

# HGH INDIA 2018<sup>SM</sup>

HOME DECOR ■ GIFTS ■ HOUSEWARE  
JULY 3-5, 2018 MUMBAI, INDIA



A TEXZONE Event

Where business feels at home!

## Bigger, Bolder 7th Edition

7<sup>th</sup> annual edition of HGH India is all set to welcome trade visitors from over 475 cities and towns across India.

Trade and institutional buyers can view and evaluate innovations and new collections of home textiles, home décor, houseware and gift products showcased by 550 brands and manufacturers from 30 countries. For the first time, HGH India will be spread over three separate halls, each covering the specialised categories of home textiles (hall 1), home décor & gifts (hall 2) and houseware & gifts (hall 3).

Over 80 new exhibitors from India and other countries will join across product categories like bed linen & decorative beddings, towels & bath linen, mattresses, furnishing fabrics, curtains, blinds, decorative made-ups, rugs & carpets, vinyl and wooden flooring, wallpapers, handicrafts, decorative accessories, cookware, kitchenware, kitchen appliances, tableware, glassware, decorative glass, storage, plasticware and general houseware. They will create new and wider sourcing options for trade visitors. BergHOFF (Belgium), RCR (Italy), Inter Design (USA), Korkmaz (Turkey), Oncu (Turkey), Space Technologies (Korea), Monno Ceramics (Bangladesh), Aydin (Turkey), Dékor Cam (Turkey), Lei Ming (Taiwan), Hangzhou Jida (China) and Racko (Sri Lanka) are some of leading new international brands, which will be exhibiting for the first time.

Amongst regular exhibitors, leading brands like Spaces, Bombay Dyeing, Trident, Indo Count, Maspar,



An overview of Hall 1 at HGH India 2017

**Going by current online registration trends, HGH India 2018 is likely to record a further increase in trade visitors**

Anna Simona, Borosil, Peps, Springfit, Dicitex, GM Fabrics, F & F, KC Fabrics, Deco Window, Nature's Mania, Clay Craft, Freelance, are gearing up to launch their latest innovations and new product lines for the upcoming retail season for 2018-19.

Sensing the huge domestic market opportunity offered by HGH India, leading organisations like EPCH (Export Promotion Council for Handicrafts); AIWA (All India

Wallpapers Covering Association); HMCM (Handicraft Mega Cluster Mission); EVSID (Turkish Houseware Manufacturers & Exporters Association); Golden Seal (Taiwan); HKTDC (Hong Kong Trade Development Council) Zhejiang Broad International (China) are organising group participation of their members.

Fashion Trends forecasts are an important aspect of HGH India since its inception. Presented under the theme #Transition, the trends for 2018-19 will be presented in a bigger Trends Pavilion at the end of hall 1. This year's trends are divided in four sub-themes namely #so.funky at home; #Soft shades of nature; #Collector's chamber and #Smart Bohemians.

In the Trends Pavilion, visitors will not only discover the colours, designs, materials and styles for 2018-19, but also a display of actual products based on these trends, which they can source for their stores from various exhibitors at HGH India 2018.

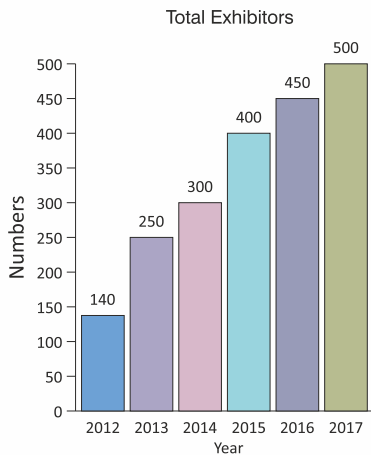
Well-accepted by retailers, wholesalers, distributors, importers, institutional buyers and designers as an effective sourcing platform, HGH India 2018 has once again evoked high visitor interest. Visitor pre-registrations have already crossed the highest ever number. Registrations are still on till 15th June. Going by current trends, HGH India 2018 is likely to record a further increase in trade visitors' number which stood at 30,700 last year.

