

Where business feels at home!

500 Indian cities, 32 countries connect with home business

From forecasting Home Fashion Trends for 2019/20 to introducing global innovations for home; from creating new trade connections to enabling the sourcing of a wide range of innovative home products from 32 countries; HGH India is all set to offer exciting business opportunities for the Indian market. Entire trade and industry in the Indian home products are gearing up to be in Mumbai, India's commercial capital, to discover innovations, new sources and business, product & market trends in home products sector.



Overview of the houseware section in hall 3 from HGH India 2018

HGH India 2019, the 8th annual edition of India's most popular trade show for home textiles, home décor, houseware & gifts will keep its promise to its exhibitors and visitors. Scheduled from July 2-4, 2019. HGH India will connect 700 brands, manufacturers and importers from 32 countries with over 35,000 Indian retailers, wholesalers, distributors, importers, institutional buyers and interior designers from over 500

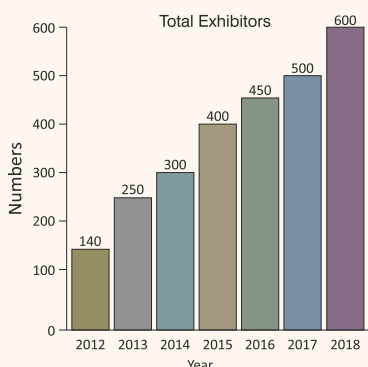
cities and towns across India. Current visitor pre-registration trends indicate that the number of visitors are likely to exceed last year's numbers.

Leading Indian brands in bed & bath, furnishing fabrics, mattresses, decorative made-ups, carpets, blinds, wallpapers, handicrafts, decorative accessories, cookware, kitchen

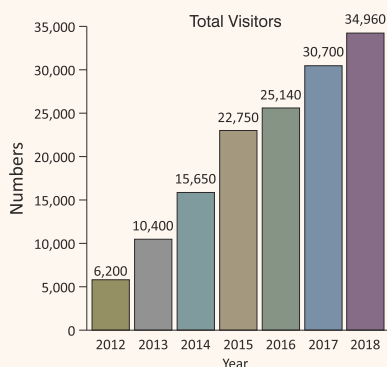
HGH India will connect 700 brands, manufacturers and importers from 32 countries with over 35,000 Indian retailers, wholesalers, distributors, importers, institutional buyers and interior designers from over 500 cities and towns across India.

appliances, storage, tableware and infinite variety of home products across categories like home textiles, houseware, home décor & gifts are well-prepared to showcase their product innovations, new designs and launch their new trade schemes for retailers and distributors from across India. Trade Visitors from over 500 cities and towns across India are eagerly

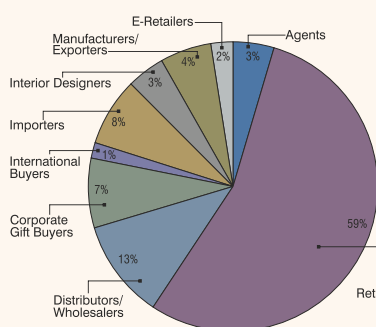
GROWTH IN EXHIBITORS



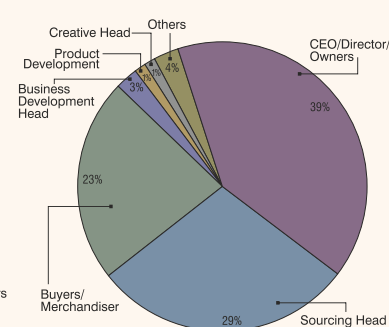
GROWTH IN VISITORS



VISITORS (BUSINESS PROFILE)



VISITORS (JOB PROFILE)



BRINGS OVERVIEW OF HOME TEXTILES, HOME DÉCOR, HOUSEWARE & GIFTS

awaiting to meet them and discover the business potential of the upcoming business season for 2019/20.

Over the years, India has emerged as one of the fastest growing consumer markets in the world with a GDP growth of around 7% per annum. A consistent demand growth of 20% per annum in most home product categories makes India one of the fastest growing markets in the world, which promises to deliver long-term business results. That is why increasing number of brands, manufacturers, distributors and retailers are investing in India to introduce their brands, increase their production, improve their design and product development strengths and expand their retail and distribution network. These are basic essentials to be successful in a market of 1.3 billion people. Besides, many leading Indian exporters and large industrial houses are looking at Indian domestic market more seriously than ever before.

