

Asian Gifts & Premium and Household Product Show, Hong Kong

20th-23rd October, 2016

India Pavilion gets encouraging buyer attention

EPCH set up the Indian Pavilion in the Asian Gifts & Premium Show (Mega Show, Part-1) held at Hong Kong Convention and Exhibition Centre (HKCEC), Hong Kong, from 20 - 23 October, 2016. The pavilion was set up with a contingent of 94 member exporters. EPCH's participation at this show was aimed to project and market Indian handicrafts in the world market. The show was visited by over 39,000 visitors from 115 countries and 3500 exhibitors from 26 countries during above period.

Mr. Puneet Agrawal, Consul General from Consulate General of India, Hong Kong, inaugurated the EPCH India pavilion and interacted with participants. The Council's participants displayed home decoratives & gifts, glass & iron articles, wooden furniture, kitchen & garden accessories, home

furnishings, rugs and bathmats, photo frames, jute & eco-friendly bags, handmade paper & paper products, leather accessories, garments, scarves & bags, Christmas decorations, home fragrances & incense, laces & embroidery, etc. Visitors to the India Pavilion showed interest in the diverse range. The participants were satisfied with the overall enquires generated during the show. Around Rs. 12 Crore business enquiries were generated with business



Mr. Puneet Agrawal, Consul General, Consulate General of India at Hong Kong, accompanied by COA Member, EPCH, Mr. Rajesh K Jain, seen interacting with the exhibitors in the India Pavilion

generated & expected in future at US\$104 Billion. Business visitors attending the fair also visited the EPCH India Pavilion in Hall 3C-E & Hall 3F-G and inquired about the activities of the Council and the forthcoming IHGF Delhi Fair - Spring 2017 edition. Promotional material like brochures & bags were distributed to visitors.

The show living up to its reputation as the premier sourcing event every October in Hong Kong, brought together companies from Hong Kong, China, Australia, UK, Ireland, France, Germany, India, Bangladesh, Belgium, Cambodia, Canada, Czech Republic, Egypt, Indonesia, Israel, Italy, Japan, Malaysia, Thailand, Mexico, Nepal, The Netherlands, Pakistan, Philippines, Russia, South Korea, Spain and Taiwan. Despite the economic slowdown which is still evident in the established markets of USA and the EU, the quality of the long-distance buyers, and the level of interest in sourcing from the exhibiting companies, was very positive for potential trade and sales. An increase was seen in South and Latin American Countries. The number of USA buyers remained steady with a small drop in the European companies visiting although attendance from Mexico increased considerably. More South American buyers particularly from Bolivia, Colombia, Chile, Costa Rica, Paraguay and Peru visited. Other countries of interest that improved in visitor numbers were Israel, United Arab Emirates, Egypt, Hungary, Iran, Romania, Bulgaria, Jordan, Lebanon, Russia, Turkey and Czech Republic. ■

