

# HGH INDIA 2017<sup>SM</sup>

HOME DECOR ■■■ GIFTS ■■■ HOUSEWARE

JULY 4-6, 2017 MUMBAI, INDIA

# NEWS 1

A TEXZONE Event

Where business feels at home!

July 4-6, 2017

# Your date with innovations

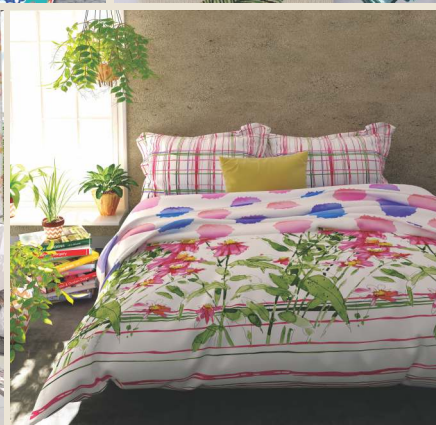
**N**ew sources... innovations... fashion trends...market trends...business ideas...HGH India 2017 is all set to offer new excitement to Indian trade on all these fronts!

After successful completion of five annual editions, HGH India 2017, the sixth edition, will unveil biggest ever range and a variety of Indian and international innovations in **home textiles**, **home décor**, **houseware** and **gifts** to Indian retailers, wholesalers, distributors, importers, institutional buyers, interior designers and professionals.

Scheduled for **July 4-6, 2017** at Bombay Exhibition Centre, Goregaon, Mumbai, HGH India is now a well-accepted forum to launch new collections and product lines to the Indian trade by exhibitors from over **30 countries**. Amongst 500 brands and manufacturers being exhibited, over **60 international** and **75 Indian** will be first time exhibitors, offering several opportunities to trade visitors to find new products and sources.

HGH India 2017 will not only be the biggest ever edition, but will have many additions and unique features like an exclusive **Turkey Pavilion** with 15 exhibitors, **Taiwan Pavilion** with 18 exhibitors and **China Pavilion** with over 20 exhibitors. Besides, several brands from countries like **Italy, Belgium, Germany, Turkey, USA, Australia, Thailand, Taiwan** and **China** will exhibit for the first time, making their debut in India. Most of them are also seeking long term distribution partners and brand representatives in India.

From **India**, many leading players like TTK Prestige (Cookware & kitchen appliances), Baltra (Kitchen appliances), BP Bharat (Ceramics), Stallion Barware (Barware), Murrino-Joyo Plastics, All time Plastics (Plastic houseware), Decorex (Blinds), Divine (Wall papers & soft furnishings), Marcopolo (Decorative flooring) Rumors (furnishing fabrics), Gem Collections (Furnishing Fabrics), Purple Maze (Furnishing Fabrics), Peps (Mattresses), Sparrow (Floor coverings), Birla Cellulose (fiber), Archies (Gifts)



and many others will showcase their products for the first time.

HGH India is designed exclusively to connect its Indian and international exhibitors with retailers, distributors, wholesalers, importers and institutional buyers across India. The trade show has by now well-established its credential as a forum for launch of design innovations and new products by leading Indian and international brand in the Indian market. They also use this trade show as a platform for introducing new trade schemes and taking feedback on their new introductions from the trade across the country.

Effectiveness of HGH India in these areas has encouraged leading industry players like Spaces (Welspun), Portico New York, Trident, Indo Count, Textrade, Dicitex, GM Fabrics, KC Fabrics, Devaa Textiles, Prince Furnishings (D'Décor), Jai Durga (D'Décor), in home

textiles; Forest, Toso (blinds), Marshall's, Wall King, Greenply, Nilaya (wallpapers), Nature's Mania, Rosemoore (Fragrances & dry flowers), Ethnic Clocks, Cocktail, Ex Do Dhai (decorative accessories), Borosil, Nachtmann, Luminarc, Ocean, Raj Agencies, Devnow, Roxx (Glassware), Clay Craft, Noritake, Dankatuwa, Hopewell, Bharat Potteries Archies, La-Opala, Corelle, FNS (Tableware), Servewell, Superware (Mellamine) to use it as a platform to launch their new collections every year.

HGH India is today not only a window to showcase new ranges, but is recognised as an event that features high quality brands and reliable suppliers. Trade visitors can once again look forward to many new exciting business opportunities at HGH India 2017, besides meeting all their regular suppliers!



