

# HGH INDIA 2014

Homedécor ■■■ Gifts ■■■ Houseware

AUGUST 5-7, 2014, BOMBAY EXHIBITION CENTRE

# NEWS4

A TEXZONE Event

## R e d e f i n i n g   S o u r c i n g

## Exciting start to serious business

**H**GH India, 2014, the third annual edition of the trade show started with great excitement on August 5, at the Bombay Exhibition Center, Goregoan and set the tone for extremely active business during the course of the first Trade show day. The growing buzz in the industry, gathered momentum as leading national and international manufacturers, brands, importers and distributors showcased their latest collections of home textiles and furnishing, houseware, home decor and gifts. Timing of the show being ideal for sourcing, the shows saw excited Indian retailers and institutional buyers visit the show in large numbers to see and source for the coming season. The show has grown

manifold from the last two editions and has now earned a position of importance in the minds of the exhibitors and visitors, such that many have already marked their calendars for its next edition in July 2015. The show this year is much bigger in terms of number of exhibitors, the product range on offer for sourcing and the number of visitors, pan India.

The show was inaugurated by the chief guest, Kiran Soni Gupta, Textile Commissioner, Ministry of Textiles Government Of India, Siddanath Singh, Chairman, CEPC, was the guest of honour. Some of the other dignitaries present at the inauguration were Shiv Kumar Gupta, Executive Director, CEPC, Sanjeev

Saran, Former Chairman, SRTEPC, Amit Ruparelia, former Chairman Texprocil and Leszek Brenda, Council General of the republic of Poland in Mumbai. Kiran Soni Gupta said that from a modest beginning HGH India has grown in a big way. It has become a huge platform for buyers and sellers to create a dent in lifestyle changes. Manufacturers are creating value and helping the industry to grow by offering high quality products. The registration was smooth and the visitors took full benefit of the shuttle and umbrella service as it was raining. The various lounges like the fruit lounge, aqua lounge, tea lounge, and popcorn lounge were a huge success and saw heavy footfalls.



**INNOVATIONS ■ TRENDS ■ PRODUCTS ■ SOURCES ■ OPPORTUNITIES**

HGH India, presents Trends 2014/15 at the Trends Pavillion. It depicted colours, designs, styles and materials which are likely to be in vogue during 2014/15. The thought behind Trends is to connect manufacturers, brands, retailers and professionals in the home business to the aspirational Indian consumer through these forecast. The cord which connects the buyer and seller is the mood of the moment and the anticipated mood in the coming season. HGH India trends team has put together this spirit of the upwardly mobile Indian consumers and all the influences on contemporary Indian homes have been studied to derive these Trends. The four themes of the trends together called 'Impressions' aims at creating an exclusive living space for the user that is a shelter in the chaotic environment and a little piece of heaven. Trends book- the style forecast of Home Textiles and Home Décor for 2014/15 is also available at the Trends pavilion.

# TRENDS

## Inspiration for Indian Market



# Visitors Quotes

"My entire team comes to HGH India for sourcing opportunities. This year we have seen some of the most amazing brands and new products launched for the Indian market at the show. it has been a productive day. Looking forward to more in the following days", said Mr. Dheeraj, Advait Textiles

Abdelali Sadiki, Ansar Group, visiting HGH, "We have 11 department stores in Qatar, Bahrain, Dubai, USA, among others. We are here at the show to buy gifts and decorations for our stores. We read about the show on the net and it's our first visit to India."

Armando from Hometown, Future Group said, "We are here to see the new trends in the market which we can then buy for our stores. Everything we could possibly want to see is on display here and as such this is the best place for us to study the market and source."

Ajay Singh of Warps & Wefts from Dubai, "I find it to be an upmarket show equivalent to any of the best European shows. We see Indian faces but we could be anywhere in the world."

I am a regular visitor at HGH India and have seen the growth and success of the show. Really happy as all my sourcing has been done for the year in a day", said Mr. Dhaval Gupta, Exporter

"HGH India team has put up a good show. Really impressed. The popcorn lounge this year has been a hit. simply loved the idea. Way to go Team HGH India," said Mr. Rajesh Mohanty, Dhruv Textiles



# Exhibitors Quotes

"HGH 2014 has seen a larger number of buyers and suppliers. I can say that HGH has now come of age and we hope to continue being a very extensive part of it. It is a very important event for our industry. As the show gets larger, its going to be the survival of the fittest"

*-Nimish Arora, Dicitex Furnishings*

Rajiv Mahajan of Maspar Industries Pvt Ltd, shared: "HGH has been growing year on year basis. We are hoping that it will expand to different parts of the country in the years to come. Being at a show is different from meeting buyers on a one to one basis, because at such a show our entire range can be displayed."

Vishy Shenoy of Ambadi Enterprises Ltd and representing the Belgium carpet brand Mc Three, First time exhibitors at HGH India said " This is our first exhibitor for the domestic market. Only now we have a national footprint so it makes sense for us to be here at HGH. Last year we came as a visitor and we find that the show has doubled this year."

First time participant, Seasons Furnishing's, Inderjit Wadha, shared that "last year we were visitors and this year we are exhibitors. As on now we are 70% into exports and 30% into domestic market. We are here at the show to increase our domestic market business to a 50%".

Rajiv Merchant of Indian Home Variations and Distributions Ltd. "It's getting bigger and better for us. Our entire year's business we can do here. We are representing international brands in India. Imported goods are creating new demand and are not a threat to domestic production."

Arun Bhawsingka of Creative Portico (India) Pvt. Ltd, "I had my apprehensions, but I find the show is very good. It is of international standards. The quality of production is very good. We have introduced the theme of happiness as I find it very important in life."

"It's a great show and exposure. Right from the morning the visitor turnout has been amazing. In many other shows, first day is always a lazy turnout, but at HGH India the start has been a full show. It's a great platform to meet our existing dealers as well as new dealers" said, Mukul Goyal, Director, Tattva Art Hardware

"Wonderful show. It's my first time and I am thinking I should have been here earlier. HGH India team has been doing a great job. Keep it up. For the first day it feels like the best day already. So much business in first few hours is simply fantastic", said Mr. P. S. Sudan, Director, Radiance London.

"HGH India 2014 has shaped up fantastic! The responses are very good. Especially for the window category, the show has turned out to be amazing. And we expect that if these are the numbers we see now, its likely to be much more in the next two days" said Mr. S. N Moorthy, Company Advisor, Marvel (Accumax Interior Products Pvt. Ltd.)