Since its inception in 2012, HGH India has kept its focus sharply on the Indian market. Foreseeing high growth in home textiles, home décor, houseware and gifts consumption in India and the changing preferences of Indian



consumers in favour of better designed, superior quality, branded and lifestyle oriented home products, HGH India has essentially kept its exhibitor focus on companies who can deliver these values to the serious trade visitors always in search of new products.

With over 200 new exhibitors from India, China, Turkey, Europe and Middle-East, visitors can expect a lot of innovations, a wider product range and many new suppliers from HGH India 2019. Besides, leading brands and regular exhibitors are all set to launch their new collections for 2019-20 in tune



with the forecasted trends for the Indian market.

A large country pavilion with over 70 exhibitors from China has been organised by Zhejiang Broad International Convention & Exhibition Co. who will bring a wide range of home textiles, houseware, cleaning & maintenance products, kitchen tools, cookware, storage, cleaning solutions, crockery & ceramic, decorative accessories, wallpapers, gifts and fashion accessories. Zhejiang is one of China's most important manufacturing hub for houseware, kitchenware and decorative accessories.

HGH India 2019 will continue to establish stronger connection amongst the channel partners retailers, brands, manufacturers and distributors in home category. Having emerged as the most potent platform for sourcing and trend setting for the Indian market for home textiles, home décor, houseware and gifts, HGH India is today considered a must attend event by the trade and industry in these segments where products, designs and demand are highly dynamic and rapidly evolving.

From 140 exhibitors and 6,200 visitors in its first edition in 2012, HGH India has come a long way to 600 exhibitors and 34,960 visitors, firmly establishing its relevance and market leadership in the highly aspirational and young Indian market. HGH India 2019 is all set to further consolidate its position. Growing interest of international exhibitors and visitors in this trade show year after year reflect the high potential of Indian market as well as HGH India.

So mark the dates for July 2-4, 2019 for your visit to HGH India 2019 to connect yourself with upcoming home fashion design trends, business and market trends, product innovations, new sources and business opportunities for further growth.

Flight of Fancy

फ्लाइट ऑफ फैंसी

The Flâneur

द फ्लानेउर

HHGH India Trends reflect the influence of social and technological changes on the upcoming consumer demand in the Indian home products market.

Every year, HGH India forecasts upcoming colours, designs, materials and styles which are likely to play a key role in home fashion and lifestyle trends in the Indian market. These trends provide a comprehensive design direction to home textiles, home décor and houseware retailers, manufacturers, brands, interior designers and institutional buyers for the upcoming season.

Trends for 2019/20 forecasted this year by HGH India under the theme

Trends 2019-20



“Beyond Shapes” will be useful to the exhibitors and visitors to present and source their range in line with designs, colours and materials expected to be popular with the aspirational Indian consumers.

HGH India trends 2019/20 are forecasted by an experienced design team from Germany based

on a thorough research. Overall theme for the trends this year is “Beyond Shapes – Universal Future”. These trends are divided into four sub-groups. These are: Flight of fancy – potential of drama; The Flâneur – potential of elegance; Juicy Beats – potential of play; and Tribal Safari – potential of the natural with the design elements

Juicy Beats

जूसी बीट्स

TRIBAL SAFARI

ट्राइबल सफारी

blending the modern and traditional ethnic culture.

Trends Pavilion in Hall 1 will help you understand these trends in details and also experience their applications in real products and range planning. Hence, this Trends Pavilion is a must visit for retailers, interior designers, traders and industry players who wish to stay tuned with upcoming fashion trends to stay ahead of their competitors.

“Beyond Shapes” Trends are presented in a well-designed Trend Book, which the visitors can buy at different Trend Book sales points or at the Trends Pavilion at HGH India. You can also order the same online at our website www.hghindia.com.

Zhejiang brings 70 Chinese exhibitors

Zhejiang Broad International convention & Exhibition Co., Ltd has organised an exciting group participation of 70 Chinese exhibitors from houseware, home decor and gifts sectors, primarily from Zhejiang Province to promote them amongst Indian importers, retailers and trade buyers.

Zhejiang Broad has been aggressively promoting the Zhejiang Province products in the world markets.

At HGH India 2019, Zhejiang pavilion in Hall 2 & Hall 3 will have exhibitors showcasing multiple options in decorative made-ups, furnishing fabrics, curtains, bed & bath, table & kitchen linen, wallpapers, decorative accessories, crockery & tableware, storage & plastics, kitchenware, kitchen appliances, cookware, home appliances, gifts, general houseware, travel goods, cleaning



& maintenance products, babies & kids, outdoor tenting and camping products. A variety of gifts and fashion accessories will also be showcased by some companies.

