

EPCH takes Indian handicrafts sector to Lifestyle Vietnam 2016

Publicity Booth : 18th - 21st April 2016; Ho Chi Minh City, Vietnam



Lifestyle Vietnam is a renowned home decor and gifts fair in Southeast Asia that provides a combination of creativity, craftsmanship, well-selected merchandise, and personalized customer service, where Vietnamese suppliers as well as overseas exhibitors have the opportunity to meet each other and do business. Held annually at Saigon Exhibition & Convention Center in Ho Chi Minh City, Vietnam, this event showcases products like fairs, sourcing for home decor, giftware, houseware, toys, indoor and outdoor furniture, home textiles, personal accessories, footwear, fashion, etc.

EPCH participated in this edition through a publicity booth, tailored to inform the exhibitors and buyers there about the Council's forthcoming shows - Indian Fashion Jewellery & Accessories Show (IFJAS) and IHGF Delhi Fair-Autumn 2016. The booth was set up with banners of the shows. Indian Fashion Jewellery & Accessories Show which is to be held from 21 to 23 July, 2016 and 42nd Edition of



Delhi Fair Autumn 2016 to be held from 14 to 18 October, 2016. Promotional stationery, cotton bags, flyers and CDs were distributed. Detailed information on the shows were also shared. Buyers from different parts of Vietnam, USA, UK, Poland, China, France and Israel visited the EPCH publicity booth and showed keen interest to visit IHGF Delhi Autumn Fair. Some regular buyers of IHGF Delhi Fair, also visited the booth and appreciated the updates given by the Council through mediums like tele-calling, e-mailers and social media.

EPCH also released advertisements of the IHGF Delhi Fair-Autumn 2016 in the Fair Directory of Lifestyle Vietnam 2016.

Hon'ble Consular General of India, Ms. Smita Pant and Mr. Manoj Kumar, First Secretary, Commerce & Head of Chancery visited the EPCH booth on the last day of the fair and spent some time with the EPCH representative there. ■



Indian exhibitors present gifting ideas to a global audience

Hong Kong Gift & Premium, Hong Kong; 27th-30th April 2016

The 30th HKTDC Hong Kong Gifts & Premium Fair, organized by the Hong Kong Trade Development Council (HKTDC), sustained as the world's biggest gifts event, featured 4,150 exhibitors from 38 countries and regions. The fair showcased hundreds of thousands of trend-setting and innovative gifts and premium items as well as four new zones. Close to 50,000 buyers from 138 countries and regions attended with the top being, China, Taiwan, USA, Japan, Korea, Australia, the United Kingdom, India, Germany and Singapore.

EPCH participated with a contingent of 54 member companies and set up the India Pavilion with a display spanning home furnishings, rugs and bathmats, photo frames, jute & eco-friendly bags, fashion accessories & jewellery, handmade paper & products, leather accessories & garments, laces & embroidery, etc. The participants were satisfied with the buyer visits as well as enquires. Around 1040 business enquires were generated during the show and business reported at US\$ 2125000.



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Mr. Ravi Sinha, Acting Consul General of India to Hong Kong, inaugurated the India Pavilion in the presence of Mr. Karun Bansal, Consul Commercial, Mr. Rajesh Jain, Vice Chairman, EPCH and EPCH participants. The dignitaries met the Indian exhibitors and learnt of their views about the show, business, display in the booths, etc.

A glimpse of stalls in the India Pavilion



Road show in Hong Kong towards IHGF Delhi Fair publicity

In order to promote IHGF Delhi Fair-Autumn 2016, a publicity team was deployed to create awareness among overseas buyers, visitors and exhibitors who were visiting the Hong Kong show. The



team had direct interactions with buyers and trade visitors and distributed promotional brochures and bags. The locations that captured the maximum footfall of the buyers, visitors and exhibitors near to the HKCEC, Wan Chai Star Ferry Pier and Wan Chai Metro Station were selected for all 4 days of the event.

