

Report on Hong Kong International Home Textiles & Furnishing Fair, Hong Kong , 20-23 April 2018



The 9th edition of Hong Kong International Home Textiles & Furnishing Fair, Hong Kong was held at Hong Kong Convention & Exhibition Centre, Hong Kong during 20-23 April 2018. This fair was held concurrently with Asia's biggest home event, Hong Kong House ware fair and is organized by Hong Kong Trade Development Council (HKTDC). The major product segments covered are Home Textiles such as Upholstery & Furnishings, Floor Coverings, curtains, towels, along with Bedding and Fashion Accessories. Council participated in this fair with 20-member exporters and had taken a total space of about 215 sq.mtr in Hall 3. As per the data published by the fair organizer, 305 exhibitors from 9 countries exhibited in this fair and around 19,000 buyers from various countries like China, India, European Union, USA, Taiwan, Australia visited the Home Textiles & Furnishing fair this year.

The theme of this year was LIFE which stands for the four themed zones; Life style, Interior, Feast and Enrich of which Home Textiles & Furnishings exhibitors were accommodated in Interior Zone (Halls 3B-E). Hall of Glamour, one of the major attractions of this fair housed top renowned brands with their latest collections. Indian pavilion was well represented by exhibitors from HEPC EPCH and CEPC along with direct participants.



HEPC participation

Council organized this event with the support of O/o Development Commissioner of Handlooms, Ministry of Textiles, Govt of India under National Handloom Development Program(NHDP).20-member exporters from different regions of India exhibited their beautiful products in Home Textiles & Floor covering segments in a total area of 213 sq.mtr which included Council's central promotional stall also. The signage of all the exhibitors who participated through Council had a common branding and all the exhibitors were under India pavilion of Hall 3B.





Central Promotion Stall

HEPC had put up a central promotional stall at Hall 3B-A28, where in India Handloom Brand(IHB) products and posters were displayed along with the IHB promotional materials like brochures, catalogues etc. A hostess was hired in order to distribute the promotional materials and explain regarding IHB to buyers in local language. An Audio-Visual film was run in the stall about Indian Handlooms and IHB on all the fair days.



Consul visit to the fair

Mr. Karun Bansal, Consul (Commerce, Political & Media), Consulate General of India in Hong Kong visited the fair on 20th April and interacted with the exhibitors from India. He visited Council participant's stalls and discussed various issues particularly regarding the problems some of the exporters faced for getting visa on arrival. He had a lengthy

discussion with all the participants and assured all the support from the Consulate to take up this matter Hong Kong authorities.



Meetings

On 21st April, a meeting with the fair authority Mr. C F Ng, Senior Exhibitions Manager, Mr. Doris Chan, Business Manager, Mr. Ringo Li, Sales Manager and Mr. Kenny Kan, Exhibitions Project Manager along with the officials of Comnet Exhibitions was held at HKTDC office. During the meeting, the fair authority explained in detail regarding the introduction of new e-badge system for buyers. Council took up the issues faced in getting visa for some of the exporters and also discussed regarding scattered location for HEPC stalls.



Also had meeting with Mr. Gary Yip and Mr. Jacko Wong of Messe Frankfurt regarding Inter Textile Shanghai fair wherein they requested for an early confirmation of the space.

Mr. Anson Chan of Comasia Limited also visited HEPC stall and discussed regarding Council participation in Mega Show2 at Hong Kong.

Participant's Feedback

As per the feedback received from the exhibitors, 339 visitors had visited their stalls from Australia, Spain, Turkey, Russia, Taiwan, Argentina, New Zealand, Korea, Portugal, Poland etc. Most of them wish to repeat their participation through HEPC. As per the feedback received from the member participants, spot orders around Rs 1.19 Crore and enquiries worth Rs 9.70 Crore was generated during the event. The total orders generated were to the tune of Rs 10.89 Crore.



Council was represented by Ms Jini Varghese , Asst Director