The Chinese will also bring several innovative solutions for the high demand and rapidly growing category of Babies & Kids market in India. These will include

handmade wooden and PU toys, puzzles, DIY products, artefacts and garments, including gift packs.

Many of these companies will be looking for importers and long term distribution partners, in addition to manufacturing private label products for retailers and brands.

From India's perspective, China is looked upon as a cost-effective,

innovative and reliable supplier by the importers, brands and retailers here and hence this will be a great sourcing opportunity for them in the product categories described above.

Six more exhibitors from China

In addition to a large pavilion from Zhejiang province, there will be several companies from different parts of China who will be exhibiting directly in HGH India. These include 3 companies offering blinds, another 2 offering vacuum bottles & flasks and one each with towels, kitchen linen, kitchen towels, sponge for household cleaning and PVC shower curtains & table mats. Hence, the show this year will offer very wide sourcing options from China for the Indian importers and retailers.

Indian heritage

HANDICRAFTS | KHADI | COIR | JUTE

Handicrafts ■ Carpet ■ Khadi ■ Coir ■ Jute



India as a country has unique strengths in handmade and hand woven products using natural materials and traditional skills, which are unmatched by any other country in the world. These high value, creative products which are often exported in the world markets, often do not reach to Indian consumers as the retailers and wholesalers in India are not well connected with such artisans, craftsmen and weavers

from the unique clusters where they are produced.

HGH India initiated a new campaign under the brand Indian Heritage last year bringing all traditional Indian products like handloom, handicrafts, handmade rugs & carpets, coir, jute, khadi under its common umbrella. Idea is to differentiate these products from the mass-produced machine-made products and enable the buyers appreciate this

distinction of hand-made and machine-made products as well as their heritage and socio-economic value.

The campaign received excellent response from the visitors as well exhibitors, encouraging HGH India to make this a permanent feature of the show and also take further steps to promote the concept of Indian Heritage.

Under this concept, HGH India also sponsors live demonstration of different art and craft skills by National Awardee craftsmen and carpet weavers. Application of handloom, carpet, metal, glass, wood and other crafts in home décor, home textiles, houseware and gifts will be demonstrated in various theme pavilions as well as Trends pavilion for 2019/20 organised by HGH India.

At HGH India 2019, Indian Heritage initiative is being supported by several Government of India Ministries, Departments and institutions. Development Commissioner Handicrafts under the Ministry of Textiles, National Small Industries Corporation (NSIC) under the Ministry of MSME, Carpet

Export Promotion Council (CEPC), Export Promotion Council for Handicrafts (EPCH), Kashmir Chamber of Commerce & Industry (KCCI), Coir Board, National Jute Board, Khadi & Village Industries Commission (KVIC), COHANDS, Handicrafts Mega Cluster Mission (HMCM) and North East Region are organising group participation of their members, artisans, weavers and crafts persons, which opens immense opportunities for Indian retailers and wholesalers, corporate gift buyers and interior designers to source exclusive hand made products for their stores or bulk needs.

UP State Government and Uttarakhand Governments too are supporting participation of local carpet weavers, handicraft producers, handloom weavers, embroidery experts etc. from their states in the Indian Heritage section of HGH India 2019.

Visitors at HGH India, looking for sourcing unique products for their stores, must spend time in the Indian Heritage marked booths in Hall 1 and Hall 2.

HGH India 2019

Timings for Visitors

2nd July, 19: 09:00 am - 06:30 pm

3rd July, 19: 09:00 am - 06:30 pm

4th July, 19: 09:00 am - 05:00 pm

Unregistered visitors must pay for entry

Since last year, visitor registration system for free entry to HGH India has gone completely online. In order to prevent non-business visitors and save time and effort for pre-registered business visitors, HGH India will not allow free registration at the venue anymore, even to the trade visitors carrying official invitation cards from exhibitors or organisers. As mentioned in these cards, for free entry, the visitor must pre-register online before 20th June 2019.

