

**Hong Kong Gifts & Premium Fair – Hong Kong  
27<sup>th</sup> to 30 April 2009**

**- A Report -**

The HKTDC Hong Kong Gifts & Premium Fair once again showcase the gamut of trendy and innovative gift products, reinforcing its position as the largest event of its kind in the world, with the participation of more than 3900 exhibitors – representing the record breaking numbers from 38 countries and regions, across the world, the Hong Kong Trade Development Council (HKTDC) organized 24<sup>th</sup> Edition of Hong Kong Gifts & Premium Fair from 27<sup>th</sup> – 30<sup>th</sup> April, 2009 at Hong Kong Conventional & Exhibition Centre, Wanchau, Hong Kong. Among 38 countries & region, there was participation by 16 group pavilions representing The Hong Kong Exporters Association, Australia, Italy, Korea, Maccau, The Philippines, Singapore, Taiwan, Thailand, Turkey and the United Kingdom. The Turkey pavilion has made its debut this year; its exhibitors were showing a wide range of Gifts & Premium products, traditional contemporary, underlining the country's capabilities.

**Dazzling Highlights: -**

Theme Zones helps buyers connect with the right suppliers easily and efficiently. The Hall of Fine Designs at the fair was the main attraction, which drew major buyers attentions. It gives focus uses on excellence and design and performance, featuring high and branded items and designer collections.

Tech gifts sections in the hall showcased a huge array of State – of – the – art electronic products and gadgets for all aspects of life, for the home and office, for business and pleasure.

The Hong Kong gifts & Premium Fair provided some of the biggest trade platform for meeting new suppliers from various part of the world. The fair showcases a huge section of popular giveaways including the gift boxes, seasonal gifts and promotional. Buyers in this industries as well as marketing personnel looking for attractive promotional products to find a huge selection from Hong Kong, China and other Asian supply region, right here in Hong Kong.

The opening of the fair took place on 27<sup>th</sup> April 2009 at 11.00 A.M. at Expo Drive Entrance.

### **India Pavilion: -**

The Export Promotion Council for Handicrafts participated with 22 companies in Hall no 2 at level 5 of the Exhibition and Conventional Centre in the Hong Kong Gifts & Premium Fair from 27 – 30 April 2009. Among 22 companies, 16 were in hall no 2 and 5 in the committee room no 301, 1 in Conventional Hall respectively. A wide range of products comprising wooden handicrafts, beaded bags, scarves, shawls, corporate gifts and decorative objects. Other household Indian products that attracted buyers at India Pavilion included Mirror/Picture/Photo Frame, Linen's, Cushion and covers, Embroidery Furnishing, Kitchen linens, Jute Bags, Christmas Decorations. Many overseas buyers were got attracted over display of these products by the Indian Companies.

The fair attracted the presence of 95 buying missions representing 436 companies or 7396 buyers from 72 countries and region. Among the visitors were major buyers and chain-stores and Departmental Store namely Palli Mool from Dubai, C-Dash Group, ANE and Hallmark from USA, Unicorn, GMBH and Hauser GMBH from Germany, Joy –Cool, Famingo, British Jewellery Giftware and Finishing Federation, Abracord Abra from UK, Décor IT & Gatwick Distribution ( A division of Australian Glass & Crystal Specialist from Australia and ARTEMEX from Mexico.

The on the spot business generated by the Indian companies is worth Rupees 1.66 crores and enquirers worth Rupees 6.20 Crores were generated during the fair.