INNOVATIONS ■ TRENDS ■ PRODUCTS ■ SOURCES ■ OPPORTUNITIES

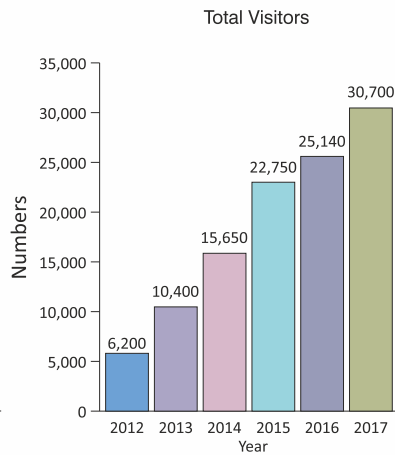


## Consistent growth over the years

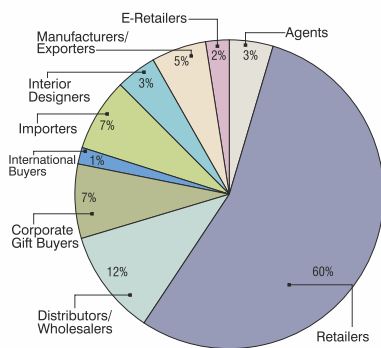
GROWTH IN EXHIBITORS



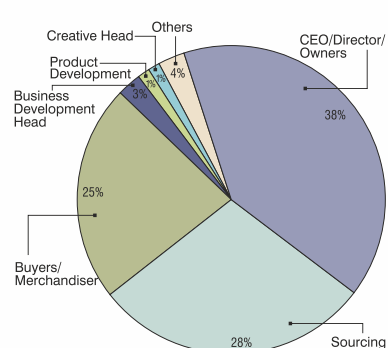
GROWTH IN VISITORS



VISITORS (BUSINESS PROFILE)



VISITORS (JOB PROFILE)



A good trade show provides true reflection of upcoming opportunities, product and business trends in the market. Taking this cue, HGH India has evolved into a successful trade show for the Indian market, offering never-ending excitement for the professional visitors and exhibitors, year after year. With six well-acclaimed annual editions behind, HGH India has consolidated its position as India's leading trade show in its category. It is a professional, trend setting trade show designed specially to connect its exhibitors with Indian retailers, distributors, trade buyers, interior designers. Growing number of exhibitors and trade visitors prove HGH India's usefulness for doing business in home category for Indian market. Today, leading Indian and international companies recognize the role of HGH India in opening up and widening the Indian domestic market for home products.

Growing popularity of HGH India in all segments of home products trade- home textiles, home décor, houseware & gifts reflects in the increasing number of exhibitors and visitors at this trade show. Number of exhibitors at HGH India have gone up by 350% from 140 in 2012 to 500 in 2017. Similarly, visitors have increased by nearly 500% from 6,140 in 2012 to 30,700 in 2017. HGH India connects brands and manufactures with high potential Indian trade buyers, including retailers, wholesalers, distributors, importers and institutional buyers. Exhibitors across product categories have reported consistently good business results. International and Indian exhibitors find high potential buyers and long-term partners to expand their Indian market presence. Over 80% exhibitors and 90% visitors return to HGH India year after year, reflecting its importance for both sellers and buyers.

## Connects with aspiring Indian market

India is a country of 1.3 billion people of which over 65% are below the age of 30 years, educated, urbanized and well exposed to international lifestyle through travel and media. The economy is consistently growing at over 7% per annum. A large part of the population in such a country is bound to be upwardly mobile, aspiring to lead a better quality of life. Increasing demand for lifestyle products is a natural outcome.

Well-known Indian brands across categories meet and transact business with their dealers from all over India. They also connect with new dealers and distributors in unrepresented territories. International exhibitors connect with well-established as well as aspiring distributors and brand representatives, helping them expanding their market presence in India.

Though it was difficult to quantify, retailers do large volume of spot ordering with their regular suppliers. Many exhibitors report trial orders

Every next edition of HGH India reflects retailers' preference for products that meet aspirational



Young aspiring Indian consumers prefer branded, lifestyle products.

demand of Indian consumers. Retailers ask for innovative and contemporary lifestyle products preferred by younger, educated and affording Indian consumers. Demand for premium and branded products over cheaper, price driven options is increasing. International and Indian exhibitors offering high-end tableware, glassware, cookware, storage, kitchen tools, storage, home decor accessories, wallpapers, furnishing fabrics and home textile products are getting better response.

from organised retail chains and prestigious specialty stores. Entrepreneurs opening new stores find HGH India a convenient forum to do their merchandise planning and sourcing, across categories.

First time exhibitors get an instant market connection at the national level. New designs, product innovations and product ideas are best researched in the businesslike environment of HGH India.

## Meet brands from 30 countries

At HGH India 2018 trade visitors can evaluate and source products from 30 countries. About 35% of the products exhibited will be from international brands and manufacturers, showcased either directly or through their Indian partners. 185 brands from 29 countries other than India will be on display. 315 Indian brands and manufacturers will also showcase their latest range.

Amongst some of the leading international brands present directly will be BergHOFF (Belgium) with cookware, kitchenware & tableware; RCR Crystalware (Italy) with crystal glass tableware; Corelle (USA) with dinnerware; Inter Design (USA) with storage & bathroom accessories; DKW (Thailand) with plastic kitchenware, tableware & houseware; Frigondas (Korea) with its range of Frigondas robotic cleaners; IFI (Greece) with furnishing fabrics; and Korkmaz (Turkey) with cookware, kitchenware & tableware.

A number of leading Turkish manufacturers will showcase a wide range across home textiles, home décor and houseware. These include Aydin with curtain fabrics, sheers, embroidery and lace curtains and Oncu Grup with table linen & wallpapers



Monno Ceramics



Space Co. Ltd.



Aydin Orme



IFI Designis



DKW CO. LTD.



RCR Crystalware



BergHOFF

and Dekor Cam with decorative glassware, Titiz, Ugurlar, Luks Plastics, Miss Collection, Solmazer, Renga, offering plastic houseware and Dogrular with ironing boards, clothes dryers etc.

