

Hong Kong Home InStyle & Fashion InStyle

Hong Kong; 20th - 23rd April 2024



Left: EPCH's promotional booth at the fair; Right: The road show in progress

The Hong Kong Trade Development Council (HKTDC) hosted the Home InStyle and Fashion InStyle Fair at the Hong Kong Convention and Exhibition Centre (HKCEC) from 20th to 23rd April, 2024.

This four-day lifestyle fair showcased various themed zones and featured over 900 exhibitors from 17 countries and regions, including Mainland China, Hong Kong, Taiwan, Australia, Bangladesh, India, Indonesia, Japan, Korea, Luxembourg, Nepal, Pakistan, the Philippines, Poland, Saudi Arabia, Sri Lanka, and Thailand. The event aimed to promote Hong Kong as a global business hub for lifestyle products and the creative industry. Approximately 24,000 buyers attended the fair, with a notable presence from Mainland China, Japan, Indonesia, Taiwan, and the United States.

EPCH set up a promotional booth with an objective to attract buyers to the 58th edition of the IHGF Delhi Fair and the 18th edition of the Indian Fashion Jewellery and Accessories Show (IFJAS). While the majority of exhibitors were from Hong Kong and Mainland China, 13 exhibitors from India showcased their products during the fair.

The Council also organised a roadshow during the aforementioned event to spread information among visiting buyers and raise awareness about the upcoming IHGF Delhi Fair and IFJAS and encourage them to visit the fair. Both the IHGF Delhi Fair and IFJAS were publicized through the EPCH promotional booth and roadshow. Publicity bags with promotional material were distributed to potential buyers to further raise awareness about the shows.

The Council's officials also met with Ms. Renjina Mary Varghese, Consul (Commerce) at the Consulate General of India, to disseminate information about the Council's upcoming fairs. They extended an invitation to her to visit the Council's booth at the Hong Kong Gifts & Premium Fair, which took place from April 27th to April 30th, 2024. ■



Hong Kong Gifts & Premium Fair

Hong Kong; 27th - 30th April 2024



Ms. Renjina Mary Varghese, Consul (Commerce), inaugurated the EPCH booth in the presence of Mr. Rajesh Jain, Member COA, along with other Indian participants namely Mr. RBLahoti, Mr. Pankaj Bubna and Mr. Rajiv Bajoria; and Mr. Naveen Gaur, Deputy Director, EPCH

The Hong Kong Gifts & Premium Fair stands as a testament to Hong Kong's pivotal role in the global houseware, gifts, and premiums industries. The 2024 edition, held from 27th to 30th April 2024, showcased an array of exciting offerings from over 2100 exhibitors. The Hall of Fine Designs showcased more than 140 brands from across the globe.



During the fair, the Council set up a promotional booth to disseminate information about its activities and extend invitations to buyers for the 58th edition of the IHGF Delhi Fair and the 18th edition of the Indian Fashion Jewellery and Accessories Show (IFJAS).

Additionally, the Council organised a roadshow to raise awareness among visiting buyers about its upcoming fairs and to encourage their attendance. Publicity bags containing promotional material were distributed to potential buyers to further enhance awareness of the shows.

Ms. Renjina Mary Varghese, Consul (Commerce) at the Consulate General of India, inaugurated the EPCH booth in the presence of Mr. Rajesh Jain, Member COA, and other Indian participants, including Mr. RBLahoti, Mr. Pankaj Bubna, Mr. Rajiv Bajoria, and Council officials. Mr. Rajesh Jain warmly welcomed the CGI official and provided insights into the Council's participation, Indian companies at the show, and the Council's roadshow. Ms. Varghese expressed her delight at the participation of Indian companies and suggested the creation of an India Pavilion for the following year.