Retailers, wholesalers, distributors, importers, traders, brands, manufacturers, institutional buyers, designers, architects, buying offices and professionals connected with home textiles, home décor, houseware and gifts sectors are eligible for free visitor entry before 20th June 2019 on HGH India website www.hghindia.com. They need to click on visitor registration and follow the steps as guided on the website. In case of any difficulty, they should write e-mail to visitors@hghindia.com. You can also contact Mr. Amar Sharma Tel. +91 (22) 2421 4111 or Mob.: +91 93 214 75882 or Mr. Elaka Ansari Mob.: +91 99 301 72973

All pre-registered visitors should go to the Pre-registered visitors desks in at HGH India and print their entry card free of cost by scanning their QR code or entering the reference number received by sms and e-mail from HGH India office.

All other visitors directly arriving at the venue without pre-registration will be required to pay the Spot Visitor Registration Fee of Rs. 1,000/- per visitor, which can be paid by Cash, Credit Card, Debit Card or Paytm.

HGH INDIA[®] 2019
HOME DECOR ■ GIFTS ■ HOUSEWARE

JULY 2-4, 2019
BOMBAY EXHIBITION CENTRE, MUMBAI

Trade Visitors!

Register online by 20th June, 2019 and **save ₹1,000/-** entry fee

HGH India 2019 is scheduled in Mumbai from July 2-4, 2019. Take a look at over 700 brands and manufacturers' innovative, high quality products... inspired by forecasted fashion and lifestyle trends for 2019/20. Source them before your competitors do.

Products on display



Home Decor Ceiling, Walls, Windows, Floor, Decorative Accessories, Lifestyles **Home Textiles** Sleeping, Bath, Table & Kitchen, Living, floors, Furnishing, Décor. **Gifts** Corporate, Personal, Festive **Houseware** Cookware, Kitchen Appliances, Tableware, Bathroom, Maintenance, Cleaning, Storage, Outdoor

Enjoy exclusive benefits

- Get free entry to HGH India.
- Save time to get your badge at the venue as Pre-Registered visitor. You can directly print your badge with the pre-registration QR code sent to you, after your online registration.
- One free copy of HGH India 2019 catalogue.
- Use of HGH India's complimentary Hot Lounge, Fruit Lounge, Ice Cream Lounge, Pop Corn Lounge, Foot Spa Lounge and Shuttle Bus Service and other facilities for bonafide visitors.

To avail of these benefits and save spot registration fees, you must register online before **20th June, 2019** on our website www.hghindia.com.

Free Visitor Registration Guidelines

- Free Visitor Entry is only for pre-registered bonafide trade visitors, who register online at www.hghindia.com
- Invited trade visitors are also not entitled for a free spot registration at the trade show venue, if they do not pre-register online.
- All visitors not registered online will have to pay Spot Registration Fees of ₹ 1,000/- for entry at the trade show.
- Last Date for online Visitor Registration: **20th June 2019**

Steps for free entry

1. Visit our website www.hghindia.com
2. Click on "Visitor Registration" on the home page.
3. Complete the Online Visitor Registration Form.
4. Receive your Visitor Registration No. and QR code via e-mail and SMS, which confirms your registration.
5. If you are already a registered visitor with HGH India in the previous years, please enter your registered mobile no. or e-mail id for renewing your online registration quickly for HGH India 2019.
6. Carry your Registration No. or QR code on your mobile or in a print format to the trade show.
7. Present your Registration no. or scan your QR code at the Pre-registered visitors' desk at hall 1 or hall 3 at HGH India 2019 to print your badge.

Important notes

- 1) Entry Badge is your personal entitlement for free entry to HGH India and completely non-transferable.
- 2) If you are already a registered visitor with HGH India in the previous years, please find your Reference No. from the Organisers and use the same for renewing your registration online for HGH India 2019.
- 3) For free entry to HGH India 2019, renewal of registration by all past visitors is compulsory. If not renewed, Spot Registration Fees of ₹ 1,000/- will be payable.
- 4) HGH India is strictly a Trade Show. Therefore, entry to consumers is not allowed. No retail purchase is permitted. You can be disqualified as a visitor if found doing retail purchases.
- 5) Children below 15 years are not allowed.
- 6) The Organisers reserve the right to refuse admission to any visitor at its sole discretion.

For further information and assistance please contact

Mumbai: Tel.: +91 (22) 2421 4111 Fax: +91 (22) 2421 4116 Delhi: Tel.: +91 (11) 2571 4111 Fax: +91 (11) 2571 4116
Amar Sharma Mob.: +91 99 676 00286 / Elaka Ansari Mob.: +91 99 301 72973 Email: visitors@hghindia.com