In addition, many other well-known international manufacturers will also be exhibiting a wide range. Some leading names include Monno Ceramics (Bangladesh) with ceramic and porcelain dinnerware and tableware; Space Co. Ltd. (Korea) with blinds; Nam Ngai (Thailand) with plastic shoe boxes, small items storage boxes

and organisers; Zhejiang Lulian Decoration Material Co. (China) with PVC Wallpaper; Shuangma Plastic Manufacturing Inc. (China) with kitchen storage, food processor, kitchen grater; Hangzhou Jida New Materials Technology Co. (China) with synthetic leather for furniture and furnishing; Shijiazhuang Huaminglaye Co. (China) with a variety of basic, designer and fragrant candles; Huey Erl Chyang Enterprise (Taiwan) with acrylic storage and jars; Kuo Yu Plastic Enterprise Co. (Taiwan) with nut crackers, spice grinder, containers, jars; Lei Ming Industrial Co. (Taiwan)

with racks, closets, shoe racks, hangers, multi-purpose trolley; Mova International Corp. (Taiwan) with decorative arts, metal, rotating globes and specially designed gift articles.

Many international brands already have established Indian partners who import and distribute their products here. These brands like Nachtmann (Germany), Noritake (Japan), Forest (Netherlands), Bergner (Austria), Curver (Luxembourg), Borgonovo and Bormioli Rocco (Italy), Trudeau (Canada), Kilner (UK) Zimmer + Rohde (Germany)

## Turkey to bring wider range



Dekor Cam



Titiz Plastik



Luks Plastik



Doğrular

Öncü Grup

Turkey has acquired a worldwide good reputation for offering reliable and consistently high quality products. While Turkish products may not be the cheapest available in the market, Indian importers are discovering the virtues of their high quality, innovative designs and value for money. No wonder, they are

becoming more and more popular with Indian consumers.

Turkey will be present with houseware products in hall 3 and with home décor range in hall 2 through EVSID, the Turkish Housewares Manufacturers & Exporters Association. Last year's positive business results has driven a bigger Turkish participation at HGH

India 2018. Many of last year's exhibitors like Lux Plastik with plastic kitchenware and bathroom accessories, Titiz Plastik with storage and kitchenware, Miss Collection with kitchen storage, utensils and racks, Ugurlar Plastik with bathroom essentials and dustbins will exhibit with bigger spaces.

Many new Turkish exhibitors will showcase for the first time. Amongst them, showing through EVSID include Solmazer with acrylic and glass based tableware like oil dispensers, bottles, table bowls, salt & pepper dispensers, bread boxes etc.; Renga with plastic and glass based kitchen storage, kitchen utilities and tableware; Aydin with decorative furnishing; Dekor Cam with decorative glassware; Oncu with table linen and Doğrular with kitchen organisers, baby hammocks, iron boards, home appliances etc. will be joining for the HGH India 2018, making sourcing even more exciting for Indian retailers and importers.

Korkmaz, the well-known Turkish brand internationally will exhibit directly with its range of cookware, kitchenware & tableware.

# All visitors must pay for registration at venue

From this edition, in order to discourage the entry of non-business visitors and save time and effort for bonafide business visitors, HGH India visitor registration system has gone completely online, as far as free visitor entry is concerned. Visitors will not be able to do free registration at the venue anymore from this year onwards, even if they are carrying the official invitation cards from exhibitors or organisers. As clearly mentioned in these cards, for free entry, the visitor must pre-register online before 15th June 2018.

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 to the trade show. For this they must pre-register as a visitor before 15th June, 2018 on HGH India website [www.hghindia.com](http://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](mailto:visitors@hghindia.com) or contact Mr. Amar Sharma Tel. +91 (22) 2421 4111 or Mob.: +91 93 214 75882.

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.

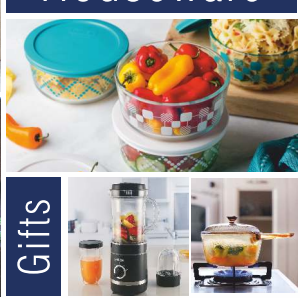


## Trade Visitors!

Register online by 15th June, 2018 and **save ₹1,000/-** entry fee

HGH India 2018 is scheduled in Mumbai from July 3-5, 2018. Take a look at over 550 brands and manufacturers' innovative, high quality products... inspired by forecasted fashion and lifestyle trends for 2018/19. 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 2018 catalogue.
- Use of HGH India's complimentary Hot Lounge, Fruit Lounge, Ice Cream Lounge, Pop Corn 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 15<sup>th</sup> June, 2018 on our website [www.hghindia.com](http://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](http://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: **15<sup>th</sup> June 2018**

### Steps for free entry

1. Visit our website [www.hghindia.com](http://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. Carry your Registration No. or QR code on your mobile or in a print format to the trade show.
6. Present your Registration no. or scan your QR code at the Pre-registered visitors' desk at hall 1 or hall 3 at HGH India 2018 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 2018.
- 3) For free entry to HGH India 2018, 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

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