

## Indian home products exporters take the stage at Hong Kong fair



Mr Chander Bhan, Consul, Consulate General of India in Hong Kong inaugurating the fair. On his left, Mr Abhishek Tayal, Deputy Director, FIEO.

FIEO participated in the India Sourcing Fair held from April 20-23, 2012 at Asia World Expo, Hong Kong. As many as 45 companies from India took part in the fair. These companies represented furniture; home decoratives; gifts; candle stands; handicrafts of brass, aluminium, iron & wooden artware; home décor and home textiles; plastic household products; stainless steel cutlery & kitchen items; handicrafts of glassware; coir mats; rubber mats; jute rugs; clocks & globes; metal flower vases; planters; wall décor; bowls; photo frames; leather & burlap (jute) stuffed animals handicraft items; marble products; home accessories & lamps; jute & canvas bags; artware of iron handicrafts; cow/ decorative bells; wind chimes; bath accessories; handmade



Mr Abhishek Tayal, Deputy Director, FIEO presenting a memento to Mr Chander Bhan, Consul, Consulate General of India, Hong Kong.



**LEFT:** From left, Mr Armando, General Manager, Global Sources; Mr Chander Bhan, Consul, Consulate General of India in Hong Kong and Mr Abhishek Tayal, Deputy Director, FIEO. **RIGHT:** Mr Chander Bhan, Consul, Consulate General of India, Hong Kong meeting with Indian Exhibitor.

paper sheets; Indian wooden & iron furniture; home furnishings & textiles; cushion cover; curtains; quilts; carpets; leather durry; tea light; bed linen; kitchen linen; PVC backed coir mats; coir handloom mats; coco-rubber mats; paper stars; paper lanterns; fabrics; home furnishings & garments; aluminium handicrafts etc. A total of 70 booths were occupied by Indian exhibitors.

The India Sourcing Fair was started in April 2009, and is held twice a year in April and October. The present edition was the seventh edition of the fair. It is co-located with the China Sourcing fair wherein a large number of Chinese suppliers exhibit their products. The April 2012 edition attracted thousands of buyers from around the world.

Hong Kong is known as the world's sourcing capital for gifts and home products besides other products. The city is home to international buying offices and is a hub for global procurement. For many buyers based in Europe and North America, Hong Kong is the most important stop in their Asian sourcing trips. Seen as the gateway to China, thousands of domestic buyers from Greater China come to Hong Kong to source. Hong Kong has world class infrastructure including one of the world's best air-

ports, right next to the Asia World-Expo, making it convenient for international buyers to visit. It has the world's freest economy including low taxation and no tariffs. With a cosmopolitan lifestyle, the city attracts more and more visitors every year.

Asia World Expo has 10 ground-level exhibition halls with premium booth locations and world-class buyer and exhibitor services. It is a minute by train from the airport and 28 minutes to downtown. During the fair days, reduced-fare train tickets and free luggage transfer from the airport to the venue are available to Fair participants. Free shuttle service was available to exhibitors and buyers to and from most of the hotels in Hong Kong during the Fair.

Through targeted, global marketing campaigns across multiple media, the organizer M/s Global Sources attracted buyers from all over the world. The various promotions included:

- ❖ Print & electronic advertising
- ❖ Outdoor ads
- ❖ Mobile ads
- ❖ Online marketing
- ❖ Direct mail campaigns
- ❖ Promotion at 100+ well-known international trade shows
- ❖ Press conferences and press releases

Mr Chander Bhan, Consul, Consulate General of India, Hong Kong, inaugurated the India Pavilion. Mr Abhishek Tayal, Deputy Director, FIEO, was present during the inauguration. This is the seventh time FIEO participated in the fair and the growth has been remarkable.

While inaugurating the India Pavilion, Mr Bhan congratulated FIEO for taking initiative to push Indian exports at this crucial time when entire world is engulfed with economic recession. Organising such events can help meeting these challenges. Mr Bhan met all the Indian exhibitors to see the feel their products and also advised them about the Hong Kong market.

During the time of recessions, non-luxury goods like home products, gifts etc are more resilient. Buyers pay more attention to suppliers' capabilities for quality and standards compliance and place small orders just in time for fulfillment. Buyers also combine smaller orders into bulk orders for better prices and actively seek for new suppliers. In other words, the present situation is the opportunity for Indian exporters to tap the world market.

One of the unique concepts in the fair was Private Buyer Meetings. The

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