

HGH INDIA[®] 2020
HOME DECOR... GIFTS... HOUSEWARE
WHERE BUSINESS FEELS AT HOME
BOMBAY EXHIBITION CENTER, MUMBAI

INNOVATE
YOUR
BUSINESS

JULY 7
ONLY HGH INDIA PLUS
JULY 8-10
FOR ALL TRADE VISITORS **2020**



► www.hghindia.com

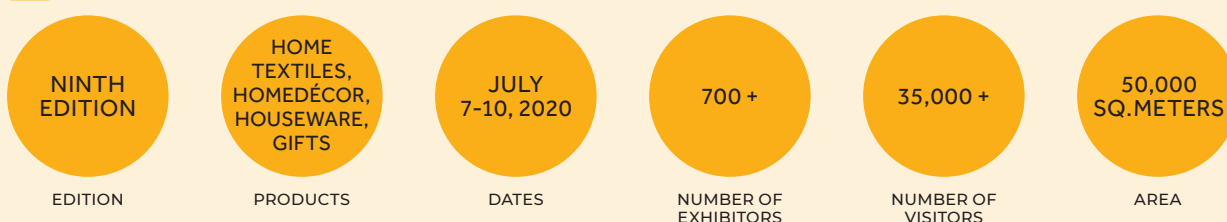
FOCUS 2020

SWACHH BHARAT | SLEEP TECHNOLOGY | SMALL FURNITURE | SMART COOKING

The Tradeshow designed exclusively to connect you with the Indian Market



KEY HIGHLIGHTS



CONNECT WITH INDIAN MARKET

Today, amongst 1.3 billion Indians, 65% are below the age of 30 years. Young Indians are educated, urbanised and aspire for international lifestyle. Rising income and aspirational lifestyle of these consumers make India one of the fastest emerging global markets where demand for home products is growing annually by 20-25 percent.

HGH India is a global convergence hotspot for players focussed on Indian market. It is a truly international trade show for discerning Indian buyers seeking high quality, trendy and branded products. HGH India is a unique and trusted platform for exploring the unexplored horizons of the vast & multifaceted Indian market. It provides a comprehensive avenue for market research, trend information, networking and cost-effective sourcing for all segments of players in home business.

After successful completion of eight annual editions, HGH India returns the ninth time with HGH India 2020, which is scheduled for July 7-10, 2020 at Bombay Exhibition Centre, Goregaon, Mumbai.

Recognised today as India's leading trade show for home textiles, home décor, houseware and gifts, HGH India connects over 700 brands, manufacturers and exporters from over 30 countries with over 35,000 importers, retailers, distributors and serious trade buyers from over 500 cities and towns across India.

Growing number of trade visitors and exhibitors year after year is the testimony of HGH India's effectiveness in delivering business results. Over 80% repeat exhibitors and 90% repeat visitors year after year, truly reflect innovations and business opportunities offered by this event to both segments. Professional trade show

environment ensures consistent business results for HGH India exhibitors.

Scheduled at the beginning of the prime sourcing season, HGH India is now the much-awaited trade show by Indian and international brands and manufacturers to launch their product innovations and business plans; identify potential business partners; meet & network in the trade; find institutional buyers, discover new business opportunities & enhance their brand image amongst Indian retailers, importers, distributors and wholesalers.

NEW FEATURES

With several new initiatives and additional features, HGH India 2020 will help its exhibitors and visitors further expand their business in line with the upcoming market and business trends in the rapidly growing Indian market.

