

India Pavilion at Mega Show 1 gets encouraging buyer attention

Asian Gifts & Premium and Household Product Show, Hong Kong

20th -23rd October 2018



Mr. Ajith John Joshua, Consul Commercial from Consulate General of India in Hong Kong, seen at the India Pavilion with participating member exporters and Director, EPCH, Mr. R K Verma

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, 2018. The pavilion was set up with a contingent of 75 member exporters (out of 200 total exhibitors from India in the fair), showcasing houseware, decorative, kitchenware, gifts, wooden articles, horn & bone handicrafts, home textiles & furnishings, coir products, jute & other eco-friendly materials' bags, incense sticks, Christmas & festive decor, miniature painting, imitation jewellery and fashion accessories. EPCH's participation at this show was aimed to project and market Indian handicrafts in the world market. The show offered products from over 4100 exhibitors and 7 group pavilions comprising India, Bangladesh, China, South Korea, Taiwan, Thailand, Philippines, Turkey and Vietnam. Over 49,300 international import and export houses, wholesalers, distributors, agents, mail order companies and retailers from some 130 countries and regions are said to have attended the show.

The EPCH India Pavilion was visited by Mr. Ajith John Joshua, Consul Commercial from Consulate General of India in Hong Kong. During his visit, he interacted with the participants and expressed satisfaction on the size and variety of participation.

EPCH had also set up a Publicity Booth for promotion of 47th edition of IHGF Delhi Fair-Spring 2019, 8th Home Expo India 2019



and 12th Indian Fashion Jewellery & Accessories Show 2019 through distribution of promotional material like brochures & bags as well as one-to-one interactions. Visitors to the India Pavilion showed interest in the diverse range. Around 1302 business enquires were reported during the show with on-spot business reported at US\$ 6,63,000/- and business under negotiation that may materialise in future at US\$ 40,87,500/-. The footfall of buyer was steady and many of the participant were able to renew their associations with their buyers through this participation.

Mega Show 1 is said to be amongst the largest and most important b2b exhibitions in the month of October for gifts & premiums, houseware, kitchen & dining, home Furnishings & floorings, lifestyle products toys & games and stationery in the Asia Pacific Region.



Promoting IHGF Delhi Fair-Spring 2019 with Road Show in Hong Kong

On the sidelines of the Mega Show-1, EPCH carried out its awareness campaigns towards promotion of its upcoming IHGF Delhi Fair-Spring 2019 at strategic locations. EPCH organised a Road Show with the local co-coordinators to create awareness among overseas buyers and visitors who visited the Mega Show in Hong Kong. Promotional stationery, cotton bags and exhibition flyers were distributed from the Wan Chai Star Ferry Pier and MTR Station. A team of supporting staff was specifically engaged and strategically placed for the purpose of distribution of promotion material with the objective to facilitate face to face interaction with prospective buyers about the magnificence and importance of IHGF Delhi Fair and encourage them to visit the Spring 2019 edition.

