

EPCH participates in premium industry fairs in Hong Kong

Hong Kong Houseware Fair and Hong Kong International Home Textiles and Furnishings Fair

20th - 23rd April 2014

Hong Kong as an emergent trade platform features prominently among EPCH's selected destinations for its aggressive marketing strategy through participation in specialized trade fairs. Two integral fairs for the sector- the Hong Kong Houseware Fair and the Hong Kong International Home Textiles and Furnishings Fair, held from 20th-23rd April, 2014 at Hong Kong have drawn 2300 exhibitors from 36 countries this year. More than 65,000 buyers from 132 countries attended the fairs. The fair featured 16 group pavilion from major sourcing hubs like Bangladesh, Brazil, Mainland China, Germany, Indonesia, Italy Japan, Korea, Macau, Malaysia, The Philippines, Taiwan, Thailand, Turkey, Vietnam and India.

Understanding the need and potential of the fair to boost exports of houseware products from India, EPCH set up the India Pavilion at the fair with 113 participants from all across India.

Mr. Prashant Agarwal, Consul General, CGI Hong Kong, visited the India Pavilion and appreciated the efforts done by EPCH, towards setting up of the vibrant pavilion which added further to the continuous efforts of the Council towards export promotion of Indian Handicrafts. He also interacted with the participants and appreciated the innovative products displayed by them. The participants provided him their feedback and showed satisfaction with the participation in the India Pavilion. He has also encouraged the participants and motivated them for repeat participation as Hong Kong is a sourcing hub for overseas buyers.

The exhibitors at the Indian pavilion received good response and got several trade enquires for a wide range of products. Besides, the Council's promotional stand disseminated information of its forthcoming shows and distributed publicity material related to its Indian Fashion Jewellery & Accessories Show and IHGF Delhi Fair - Autumn 2014, scheduled for October 14-18, 2014.



A glimpse of the stalls at the India Pavilion



Mr. Prashant Agarwal, Consul General, CGI Hong Kong and Mr. Arvind Vadhera, immediate past Chairman, EPCH, at the EPCH publicity booth



Hong Kong Gifts & Premium Fair; 27th-30th April, 2014



Consul General of India to Hong Kong, Mr. Prashant Agrawal, inaugurates the India Pavilion and meets the Council's participants



The 29th edition of Hong Kong Gifts & Premium Fair featured over 4,136 exhibitors from 37 countries. There were 16 group pavilions in all. Special highlights at the fair included, Hall of Fine Designs - A premier section devoted to exquisite and upmarket gift items of outstanding designs in a stylish and elegant setting; and World of Gift Idea - A section highlighting a huge array of trendy, top-class gift products in deluxe booths.

The top visiting countries and regions included China, Taiwan, United States, Japan, Australia, United Kingdom, Germany, Korea, Thailand and India. Over 51,300 buyers from 135 countries and regions attended the fair. Emerging market buyers rose at 12%, with China up by 18%, India by 25%, Philippines by 18% and Thailand by 32%.

EPCH set up the India Pavilion and participated contingent of 53 member companies who displayed a diverse range of home furnishings, rugs and bathmats, photo frames, jute & eco-friendly bags, fashion

accessories & jewellery, handmade paper & paper products, leather accessories & garments, lace & embroidery, etc.

The India Pavilion was inaugurated by the Consul General of India to Hong Kong, Mr. Prashant Agrawal in a simple lamp lighting ceremony in the presence of Mr. Lekhraj Maheshwari, Chairman EPCH and participants of the EPCH India Pavilion. The Consul General of India also visited the exhibitors at the India Pavilion and shared their views about the show, business, display in the booths, etc.

The participants were satisfied with the overall enquires generated during the show. Around 2,000 business enquires were generated during the show. Business worth US\$ 5 million is likely to be generated through this participation. Business visitors attending the fair also visited the EPCH booth and inquired about its activities and the forthcoming IHGF Delhi Fair - Autumn 2014 and the IFJAS 2014. ■