

# HGH INDIA 2014

Homedécor ■■■ Gifts ■■■ Houseware

AUGUST 5-7, 2014, BOMBAY EXHIBITION CENTRE

# NEWS 1

A TEXZONE Event

R e d e f i n i n g   S o u r c i n g

# What's up?



**H**GH India is scheduled from **August 5-7, 2014**, right at the beginning of prime buying season for India retailers and institutional buyers. HGH India is an effective window for its exhibitors to the world's fastest growing market-**India**.

HGH India 2014, third annual edition of the trade show will be the biggest ever with more exhibitors, more visitors and much wider product range to source from. HGH India 2014, specially designed to connect Indian and international brands and manufacturers with the Indian retail market, is expected to grow by about 100% over last year. Last year's show itself had grown two and half times over the first edition.

With just two editions, HGH India has been endorsed by its visitors and exhibitors as a highly professional, businesslike trade show which not only unveils innovations and trends for the next season, but also helps them conduct their business in a businesslike atmosphere. Over 10,000 qualified trade visitors from 270 cities and towns across India were present at HGH India 2013 to see and source products from over 250 manufacturers and brands from India and 26 other countries. Number of exhibitors and visitors are expected



to increase substantially this year. 90% of the visitors were senior business decision makers.

Over 85% repeat participation, increase area booked by them and widening geographical spread of exhibitors and visitors proves the effectiveness of HGH India as a trade show.

The trade show has made sourcing easy and convenient for retailers and wholesalers in **Home Textiles, Furnishing Fabrics, Home Décor, Houseware and Gifts**. It brings together international and Indian suppliers, brands, importers and manufacturers- from mass produced to hand crafted category- on a common platform to showcase their range. Hence, buyers are able to compare products, prices and deliveries instantly before making their final buying decision, which makes sourcing for them better and cost effective.

Product range at HGH India 2014 will be wider than ever to include **bed and bath linen, furnishing fabrics, table & Kitchen linen,**

**floor coverings, wall papers, blinds, carpets, home decoration accessories like handicrafts, fragrances, flowers; houseware range including tableware, glassware, kitchenware, cookware, storage, cleaning and outdoor and other home products and a variety of gift articles.**

High turnaround of visitors and brisk business activity at HGH India last year has created a very high interest amongst more visitors and exhibitors for the forthcoming third edition from August 5-7, 2014. Going by the early Visitor Registration Trends, number of visitors is expected to be more than double this year.

Many well-known Indian and international manufacturers, brands, importers and distributors, have been added to HGH India 2014 as new exhibitors. Quite a few are proposing to launch their new lines at the trade show.

