

Road Shows in Hong Kong & China

IHGF Delhi Fair-Autumn 2015 Publicity; 20th-30th April, 2015



Indian Handicrafts & Gifts Fair has been revamped by EPCH and given a new name, new face and new identity and an all together new look in terms of presentation with regard to product range on display and the number of exhibitors and has been named as IHGF Delhi Fair. The Autumn 2014 edition met with an overwhelming response.

In its endeavor to motivate more and more buyers from all over the world, initiatives have been taken by the Council to publicise the IHGF-Delhi Fair Autumn 2015 through advertisements in overseas magazines, online trade portals, one to one discussions with buyers at the international trade shows and also through through social media as well as Road shows internationally.

EPCH has done its 1st road show of the year for the



promotional of the mega show in Hong Kong and China during the recently concluded Hong Kong Houseware Show (20-23

April 2015), Canton Fair, China (23-27 April 2015) and Hong Kong Gift & Premium Show (27-30 April 2015). These fairs during April in Hong Kong & China also attract largest number of overseas buyers from all over the world for sourcing their requirements. Also, a large number of Indian companies other than EPCH members participate in the fair. Therefore it was a potent opportunity for promotion of IHGF Delhi Fair-Autumn 2015. During the shows in Hong Kong, the Council's promotional stand also disseminated information on its forthcoming shows and distributed publicity material.

The objective of the road Show was to have direct interaction with overseas buyers and visitors. During the road show, EPCH distributed promotional material like copies of the fair brochure, promotional stationary and cotton bags. EPCH hired a special team of students in Hong Kong as well as in China for the activity.

The locations were selected based on their potential to capture maximum footfall of buyers, visitors and exhibitors during fairs in Hong Kong and China. A team in Hong Kong was also deployed at Wan Chai Ferry Pier, Hum Hum Station & Wan Chai Metro station. Similarly in China a team was deployed at Zone B & Zone C. The activity had a good response in both the countries and managed to create a buzz among buyers and visitors for IHGF Delhi Fair to be held in 14-18 October 2015. ■