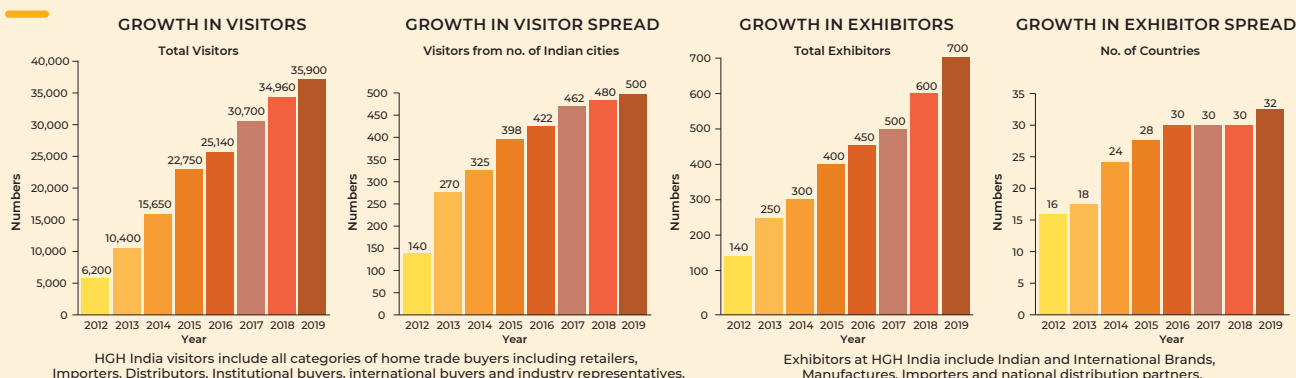
For the first time, number of show days have been increased to four from the earlier three days. To enable the exhibitors pay greater attention to high potential buyers, entry on 7th July, the first day of the four-day show will be reserved exclusively for such bigger buyers under the newly launched HGH India Plus programme. Next three days will be open to all trade visitors as usual.

Introduction of an exclusively new fourth hall with small and accent furniture will enable exhibitors in this category expand their retail network beyond the conventional furniture stores to home décor, furnishing and complete home solution retailers. Thematic promotions like Swachh Bharat, Sleep Technology and Smart Cooking will enable exhibitors showcase their innovations and new technology to the visitors and bring high focus on these categories growing rapidly in the Indian market.

Bring the 'HGH India advantage' to your business. Connect and Grow with the world's fastest growing market - India.

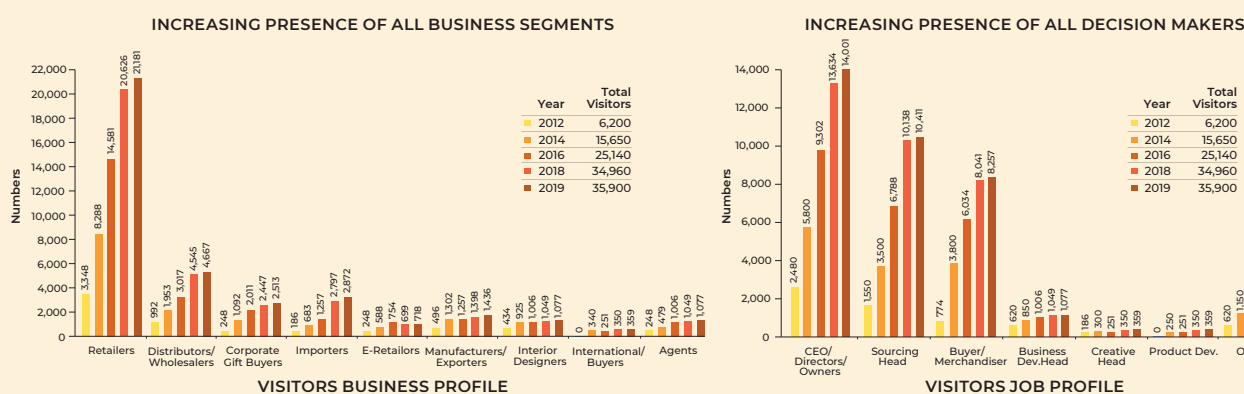
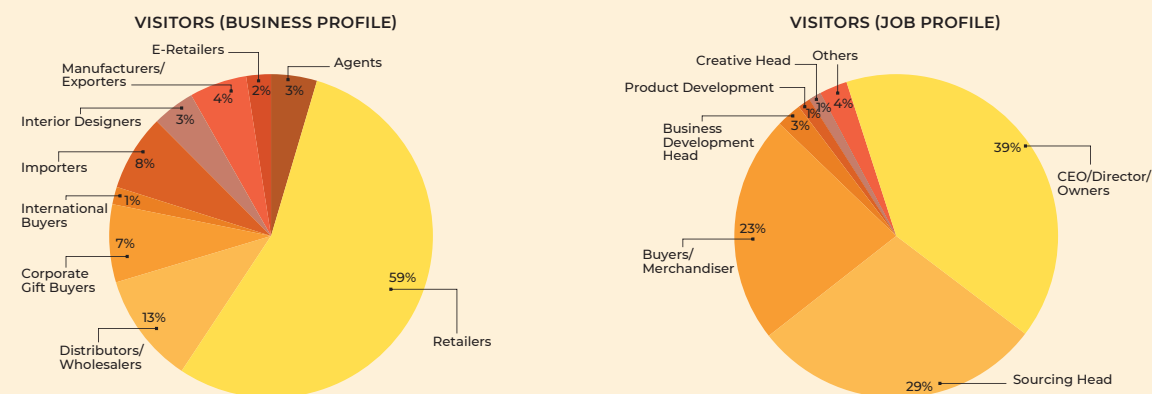