INNOVATIONS ■ TRENDS ■ PRODUCTS ■ SOURCES ■ OPPORTUNITIES

# India market grows stronger

In the backdrop of a buoyant Indian economy which is consistently growing at over 7% per annum for the last 3 years; and Government's push to its 'housing for all programme by 2022'; India looks well on its way to become one of the most lucrative, stable and long-term markets for both Indian and international brands, manufacturers and retailers of home textiles, houseware, home décor and gift products.

This prediction gets further consolidated when we add demographic facts like 1.25 billion people of which 65% are below the age of 30 years and highly aspirational. Over 22 million Indians travelled abroad in 2016. Number of international travellers from India is growing by over 20% every year, giving them high exposure to international lifestyle and brands, constantly creating additional demand. Indians are today considered one of the fastest evolving and smartly learning consumers in the world. This makes them prime global targets for all products, including home. Rapid spread of urbanization and economic and social development of rural areas is also giving further boost to demand for lifestyle home products in the Indian market.

Indian home products market boom is here to stay reflects in several observations. Most of the Indian brands and manufacturers have reported growth in their sales between 10% to



30% for the last three financial years. Several specialty retailers in houseware, home textiles and home décor categories like Jagdish Stores and Bharat Furnishings have been opening new stores not only in metro cities like Mumbai, Delhi and Bengaluru, but even in relatively upcoming cities like Ludhiana, Pune, Jaipur, Raipur and Cochin. Large Format Retailers like Home Centre and Home Town too are on an expansion spree, opening many new stores across the country.

On the international front many brands and manufacturers from Italy, Germany, France,

Belgium, Spain, UK, Turkey, USA, Canada, China, Taiwan, Australia, Thailand, Korea, Vietnam, UAE, Sri Lanka are preparing to enter the Indian market with a long term plan. For several international brands like Corelle, Lock-n-Lock, DKW, Noritake, Trudeau India is already listed amongst one of the most promising growth markets. Over 60 brands and manufacturers from Turkey, Taiwan, China, Thailand, Italy, Australia and other countries will be making their Indian market debut at HGH India 2017, reflecting the growing potential of this market.

## Turkey to offer a wide range

Eighteen Turkish brands and manufacturers of houseware, for the first time, will offer their wide range of innovative kitchenware, kitchen tools, cookware, bakeware, kitchen appliances, food containers, refrigerator accessories, crockery, glassware, tableware, bar accessories, storage, laundry bags, cleaning tools, ironing boards, step ladders, clothes dryers, general plastic houseware, bathroom accessories, gardening tools at HGH India 2017. In Hall 5, they will be present either in the Turkey Pavilion organised by EVSID, the well-known Turkish Houseware Exporters' Association based in Istanbul, or will have their stand alone booths. One Turkish brand will be present through their Indian distributor, Raagashree Impex.

Turkey is well-known in the world for producing well-designed, high quality products, which are popular amongst quality conscious European and American importers and retailers. Indian retailers, importers, brands and distributors can explore several long term business opportunities through partnerships with the Turkish exhibitors at HGH India.



## New sources from Taiwan

At the coming edition of HGH India, 18 Taiwanese exhibitors will showcase their contemporary range of clocks, decorative accessories, gifts, blinds & curtain accessories, umbrellas, cleaning & hygiene products, diapers, trash bins, electronic key boards and so on. Many of these exhibitors are first time exhibitors and will be looking for long term distribution

partners besides direct retail customers, importers and institutional buyers.

Taiwan as a country has acquired a very good reputation all over the world for consistent quality and contemporary design innovations in gifts, houseware and home décor accessories. Many of these Taiwanese companies have their design, product development and customer service facilities

in Taiwan with their manufacturing units in China. They service the customers from Taiwan and ship the goods directly from China, offering to the buyers the combined benefits of Taiwanese designs and Chinese prices.

Visitors should make sure that they spare some time to visit the Taiwan pavillion located in Hall 5.

## Discover more of China

Over 20 Chinese exhibitors will be present at HGH India for the third year. Known for their cost-effective production and wide range, manufacturers from China will once again bring several new products, specially in the area of glassware, crockery, tableware, air purifiers, home appliances, curtain and roller blind mechanisms, blinds, furnishing fabrics, watches etc.

Not only Indian importers and retailers in home category, but also Indian brands, online retailers, gift suppliers, private label buyers and institutional buyers looking for long term manufacturing tie-ups will be able to meet a highly diversified profile of manufacturers from China.