If you are seeking new business opportunities in

INNOVATIONS ■ TRENDS ■ PRODUCTS ■ SOURCES ■ OPPORTUNITIES

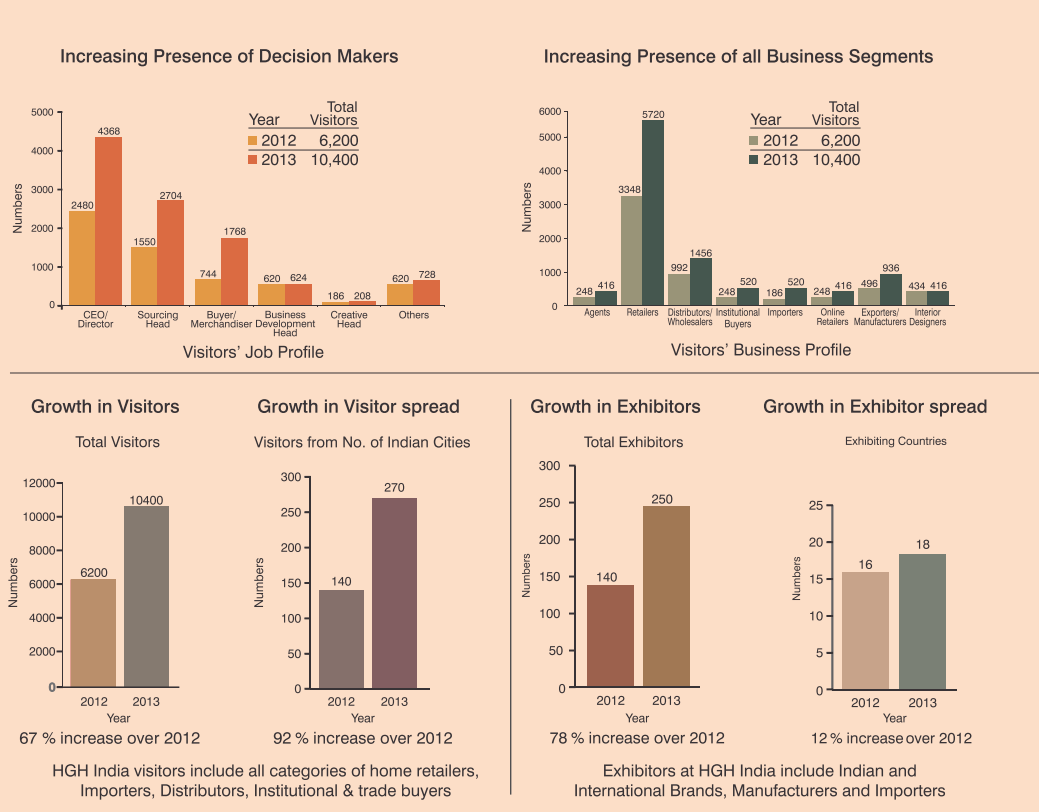
# HGH INDIA: THE TRADE SHOW FOR INDIAN HOME MARKET

home retailing, HGH India 2014 is a must visit trade show for you as many national and international brands will be looking for franchisees, distributors and retail channel partners across India. Products from India, Germany, UK, Italy, France, Belgium, Spain, Czech Republic, USA, Canada, China, Taiwan, Greece, Bangladesh, Hong Kong, Thailand, Turkey, Taiwan, Korea and other countries will be on display.

Leading brands like **Welspun, Portico, Esprit Home, Tom Taylor, Benetton, Spread,**

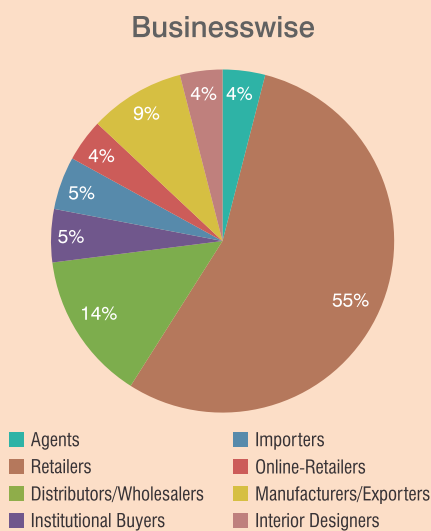
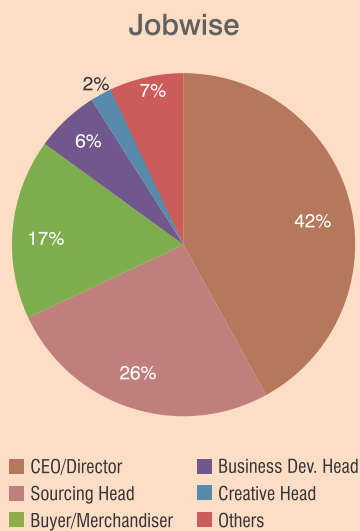
**Swayam, Trident, Mafatal, Micro Cotton, Dicitex, Loom, GM Fabrics, G. M. Mills, F&F, R.R. Décor, Indian Drape (J & Y), Eden, Goldtex, Warwick, Designers' Guild, Zimmer + Rhode, Maspar, Bianca, Elemento, Marshall, Deco Window, Hunter Douglas, Shital Fibers, DHLS, Obsession, Mc Three, Oriental Weavers, Opal, Spirella, Princeware, Borosil, Lock-n-Lock, Glasslock, DKW, Umbra, Gimi, Toso, Joseph Joseph, Facklemann, Roxx, Vinod Cookware,** will be seen amongst many others.

Senior decision makers and sourcing teams from leading retailers like **Shoppers Stop (Home Stop), Home Town, Big Bazaar (Future Group), Tata Trent, Lifestyle (Home Centre), @home, Bharti, Reliance Retail, Bharat Furnishings, Jagdish Stores, Surprise, Pride, Aero drape, Spencer's, Hyper City, Total Hyper, Skipper, Stellar, Drape Avenue, Neptune, Mansarovar, jabong.com, yebe.com** are amongst several serious buyers present at HGH India.

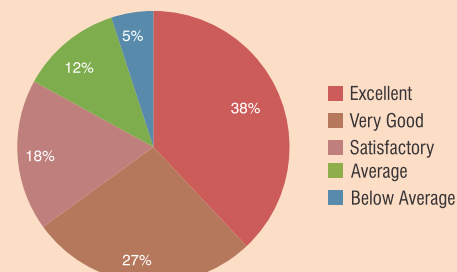


## HGH India 2013 Visitor Profile

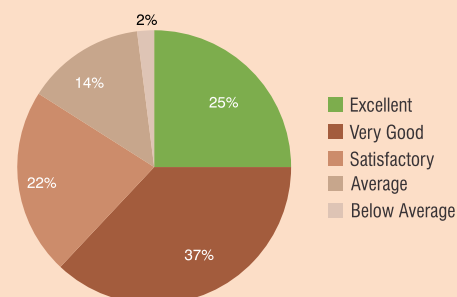
10,400 serious trade visitors from 270 cities and towns from all over India were present at HGH India 2013. These included retailers, distributors, institutional buyers, corporate gift buyers and interior designers who wanted to source latest products, innovations and suppliers.



### Visitor Satisfaction



### Exhibitor Satisfaction



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## INDIA: GROWING MARKET OPPORTUNITY FOR HOME

India, the world's 10<sup>th</sup> largest economy, continues to be one of the fastest emerging global markets for all products. Here, the demand for home products is growing by 20-25% annually, which is confirmed by leading retailers and brands operating in this huge and diversified country.

