

International Hometextiles and Furnishings Fair, Hong Kong

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About HEPC's participation

Handloom Export Promotion Council organised the participation of member exporters in the Hong Kong International Hometextiles Fair held from 20th to 23rd April 2016 under National Handloom Development Programme (NHDP) under Ministry of Textiles, Govt. of India. Financial assistance was provided to member participants by way of reimbursement of airfare, as per the eligibility.

Organiser	:	Hong Kong Trade Development Council
Venue	:	Hong Kong Convention & Exhibition Centre 1 Harbour Road, Wan Chai, Hong Kong
Duration	:	4 days (20-23 April 2016)
Total No. of Exhibitors	:	285
Total No. of visitors	:	18,248
Product Profile	:	<ul style="list-style-type: none"> •Hall of Glamour (Premium Zone for Branded exhibitor) •Baby & Bedroom Textiles •Carpet & Floor Coverings •Bathroom & Kitchen Textiles •Upholstery & Furnishing Products •Design Solutions & Trade Services
Participants' Stalls: -		
No. of HEPC participants	:	11
Total space	:	117 sqm
Products Displayed	:	Cushion, Table linen, Kitchen linen, Throws, Home textiles, Cosmetic bags, shopping bags, shawls, scarf, Placemat & Apron bags
No. of Visitors in HEPC stalls	:	167
Visitors from	:	Australia, Japan, China, USA, Germany, France, Italy, Hong Kong, Russia, Netherlands & Spain

Apart from the participants stall, HEPC had also set-up a Central Promotional Stall wherein publicity posters, handloom atlas, participants' brochure, general brochure, IIHF 2017 brochure, etc. were displayed. Visitors were briefed about the participants present at the event and were encouraged to visit their stalls for business transaction. Visitors were also elaborated about the India International Handwoven Fair 2017 and the complimentary travel package offered by HEPC.

Mr. Karun Bansal, Consul (Commerce, Political & Media), Consulate General of India, Hong Kong visited all



the stalls of HEPC on 21/04/2016 and interacted with member participants of HEPC. The Consulate General assured the cooperation of the Indian mission for the endeavour of HEPC in promoting handloom exports in Hong Kong. He also requested the participants of HEPC to put-forth their views and suggestions to improve trade relations between India and Hong Kong.



Ribbon cutting by Mr. Karun Bansal, Consul (Commerce, Political & Media), Consulate General of India, Hong Kong

Interaction with the fair authorities

Mr. Wilson Tsang, Manager, Sales, HKTDC, Mr. Jojo Lai, Exhibitions Project Manager, HKTDC, Ms. Kitty Chan, Assistant Business Manager, HKTDC, interacted with undersigned and discussed about the future participation of HEPC. The fair organisers informed that they are providing services to group exhibitors for printing of participant catalogue which at present is being availed by CEPC & EPCH. They also informed that mobile application is also being introduced for creating better link between participants and buyers.

Feedback from participants:-

The range of products exhibited by our participants include Cushion, Table linen, Kitchen linen, Throws, Home textiles, Cosmetic bags, shopping bags, shawls,

scarves, Placemats, Apron bags.

The participants have informed that the overall turnout of buyers was good and they were able to penetrate into new markets like. Korea.

No. of Visitors	Spot Orders (Rs. in lakh)	Enquiries (Rs. in lakh)
167	Existing	Existing
	39.75	155.70

Spot orders were received for table linen, kitchen linen & fashion accessories and business enquiries were received for table linen, kitchen linen, fashion accessories & cushion covers. Most of the visitors were interested in sourcing kitchen linen, table linen, cushion cover & bed linen.

The buyers were satisfied with the price made by our participants and nearly all participants were able to establish profit margin. All exhibitors except one have expressed their willingness to participate in the next edition through HEPC provided a better location is given.

Observations at the fair:

The Chinese mainland and India hold leading positions in Asia's home textiles industry and both are well represented here among the global household names of the industry. The Indian Pavilion had the participation of three textile industry associations-the Handloom Export Promotion Council, the Export Promotion Council for Handicrafts and the Carpet Export Promotion Council together presenting a wide choice of high quality home textiles and carpets.

Online promotions extended by the fair authority were utilized by most of our participants for inviting buyers to their booth. The HKTDS online market place boasts worldwide registered buyers including those quality buyers visting HKTDC trade fairs who source via hktdc.com all year round. Online transaction plat-

form at <http://smallorders.hktdc.com> allows supplies to promote quality products in smaller quantities from 5 to 1000 pieces.

As per the feed back received from participants, the flow of buyers is lesser than the last edition.

Membership mobilisation during the event:

Exporters from India who had participated directly were approached and requested to enroll with the Council and were explained about the benefits of enrolling with the Council. The exporters who had shown interest to enroll with the Council were pro-

vided with necessary application form for submission.

Conclusion:

HEPC can repeat its participation in the next edition with more number of participants. The next edition of the fair will be held between 20 – 23 April 2017. All exhibitors have expressed their willingness to participate in the next edition through HEPC provided a better location is given. The participants who participated directly also expressed their willingness to participate in next edition of Hong Kong fair through HEPC.



Fair Report