## European brands continue strong presence

European brands have always been valued by Indian consumers and retailers for their sophisticated designs and high quality. That is why they are gaining increasing popularity in India, despite being more expensive than their Asian counterparts in many cases. Many segments of affording Indian buyers are now consciously willing to pay more for luxury, better designs and better quality.

Several leading European brands in furnishing fabrics, wall papers, houseware

and decorative accessories are present in India. Many of them have already found steady distribution partners here, who are helping them in increasing their market presence year after year. Brands like Nachtmann (crystal glass), Spiegelau (glassware) and Zimmer + Rhode (furnishing fabrics) from Germany; Casamance (furnishing fabrics), Elitis (wallpapers) and Cristal Darques (crystal glass) from France; Designers Guild, Harlequin (furnishing fabrics) and Joseph Joseph (kitchen tools)

from UK, IFI (furnishing fabrics) from Greece; Borgonovo (glassware) from Italy are amongst them. All of them have been regular exhibitors at HGH India for the last 5 years either directly, or through their Indian distribution partners.

Several others are in the process of planning their entry in this lucrative and sustainable market. At this edition, visitors can meet new entrants like TVS from Italy, who will introduce their premium non-stick cookware in the Indian market.

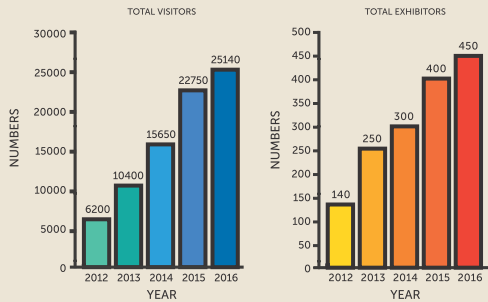


# TRENDS 2017/18 ■ SOURCING ■ NEW BUSINESS ■ OPPORTUNITIES

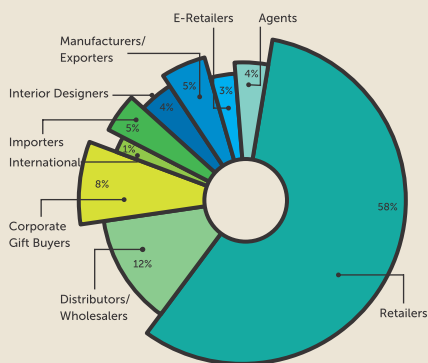
## Visitor and Exhibitor Growth

GROWTH IN VISITORS

GROWTH IN EXHIBITORS



VISITORS (BUSINESS PROFILE)



## Visitor Registration Form

HGH INDIA 2017

Mr.     Ms.     Mrs.    Invited by \_\_\_\_\_  
 Name \_\_\_\_\_  
 Designation \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Pin Code \_\_\_\_\_ State \_\_\_\_\_  
 Tel. (Off.) \_\_\_\_\_ Fax \_\_\_\_\_ Mob. \_\_\_\_\_  
 Email \_\_\_\_\_ Website \_\_\_\_\_

### A. Type(s) of your Business (Please tick )

<b>Retailer</b> <input type="checkbox"/> Department Store <input type="checkbox"/> Discount Store <input type="checkbox"/> Mail Order House <input type="checkbox"/> Traditional Store <input type="checkbox"/> Hyper Market <input type="checkbox"/> Boutique <input type="checkbox"/> Speciality Stores(MBOs) <input type="checkbox"/> Cash and Carry <input type="checkbox"/> Speciality Stores(EBOs) <input type="checkbox"/> Other _____	<b>Trade Representative</b> <input type="checkbox"/> Sales Agent <input type="checkbox"/> Brand Representative <input type="checkbox"/> Distributor <input type="checkbox"/> Importer <input type="checkbox"/> Wholesaler	<b>Buyers</b> <input type="checkbox"/> Interior Designer <input type="checkbox"/> Corporate Gifts <input type="checkbox"/> Gift Suppliers <input type="checkbox"/> Buying Houses
<b>E-Commerce</b> <input type="checkbox"/> Online Retailers <input type="checkbox"/> Other _____ <input type="checkbox"/> TV Shopping <input type="checkbox"/> Mail Order	<b>Industry</b> <input type="checkbox"/> Manufacturer <input type="checkbox"/> Brand Owner <input type="checkbox"/> Exporter	<b>Others</b> <input type="checkbox"/> Service Provider <input type="checkbox"/> Trade Association <input type="checkbox"/> Government

