constellar Holdings (formerly SingEx-Sphere Holdings), the show is a much-anticipated annual highlight for shoppers looking to snag the best deals from top electronics brands. This year they can expect to enjoy up to 80 per cent off some of the biggest brands in consumer electronics products and devices.

The festival will see returning exhibitors such as Challenger, Aftershock PC, Secretlab, Dell, Omnidesk, Dreamcore, Starhub and Acer, as well as new faces like Microsoft, Creative, Garmin, Aiwa, Sennheiser, M1 and more, providing a wide plethora of the latest tech offerings at great prices for bargain hunters and shoppers during the school holiday season.

Shoppers can also look out for the COMEX digital brochure, launching on the first day of the festival, with even more promotions on popular shopping date 9.9 which coincides during the festival period.

“Consumers today are discovering and purchasing products, finding the best deals, and following brands they support online,” said Chua Wee Phong, Chief Executive (Markets) at Constellar Holdings. “Our partnership with Shopee strengthens our promise to bring consumers, fans of COMEX and fellow tech enthusiasts even greater choice, convenience and confidence. It also cements our commitment to our sponsors, partners and exhibitors to support them with new forms of engagement in this evolving retail environment.”

The partnership with Shopee will provide even more choices for consumers from some of the top local and overseas tech brands, with over 20 exhibitors coming onboard via the Shopee platform as part of the Shopee Super Tech Show.

Zhou Junjie, Chief Commercial Officer at Shopee said, “Shopee prides itself on providing a joyful and rewarding shopping experience for everyone, with all the best deals available in one place. We are honoured to partner COMEX as its exclusive e-marketplace partner, and are excited to leverage the transformative power of technology to bring the largest homegrown tech festival online this year. While the ongoing pandemic continues to impact many of us, we remain committed to supporting local culture and businesses, and will continue to focus our efforts on helping our community of partner brands and sellers succeed in e-commerce.”



2-12 SEPT 2021
HAPPENING ONLINE & OFFLINE
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The COMEX Festival 2021's exciting line-up also includes unparalleled deals from official card partner American Express, official telco Starhub, official gaming notebook and desktop partner Dynacore, and official notebook retailer partner Atrix Dynamics.

In addition, the show will continue its successful showcase of thematic offerings that include products to enhance home-office spaces as well as the return of its popular shop and win lucky draw with up to \$10k worth of prizes, trade-in services for mobile phones, gaming consoles and notebooks.

Other new highlights to look out for will be the 9.9 live show held on [COMEX's Facebook account](#), a special page on the COMEX website that highlights all the 9.9 deals as well as special Purchase with Purchase (PWP) deals supported by EarFun.

More details will be released closer to the event dates. Register your interest for the COMEX Festival 2021 [here](#), or find out more about the event by visiting the [COMEX website](#), [Facebook](#) and [Instagram](#) pages.

Event details

COMEX Festival 2021
2 – 12 September 2021
Happening Online and Offline
RSVP: https://bit.ly/join_comex_festival2021
Official Hashtags: #COMEXFestival #COMEXFestival2021
Website: <https://www.comexitshow.com.sg/>
Facebook: <https://www.facebook.com/ComexITShow/>
Instagram: <https://www.instagram.com/comexitshow/>

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About Constellar Holdings Pte Ltd

Constellar Holdings connects a global eco-system of event partners and consumers through a holistic portfolio of intellectual property (IP) in the Meetings, Incentives, Conventions and Exhibitions (MICE) industry.

As Asia's partner of reference for curating innovative event and venue experiences, Constellar activates impactful networks to bring global markets, businesses and consumers together for sustainable growth. With our expertise and dedication, we are invested in helping you build trusted relationships with stakeholders for the long term and enabling cross-industry collaboration through world-class audience engagement solutions.

Constellar is headquartered in Singapore. Founded in 2021, it brings together decades of experience with an intrepid team of experience specialists around the world. Visit www.constellar.co for more information.

About Shopee

Shopee is the leading e-commerce platform in Southeast Asia & Taiwan. Shopee connects shoppers, brands and sellers across Asia and other fast-growing markets, empowering anyone to buy and sell anywhere and at any time.

Shopee offers an easy, secure, and engaging experience that is enjoyed by millions of people daily. It offers a wide product assortment, supported by integrated payments and logistics, as well as popular entertainment features tailored for each market. Shopee is also a key contributor to the region's digital economy with a firm commitment to helping brands and entrepreneurs succeed in e-commerce.

Shopee is a part of Sea Limited (NYSE:SE), a leading global consumer internet company. In addition to Shopee, Sea's other core businesses include its digital entertainment arm, Garena, and digital financial services arm, SeaMoney. Sea's mission is to better the lives of consumers and small businesses with technology.