VISITOR AND EXHIBITOR GROWTH



VISITOR PROFILE

Prime visitors at HGH India are trade buyers and all categories of retailers including department stores, hypermarkets, specialty stores, online retailers, traditional retailers and franchisees; importers, distributors, wholesalers, institutional buyers, corporate gift buyers and interior designers. 35,900 qualified trade visitors from 500 cities and towns across India visited HGH India 2019. This was a 2.9% increase over the previous year.





EXHIBITOR PROFILE

- Leading **Indian & International players** from Home Textiles, Home Décor, Houseware & Gift Industries
- Experienced & Entrepreneurial Exhibitors from **32 countries including** Germany, Korea, USA, France, Denmark, Spain, UK, Switzerland, Australia, China, Japan, Turkey, Thailand, UAE & Bangladesh
- Brands from around the world looking to **launch** or **promoting** their products or strengthening their **distribution networks** or finding long-term **business partners** in the Indian market

VISITOR PROFILE

- Senior **decision makers** like CEOs, Proprietors, Directors & Sourcing Heads
- Key **Influencers** like Merchandising Managers, Purchase Managers & Material Managers
- Potential **collaborators** like Distributors, Wholesalers, Retailers, Franchisees, Importers & Brands
- Other Prospective **Partners** like Gift Suppliers, Institutional Buyers, Architects & Interior Designers, Hospitality Industry Associates, etc

PRODUCT PORTFOLIO

HGH India brings together a varied range of products. These can be classified into six broad categories.

Home Textiles

Furnishing & decorative fabrics, curtains & blinds, decorative made-ups, bed linen & decorative beddings, mattresses & pillows, comforters & blankets, towels & bath linen, table & kitchen linen, carpets & floor coverings.

Houseware

Kitchenware, kitchen appliances, cookware, tableware, bar accessories, bathroom accessories, cleaning & maintenance products, storage, home appliances, security, disposable articles, outdoor & general houseware products.

Home Décor

Wall papers, wall decorations, blinds, floor coverings, rugs & carpets, bathroom accessories, artifacts, handicrafts, figurines, table decorations, decorative hardware, clocks, decorative lights & switches & decorative accessories, dry flowers & fragrances, artificial flowers & aroma oils, candles & candles stands etc.

Small Furniture

Coffee tables & consoles, side tables, wall separators, single chairs, bean bags & pouffes, rocking chairs & stools, garden furniture, racks & trolleys, bar cabinets & storage chests, dressers & mirrors, wine racks &

glass holders, book shelves & magazine holders, wooden & metallic display units, etc.

Gifts

Photo frames, glassware & crystal, barware & cutlery, clocks & watches, personal gadgets, houseware, home textiles, fashion accessories, decorative accessories, gifting accessories, celebration & festive products, handicrafts, bags, boxes, gift packaging etc.

Products for Babies & Kids

Baby blankets, baby bed & bath products, kids' mattresses & pillows, kids' home utilities, prams & walkers, kids furniture, cutlery & tableware, water bottles, kids' storage, soft toys, technical & action toys, school articles & stationery, sports, leisure & outdoor equipment, maternity products, baby gift sets, parties & celebration products, festive products, disposable articles, decorative products for kids.

