

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 2018



The India Pavilion was inaugurated by Mr. Karun Bansal, Consul Commerce, Consulate General of India, Hong Kong. He also met the participants in the pavilion.

A global trendsetter in business and leisure, Hong Kong's robust economy, world-class infrastructure and facilities, open-market policies and free flow of information give it a local business edge with global appeal. Hong Kong as an emergent trade platform features prominently among EPCH's selected destinations for its aggressive marketing strategy through participation in specialised trade fairs.

Two integral fairs for the sector- the Hong Kong Houseware Fair, in its 33rd edition and the Hong Kong International Home Textiles and Furnishings Fair in its 9th edition, organised by HKTDC from 20th-23rd April, 2018 at Hong Kong, featured over 2,600 exhibitors from 26 countries & regions to showcase their latest in houseware, home textiles and furnishing. The shows drew more than 49,000 buyers from 112 countries and regions. More than

29,000 buyers visited the Houseware Fair, while close to 19,000 buyers attended the Home Textiles and Furnishings Fair as per show organisers.

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 54 participants in the Hong Kong Houseware Fair and 30 exhibitors in the Hong Kong International Home Textiles and Furnishings Fair. In all, 84 exhibitors participated under EPCH banner from India in the concurrent shows.

Furniture, wooden artware & accessories, metalware including brass, copper, iron & stainless steel artwares, kitchenware, garden accessories, nautical instruments, table top products, candles, incense, gifts & decoratives, animal figurines, mirrors, photo frames, vases, bowls, etc. were part of the Houseware show and home textiles, floorings & furnishing, embroidered cushion covers, throws & curtains, bedsheets, quilts, bed covers, handwoven tapestries, crochet articles, hand knitted furnishings, baby products, etc. were displayed in the Textiles show. This section also saw participation from 20 HEPC members and 10 CEPC members. Besides, the Council's promotional stand disseminated information on its forthcoming shows and distributed publicity material related to IHGF Delhi Fair - Autumn 2018 and IFJAS (Indian Fashion Jewellery & Accessories Show). EPCH also promoted its



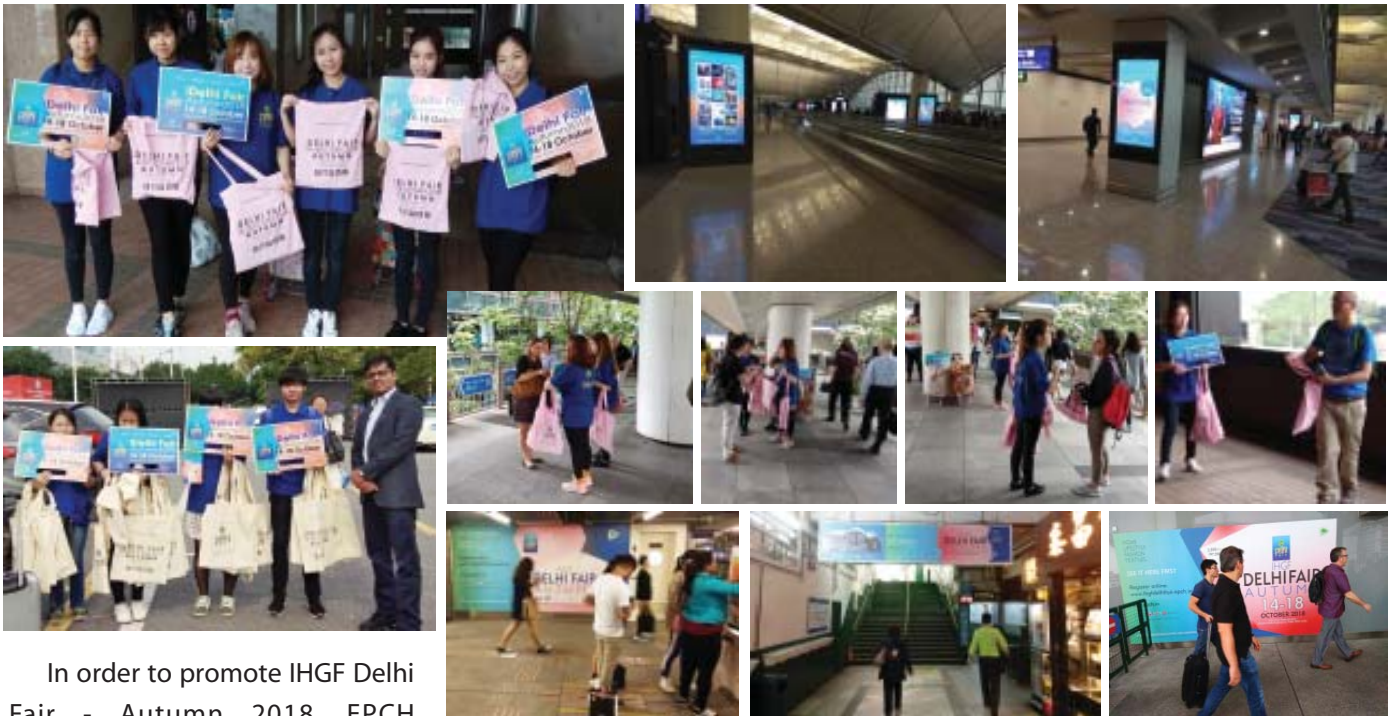
shows through outdoor publicity - banners and glow signage were placed at Hong Kong Star Ferry, Hung Hom Station and Hong Kong Airport.

