

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 2016



Mr. Karun Bansal, Consul (Commerce, Political & Media), CGI, Hong Kong, inaugurates the India Pavilion in the presence of Mr. Rajesh Jain, Vice Chairman, EPCH; Mr. Satyapal, Past Chairman, EPCH; Mr. Najmul Islam, eminent exporter from Moradabad; and participants

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, 2016 at Hong Kong, drew several exhibitors and buyers from around the world this year.

Understanding the need and potential of the fair to boost exports of home products from India, EPCH set up India Pavilions at the fairs with 83 participants in the Hong Kong

A glimpse of the EPCH Publicity Booth being visited by buyers and other trade visitors

Houseware Fair and 38 exhibitors in the Hong Kong International Home Textiles and Furnishings Fair. In all, 250 exhibitors participated from India and displayed products like kitchen ware, tableware, furniture, handicrafts, textiles based handicrafts, rugs, baby & bedroom textiles, carpets & floor coverings, kitchen textiles products, etc. As per feedback, visitors to the Pavilion showed interest in the diverse range of products on display. Business generated through this show is estimated at Rs. 95 crores.

The India Pavilion was inaugurated by Mr. Karun Bansal, Consul (Commerce, Political & Media), CGI, Hong Kong, in the presence of Mr. Rajesh Jain, Vice Chairman, EPCH; Mr. Najmul Islam, eminent exporter from Moradabad and participants.



Mr. Bansal 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 on its forthcoming shows and distributed publicity material related to its Indian Fashion Jewellery & Accessories Show and IHGF Delhi Fair - Autumn 2016. The objective was to have direct interaction with overseas buyers and visitors on these shows and their significance.

Brochures focusing on Indian handicrafts and details of exhibitors of EPCH shows scheduled during 2016-17 were disseminated through press & media desk as well as at the registration desk of the fair. Brochures of EPCH participants

were printed by HKTDC and kept at different locations i.e. Dragon Lounge, Press & Media, and information counters at ground floor, Level 1, 3, & 5. At different places of the exhibitions' venue, small order zones were created where products of participants were displayed. Theme product showcases were created outside main halls and EPCH participants' lines were also among these displays.



IFJAS and IHGF Delhi Fair-Autumn 2016 Publicity & Promotion at Hong Kong 20th-23rd April 2016

In order to promote IFJAS 2016 and IHGF Delhi Fair-Autumn 2016, an EPCH official along with local coordinators was

deployed to create awareness among overseas buyers, visitors and exhibitors who were visiting the Hong Kong shows from all across the globe. The team distributed promotional stationery, cotton bags, flyers and CDs on the Wan Chai Ferry Pier and MTR Station from the very first day of the shows. The locations were selected as they capture the maximum footfall of buyers, visitors and exhibitors of the Hong Kong Houseware Fair.



EPCH Road show during Canton Fair generates buyer interest towards IHGF Delhi Fair

Canton, China; 23rd-27th April 2016

EPCH organized a Road show on the streets outside the Canton Fair which is held twice a year at Guangzhou, South China. This was conducted from 23rd April to 27th



April, 2016, during the phase II of the Canton Fair which showcased products like glass artware, ceramics, gifts and premium, furniture products, home decorations, kitchenware, tableware products, etc. The objective behind the Road Show was to facilitate face to

face interaction with prospective buyers about the magnificence and importance of the IHGF Delhi Fair and encourage them to visit the same. A team of 5 support staff was specifically engaged and strategically placed for the purpose of distribution of promotional material to maximum number of buyers visiting the fair. This received a very good response and a buzz about IHGF Delhi Fair could be created among buyers.