Services

Store & interior design services, visual merchandising & window display services, display aids & retail furniture, lighting & hardware solutions, retail management software, cash counting & registers, design software, digital printing equipment, IT hardware, software & consumables, loyalty programs, Online platforms, social media solutions, advertising & communications, POP solutions, fabric hangers & catalogues, packaging & promotional aids, logistics services, trade publications, books, trend information & associations services, trade publications, books, trend information & associations.

BUSINESS FOCUS

- On first day (July 7) HGH India is open exclusively for HGH India Plus members, who are high value buyers
- On next three days (July 8-10) the show is open for all trade visitors
- Variety of industry specialty retailers: Furnishing stores, Home Textiles stores, Mattresses Stores, Furniture Stores, Home decor retailers, Interior Design stores, Home boutiques, House ware retailers, Kitchen & Home Appliances stores, Babies & Kids Stores, Gift stores & potential Franchisees
- All categories of other retailers like Department stores, Hypermarkets, Discount stores, Traditional retailers, Online retailers, etc.
- Institutional & corporate gift buyers
- Interior designers

INDIAN HERITAGE

Indian Heritage is a HGH India initiative to provide a strong marketing platform for India's rich heritage products which are aesthetically designed and hand-crafted by artisans, craftsmen and weavers for centuries. Their skills and crafts, applied to home textiles, home décor, small furniture, houseware and gifts products bring a unique sense of culture and heritage to homes.

HGH India is supporting a special promotion of Handicrafts, Handloom, Khadi, Coir and Jute products, which all form part of India's rich cultural heritage. This is being done in associations with individual companies, theme pavilions, trends pavilion and group participation of various national award-winning artisans and craftsmen through various Government sponsored agencies and institutions.

Indian Heritage acts as a bridge between the manufacturers of these products and the Retailers, Traders & Gift buyers.

BUSINESS SUPPORT & FACILITIES

With wide experience & expertise on the Indian & international markets, HGH India team continues to make your participation process rewarding & delightful.

From providing trend information & market reports to organising retail tours, from match-making to one-to-one business meetings, networking dinner, HGH India supports the exhibitors' business process. On other hand, physical conveniences like hotel & travel services, free shuttle bus, logistics support, free umbrella service, a variety of unique lounges, restaurants& cafeteria, business center, media center, catering service and free Wi-Fi service are created for visitors & exhibitors to enable them focus on their business issues.



FOCUS 2020

In addition to regular product categories, HGH India 2020 will offer exciting business growth opportunities for the following four segments. These focussed promotions will enable exhibitors showcase their disruptive innovations in line with global trends and allow visitors to explore the new business avenues they offer. Special zones for each of these categories will have dedicated theme pavilions on the respective subject. Each theme pavilions will impart useful information to the visitors on technology, innovation and market trends on the subject and provide better understanding of the product and upcoming scenario.



SWACHH BHARAT

Creating awareness about Indian and international innovations in cleaning & hygiene products amongst visitors and promoting advancements and automation in products used for domestic housekeeping. Educate retailers on selling value-added cleaning and maintenance products. This is in support of Government of India's Swachh Bharat campaign.



SLEEP TECHNOLOGY

Advancements in materials & technologies for all sleeping products like mattresses, pillows, comforters etc. for better health, hygiene and consumer comfort. Also understanding factors affecting the choice of right sleep products.



SMALL FURNITURE

An exclusive new hall 3 with exhibitors showcasing functional and decorative small furniture made from wood, metal, cane, bamboo, rattan, plastic, steel, glass, acrylic and other materials for living rooms, kitchen, bedroom, balconies, outdoor and general household use. Supported by a pavilion explaining trends in materials and designs in small and accent furniture.



SMART COOKING

Capturing upcoming trends in cookware, kitchen appliances and kitchen tools that combine new materials and technologies to make cooking healthier, faster, energy efficient, environment friendly, convenient and contemporary. A special pavilion showcasing these trends.





Organised by

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