### B. Products of your interest

<b>Home Décor</b> <input type="checkbox"/> Wall <input type="checkbox"/> Windows <input type="checkbox"/> Floor <input type="checkbox"/> Light <input type="checkbox"/> Ceiling <input type="checkbox"/> Accessories <input type="checkbox"/> Lifestyle	<b>Home Textiles</b> <input type="checkbox"/> Bed Linen <input type="checkbox"/> Kitchen & Table <input type="checkbox"/> Bath Linen <input type="checkbox"/> Furnishing <input type="checkbox"/> Curtains <input type="checkbox"/> Decorative Made-ups <input type="checkbox"/> Rugs & Carpets	<b>Gifts</b> <input type="checkbox"/> Corporate <input type="checkbox"/> Personal <input type="checkbox"/> Festive
<b>Houseware</b> <input type="checkbox"/> Cookware <input type="checkbox"/> Bathroom <input type="checkbox"/> Cleaning <input type="checkbox"/> Tableware <input type="checkbox"/> Kitchenware <input type="checkbox"/> Outdoor <input type="checkbox"/> Storage <input type="checkbox"/> Kitchen Appliances <input type="checkbox"/> Maintenance	<b>Babies &amp; Kids</b> <input type="checkbox"/> Toys & Games <input type="checkbox"/> Sports, Leisure, Outdoor <input type="checkbox"/> Baby Products <input type="checkbox"/> Education, Bags <input type="checkbox"/> Prams & Walkers <input type="checkbox"/> Stationery	
<b>Services</b> <input type="checkbox"/> Trade Publication <input type="checkbox"/> Retail Management <input type="checkbox"/> Visual Merchandising <input type="checkbox"/> Other Support Services (Specify) _____ <input type="checkbox"/> Institutional <input type="checkbox"/> Logistic <input type="checkbox"/> IT Solutions		

### C. Purpose of your visit

Source International Products     Source Indian Products     Find New Suppliers  
 Meet Current Suppliers     Find Agent / Distributor     New Business Opportunities  
 Product Innovations/Trends     Market Information  
 Other (Please Specify) \_\_\_\_\_

### D. How did you learn about HGH India?

Internet     Email     Website     Direct Mailer     Newspaper  
 Hoardings     Advertisements     From Exhibitor     From Organiser     Word of Mouth  
 Other (Please Specify) \_\_\_\_\_

### E. Have you visited any previous edition of HGH India?

2012     2013     2014     2015     2016     None

### Important notes:

- Incomplete form in any respect will not be accepted. It is mandatory to fill the column Invited by.
- HGH India is strictly a Trade Show. Therefore entry to consumers is not allowed. No retail purchase permitted. You can be disqualified if found doing retail purchases.
- Children below 15 years are not allowed

Duly filled form to be sent by Fax: +91-22-2421 4116 or Email: visitors@hghindia.com or by post latest by 15<sup>th</sup> June, 2017 to the address mentioned below. You can also register online at [www.hghindia.com/eng/visitor-registration/](http://www.hghindia.com/eng/visitor-registration/)

### Organized by: Texzone Information Services Pvt. Ltd.

431, Kaliandas Udyog Bhavan, Near Century Bhavan, Prabhadevi, Mumbai - 400025.

Tel.: +91 (22) 2421 4111 Fax: +91 (22) 2421 4116 E-mail: exhibitors@hghindia.com

Delhi Office: Unit No. 1003, Vikrant Tower, Rajendra Place, New Delhi - 100 008.

Tel.: +91 (11) 2571 4111 Fax: +91 (11) 25714116 E-mail: exhibitors@hghindia.com

### Exhibitor Contact

India: Mukesh Agarwal Off: +91 (22) 2421 4111 Mob: +91 98 213 10453

E-mail: mukesh.agarwal@hghindia.com

Europe: Pia Ryhsen, Expo+ consulting associates, Amsterdamerstr.44, DE- 40474 Dusseldorf, Germany.

Tel: +49 2 116549453 Fax: + 49 2 116549456 E-mail: pia.ryhsen@expoandconsulting.com

### Visitor Contact India

Mr. Amar Sharma Mob: +91 99 676 00286 Off: +91 (22) 2421 4111 E-mail: visitors@hghindia.com

Ms. Vidya Vardhaman Mob.: +91 99 676 00576 Off: +91 (22) 2421 4111 E-mail: visitors@hghindia.com