

EPCH Road Show during Canton Fair generates buyer interest towards IHGF Delhi Fair - Spring 2020

China Export & Import Fair (Canton Fair), Guangzhou, South China
23rd-27th October 2019

EPCH organised a 'Road show' during the 126th China Export & Import Fair (Canton Fair) which is held twice a year at Guangzhou, South China, coinciding with Jinhua Fair for Home & Gifts on the pathway leading the show venue. This was undertaken from 23rd October to 26th October, 2019, 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-cum-Promotional Campaign was to have one-to-one interaction with prospective buyers and inform them about the magnificence and importance of the IHGF Delhi Fair and encourage them to visit for their sourcing requirement. A team of 8 support staff was specifically engaged and strategically placed for the purpose of distribution of promotional material to maximum number of buyers visiting the Canton fair. This activity received a very good response and a buzz about IHGF Delhi Fair has been created among buyers.