Though the market was slow and visitor footfall was not as expected, the overall enquiry from the fairs was 1143 (799 in Houseware & 344 in Textiles) and on the spot business was reported to be to the tune of Rs. 4.64 crores and an additional business under negotiation is estimated at Rs. 30.64 crores.



The EPCH Publicity Booth being visited by buyers and other trade visitors

EPCH Road Shows and promotions for IHGF Delhi Fair - Autumn 2018 well received; Hong Kong; 20th-23rd April 2018 and China (Canton Fair) 23rd-27th April 2018 at Guangzhou



In order to promote IHGF Delhi Fair - Autumn 2018, EPCH commissioned local coordinators 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 brochure on the Wan Chai Ferry Pier and Wan Chai Metro Station. Banners and glow signage were placed at Hong Kong Star Ferry, Hung Hom Station and Hong Kong Airport. The locations were selected as they offer vantage points for advertisements and also capture the maximum footfall of buyers, visitors/exhibitors of the fairs. The objective 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. The regular publicity creates continuous recall value and evokes interest amongst the end users, which in EPCH's case include buyers, wholesalers, retailers, chain stores and decision makers. The team 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.

Indian exhibitors present gifting ideas to a global audience

Hong Kong Gifts & Premium, Hong Kong; 27th-30th April 2018



Mr. Rajesh Kumar Pippal, Vice Consul from O/o Consul General of India in Hong Kong, inaugurated the India Pavilion

The 33rd HKTDC Hong Kong Gifts & Premium Fair, organised by the Hong Kong Trade Development Council saw 4,360 exhibitors from 35 countries including group representations. The fair witnessed more than 48,000 buyers from 145 countries.

EPCH participated with a contingent of 38 member companies and set up the India Pavilion with its participants from New Delhi, Haryana, Kolkata, Uttar Pradesh and Jaipur.

EPCH also set up a publicity booth to promote its forthcoming shows through interactions as well as distribution of promotional literature and stationery that were also strategically kept for visitors' information at the information booths in the exhibition venue. The Council also promoted its shows through outdoor publicity and road show at Hong Kong Star Ferry and MTR station.



The participants were satisfied with the buyer visits as well as enquires. Around 1125 business enquires were generated during the show. Business visitors attending the fair also visited the EPCH booth and inquired about the activities of the Council and its forthcoming IHGF Delhi Fair- Autumn 2018 edition and IFJAS 2018.



Mr. Rajesh Kumar Pippal, Vice Consul from O/o Consul General of

India in Hong Kong, inaugurated the India Pavilion in the presence of Mr. Rajesh Jain, COA Member, EPCH and the Council's participants. He met the Indian exhibitors and learnt of their views about the show, business, display in the booths, etc. He was also appraised of the Council's activities. Mr. Pippal also assured to look into the matter related to online issuance of visas being faced by Indian exporters travelling to Hong Kong. ■

Road show in Hong Kong towards IHGF Delhi Fair publicity



In order to promote IHGF Delhi Fair-Autumn 2018, 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 literature, stationery and bags. These were locations that captured the maximum footfall of the buyers, visitors and exhibitors near to the HKCEC, Hong Kong Star Ferry and MTR station.