

Hong Kong Houseware Fair – Hong Kong
20th – 23rd April 2009

- A Report -

Established in 1966, the Hong Kong Trade Development Council (HKTDC) is the international marketing arm for Hong Kong-based traders, manufacturers and service providers. With more than 40 offices worldwide, including 11 in the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing business with China and Asia.

The Council successfully created India Pavilion and participated with one of its largest group of 48 member exporters in the 24th HKTDC Hong Kong Houseware Fair - the biggest event of its kind in Asia held at the Hong Kong Convention and Exhibition Centre, from 20th to 23rd April, 2009. The participants made attractive display of eye catching & popular handicrafts items like home furnishings, floor coverings, dried flowers, stainless steel accessories, incense & aromatic products, EPNS wares, woodwares, jute bags & accessories etc. The stands were located at strategic location and were visited by many potential buyers despite low turnout. The publicity & promotion stand of the Council disseminated the information to the overseas trade visitors regarding the forthcoming IHGF Autumn 2009.

The Consul General of India Shri L. D. Ralte visited the India Pavilion and appreciated the Council's arrangements for the member exhibitors. Mr. Ralte was optimistic about the global market slowdown and hoped that the market will soon reflect signs of buying. The exhibitors informed that they expect the international fairs to make extensive marketing plans to attract more potential buyers. The CGI assured all support and guidance to the Council for its future activities in the region.

Exhibitors from 37 countries and regions, including first-time exhibitors Iran, Israel and Switzerland participated in the 24th edition of the fair. The group pavilions included the Chinese mainland, Germany, India, Indonesia, Italy, Korea, Macau, Malaysia, the Philippines, Taiwan, Thailand, Turkey and Vietnam, the first timers Bangladesh, Brazil and Iran. About 106 buying missions consisting of more than 4,000 buyers from 3,233 companies took part in the fair. More than 2,000 buyers from emerging markets took part in the HKTDC Hong Kong Houseware Fair, 20-23 April, an increase of more than 50 per cent over last year's show.

Several specialised zones i.e. The **Hall of Elegance**, **Posh Corner**, **Health & Wellness Zone** were showcased this year to display home-living items designed to catch the eye and stimulate the imagination. Special Creativity display was at **Paintings & Objets d'Art Zone**, focusing on special decorative items for the home. The special focus was on the **World of Pet Supplies** to target the increase in pet ownership in many markets and covers a range of pet-related products and services. The **Home Textile & Carpet Zone** presents the latest in curtains, carpets and rugs, towels, bedding, table linen and kitchen items such as aprons and oven gloves. Next April, this popular category will be debut with its own show - the HKTDC International Home Textiles Fair with opening of new halls at HKCEC.