Indian business partners like agents, distributors, importers, retailers and representatives are increasingly gaining importance amongst international manufacturers, brands and exporters.

Upwardly mobile young Indian consumers below the age of 30 years, who constitute 65% of country's total population are showing increased preference for high quality and branded international products for their day to day needs. With their high exposure on internet, frequent travel and highly interactive professional life, they swiftly adapt to

international lifestyle trends. Market for categories like home textiles, houseware, home décor and gifts is at a nascent stage with a vast untapped potential. Today, only less than 3% of consumption in home category is for branded products. Only 7% of retailing in the country is in the organised sector.

Entry of Large Format stores in India and ever increasing high international exposure of India's specialty retailers and consumers are bringing about a revolution in Indian home retailing. Today, all Indian retailers, LFS, specialty stores, online retailers, franchisees and boutiques have started following a practice of integrated merchandising in home category to make their stores look trendier. Hence, integration of product categories like home textiles, furnishings, home décor, houseware and gifts at the retail level is a strongly emerging trend in the Indian domestic market.



**More information**  
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**AUGUST 5-7, 2014 BOMBAY EXHIBITION CENTRE, GOREGAON (E), MUMBAI.**



# HGH India 2014 - At a Glance

**Frequency** : Annual Trade Show  
**Edition** : Third Edition  
**Venue** : Bombay Exhibition Centre, Mumbai  
**Dates** : August 5-7, 2014 (Tue, Wed, Thu)  
**Area** : Over 25,000 Sq. Meters

**Objective:** To enable global and Indian manufacturers, brands and importers present their new collections to distributors, retailers, online retailers, importers, institutional buyers and channel partners from all over India. To provide an effective platform for international and Indian brands and manufacturers to identify and connect with their right business partners in India and showcase their range to the retailers and trade from across India.

**Product Categories:** **Home Textiles** (Furnishing fabrics, curtains, throws, decorative made-ups, cushion covers, bed linen, mattresses and quilts, towels & bath Linen, Table & Kitchen Linen), **Houseware** (Kitchenware, tableware, cookware, bathroom accessories, cleaning

& maintenance, storage, outdoor), **Home Décor** (wall papers and wall decorations, figurines and artifacts, decorative clocks, bar accessories, blinds, curtain rods, decorative accessories and furniture, dry & artificial flowers, aromas & fragrances, carpets & rugs, decorative flooring, candles etc.) **Gifts** (gifting accessories, handicrafts, photo frames, houseware, glass & crystal, scarves & stoles, bags, boxes & packaging etc.) **Services.**

**Exhibitor Profile:** Leading Indian and International Manufacturers, brands, importers, exporters, wholesalers and service providers aiming to expand their reach in the Indian market. About 60% exhibits Indian, 40% international.

**Target Visitors:** Open to Trade Visitors only. All categories of Indian retailers (*specialty stores, department stores, hyper markets, traditional retailers, furnishing & home decoration stores, houseware retailers, hardware, novelty and gift stores, franchisees*) institutional buyers (*corporate*

*gift buyers, hotels, hospitals*), importers, interior designers, professionals and other bulk buyers.

**Visitor Profile:** Senior sourcing decision makers like CEOs, Proprietors, Directors, Sourcing Heads, Merchandising Managers, Purchase Managers, Materials Managers amongst Distributors, Retailers, Brands, Importers, Wholesalers. Corporate Gift Buyers, Gift Suppliers, Institutional Buyers, Sourcing Managers, Architects and Interior Designers, Rental services for hotels & decor.

**Supporting Events:** VIP buyers' meet, Networking events, Trend pavilions, Press conferences, Product launches, Retailers' seminars, Exhibitors' private events

**Facilities:** Market information, Match making, Retail Tours, Shuttle service, Hotel & Travel support, Logistics support, Left luggage, Internet, Umbrella service, VIP lounges, Visitor lounges, Restaurant & Cafeteria, Business center, Media center, Catering service.

## Who Should Visit HGH India?

- ◆ Specialty stores
- ◆ Department stores
- ◆ Franchisees stores
- ◆ Conventional stores
- ◆ Hyper markets stores
- ◆ Home decoration stores
- ◆ Furnishing stores
- ◆ Houseware retailers
- ◆ Hardware stores
- ◆ Novelty stores
- ◆ Gift stores
- ◆ Interior designers
- ◆ Institutional buyers
- ◆ Corporate gift buyers
- ◆ Hotels
- ◆ Hospitals
- ◆ Importers
- ◆ Professionals
- ◆ International buyers
- ◆ Prospective buyers
- ◆ Distributors
- ◆ Architects

*Sourcing heads, merchandisers, senior buying decision makers can preview and source innovative range of home textiles, furnishings, home décor, houseware and gift products from Indian and international brands, manufacturers, editors, importers and brands.*

## Why should you visit HGH India?

- ◆ To source the requirements for pre-festive seasons
- ◆ To keep abreast of design and product trends
- ◆ To discover new products and innovations with better quality
- ◆ To enhance variety and ensure consistent supplies
- ◆ To optimize their vendor base and streamline logistics
- ◆ To Save money, Save time
- ◆ To get everything you wish for, at on place, in 3 days



### Organized by

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