

# EPCH participates in premium industry fairs in Hong Kong

## Hong Kong Houseware Fair and Hong Kong International Home Textiles and Furnishings Fair 20<sup>th</sup> - 23<sup>rd</sup> April 2015

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, 2015 at Hong Kong have drawn 2,400 exhibitors from around the world this year. More than 47,000 buyers from 132 countries attended the fairs. The layout of the 2015 edition of the event was refined; rearranging zones and introducing new ones, so as to better present products in appropriate categories and ensure exhibitors can reach out to their target buyers more easily. The two fairs, organised by the Hong Kong Trade Development Council (HKTDC), welcomed more than 47,000 buyers during the four-day fair period, up three per cent compared to the previous year. Over 28,600 buyers visited the Houseware Fair, while around 18,500 buyers attended the Home Textiles and Furnishings Fair.

As some of the traditional markets continue to recover gradually, attendance from Europe and the United States rebounded, with buyer attendance from the US, the United Kingdom, Italy and Germany recording satisfactory growth. Buyer attendance was also driven by Asian countries, with



*Mr. Prashant Agarwal, Consul General, CGI Hong Kong lighting the lamp at the EPCH publicity booth with Mr. Rajesh Kumar Jain, Vice Chairman, EPCH, and other member exporters*

Korea and India registering an increase of 20 per cent or more. The fair witnessed 14 group pavilions from major sourcing hubs like Bangladesh, Mainland China, Cyprus, Egypt, Germany, India, Italy, Japan, Korea, Macau, South Africa, Taiwan, Turkey and 2 group pavilion in Hong Kong Intl Home Textiles & Furnishing Fair like China and India.



*Mr. Prashant Agarwal, Consul General, CGI Hong Kong seen interacting with exhibitors at the India Pavilion*



*Mr. Prashant Agarwal, Consul General, CGI Hong Kong at the EPCH publicity booth with Mr. Rajesh Kumar Jain, Vice Chairman, EPCH, and other member exporters*



A glimpse of exhibitor stalls at the India Pavilion

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 118 participants.

The India Pavilion was inaugurated by Mr. Prashant Agarwal, Consul General, Consulate General of India to Hong Kong in the presence of Mr. Rajesh Jain, Vice Chairman, EPCH and prominent handicraft exporters like, Mr. Najmul Islam and Mr. Naved-Ur- Rehman. Mr. Agarwal visited the stalls in the India Pavilion and interacted with the participants about their participation and feedback.

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 2015. The objective was to have direct interaction with overseas buyers and visitors on these shows and their significance.

A special team spoke to buyers and distributed information literature and promotional stationery, bags, etc. A team was also deployed at the Wan Chai Ferry Pier, Hum Hum Station & Wan



Visitors at the EPCH Publicity Booth gather information on the Council's forthcoming shows

Chair Metro station from the 1st day of the show. The location was selected as it captures the maximum footfall of the buyers, visitors and exhibitors of the Hong Kong Houseware Fair.

The success of pavilion can be evaluated with the visit of more than 47000 overseas buyers from almost all over the world and spot orders booked by the participants worth Rs. 83 crores and 2736 number of serious business enquiries have also been received by the participants of both the shows.

## IFJAS and IHGF Delhi Fair-Autumn 2015 - Publicity & Promotion at Hong Kong and China



# EPCH conducts 5<sup>th</sup> Buyer-Seller Meet in Latin American Market

Chile – 23-24 March, 2015; Peru – 26-27 March, 2015



*Mr. Debraj Pradhan, Ambassador of India to Chile and Mr. Peter Hill, President of Santiago Chamber of Commerce, inaugurate the BSM in Chile*



*Mr. Manpreet Vohra, Ambassador of India to Peru, addressing the participants*

In Chile, the Buyer-Seller Meet was inaugurated by Mr. Debraj Pradhan, Ambassador of India to Chile; and Mr. Peter Hill, President of Santiago Chamber of Commerce. In Peru, the BSM was inaugurated by Mr. Manpreet Vohra, Ambassador of India to Peru and Mr. Jed E Metzger, President, Lima Chamber of Commerce.

This Buyer Seller meet has been a successful annual event for the last four years and this is the fifth year in



*Glimpses of the BSM in Peru*

Chile & first year in Peru with 21 Indian handicraft exporters participating. Indian companies displayed an exclusive product range of handicrafts, decoratives, houseware, home furnishing, home textiles, made-ups, shawls, scarves, fashion jewellery & accessories, bags, fashion garments, and Christmas décor.

India's exports to the region have been seeing healthy and consistent growth with our manufacturers & exporters' growing knowledge of market trends and consumer preferences.

Both the buyer seller meets drew attendance from Chilean & Peruvian major buyers, retail stores, wholesalers, importers and other trade bodies. The response was encouraging with most buyers showing immense interest in the Indian merchandise displayed.

*A glimpse of the BSM in progress in Chile*

