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Bombay Exhibition Center, Mumbai

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HGH India Powerful start to Spring/Summer 2023

HGH India returned to Mumbai on 13th December, with its 12th edition and several new business opportunities for the home product industries.

This is also the first Spring/Summer edition for HGH India, the leading B2B tradeshow in India for home textiles, home décor, home furniture, houseware and gifts, which is heavily supported by the home product industry. With its return to the Bombay International Exhibition Centre, Goregaon, which had served as a Covid hospital for more than two years, HGH India spring/summer edition provides an opportunity to build further on the highly successful Diwali retail season. Retailers and distributors reported their necessity to replenish their stocks for the Spring/Summer 2023 consumer demand. Additionally they need new ideas, products and services to further develop their assortment and adapt to the aspirations of modern consumers. Mr. Arun Roongta, Managing Director of HGH India, said: "We



have created the HGH India Spring/Summer edition to increase business opportunities in our home product industries beyond the Diwali season. With product and design innovations becoming more frequent and intensifying competition, more and more retailers and distributors are switching to half year sourcing cycles instead of their earlier annual ones. To comply with the

strong growth of demand in home textiles, home décor, houseware and gifts, distributors and retailers need an additional opportunity to speed up their value chain and benefit from the dynamics at consumer end.»

The growing tradeshow was inaugurated with a traditional lamp light ceremony, spearheaded by Chief Guest Dr. Alessandro Liberatori, Trade Commissioner and Director of the Italian Trade Agency, Guest of honour Mr. Atul Shah, spokesperson BJP, Maharashtra, Mr. Arun Roongta and Dr. Geert Boettger, Directors, HGH India, along with a number of industry leaders, government officials and dignitaries. After having lighted the lamp jointly, Dr. Boettger expressed his thanks to the exhibitors, who once again executed first class designed stands to attract and comfort buyers and visitors. Our exhibitors put up a wonderful show and

underline the design capabilities of our home product industries. Guest of honour, Mr. Atul Shah, reinforced that and said : "The look and culture of HGH India matches high international standards in terms of design, quality and organization". Chief guest Dr. Alessandro Liberatori pointed out that the advanced Italian home product industry looks for a long-term partnership with HGH India, because HGH provides an adequate environment for the Italian companies, which facilitates first steps in the complex and large Indian market enormously. He also said : "It is a target of the Italian Trade Agency to expand collaboration between Italian and Indian Home Product industries".

This December 2022 edition of HGH India will enable meetings between 400 exhibitors and brands on the one hand and on the other hand buyers and specifiers from more than 550 cities.



Lamp lightning and unveiling of HGH India show catalogue by Chief Guest Dr. Alessandro Liberatori and Guest of Honour Mr. Atul Shah and other dignitaries.

Italian Home Products in India

The Italian Trade Agency (ITA) organizes at HGH India Spring/Summer 2022 a joint booth, where 9 Italian companies present their products and services: Zanetti Murano Srl is specialized in the manufacturing of hand-made solid glass artistic sculptures. Subjects of the sculptures include : birds, fish, horses and other animals, also abstracts and even a sculpture of God Ghanesh is part of the range. Each piece of art comes with the artist`s signature engraved and the regional trademark „Vetro Artistico di Murano“, which is the official Italian government backed guarantee that the product is of genuine Murano glass.

Li & Pra Innovation and Design offers innovative Vinyl Flooring and digitally printed wallcoverings, which are also applicable in wet

areas like bath, shower and kitchen. Li & Pra produces also customized solutions for contract projects in hospitality and institutions. The collaboration with internationally renown architects have led to many innovative solutions from a technical and from a stylistic point of view. The production is in Italy and Switzerland.

Brunel Preziosi D` Autore creates artistic silver and gold artworks designed for exclusive gifts and luxury furnishings. Their collection is completely handmade in their workshops and includes a wide variation of objects from sculptures to trays, vases, candlesticks, tea/coffee sets to furnishing accessories. Material, design and modeling like ancient art of silversmith make every Brunel artwork a unique masterpiece.

Seven Sedie Reproductions combines craft made tradition with newer technologies presenting in India a selection of chairs with a wide range of styles. From pure raw frame up to the finished chair with various combinations in finishing and fabrics. From cutting to seasoning and drying of lumber, from upholstering to the packaging of finished chairs all steps of the value chain are done directly in their own factory, which facilitates the production of superior quality.

A Casa K. blends periods and styles, combining fine materials to create lifestyle. The traditional florentine technicals, the love for details and updated finishes make each creation unique.

Cesare Ferrari Group delivers bespoke furniture, doors and decorative elements for residential

and commercial interior projects. CFG provides professional services to architects and designers, combining the authentic Italian furniture maker`s tradition with cutting edge technology. CFG works with a huge variety of materials, including among others 3D and composite veneers, glass, metals, embossed leathers, gradient lacquering, metal meshes and natural stones.

Grassi Pietre works with any kind of marble and stone preferably in complex projects that involve the use of different materials.

LYM is a young company of excellence in technological and design lighting with entirely Italian production.

Status offers a distinctive furniture style, which is internationally successful.



Chief Guest Dr. Alessandro Liberatori and Guest of Honour Mr. Atul Shah made an extensive information tour to many booths of HGH India.

World of Sleep at HGH India

A good sleep is fundamental for the nightly recreation of ourselves. This insight evolves to healthy sleep as a lifestyle trend. However this trend needs the support of retail, distribution and producers of beds, mattresses and home textiles, because healthy sleep includes many functional requirements to be met by sleep products. The products as such are not fashionable, they need information and education also at the consumers end.

Did you know that sleep scores higher than diet and exercises when it comes to health ? That is the result of an annual survey carried out by Philips-KJT Group. Nevertheless many people don't care too much where and how to sleep, although technology of mattresses and other sleep products is advancing rapidly in terms of quality and personalized adaptation to physical requirements and individual preferences.

The Indian Sleep Products Federation (ISPF) together with HGH India carry out jointly a World of Sleep pavilion, where newest technologies are presented and information is spread to retailers in order to understand better the fundamentals of individual demands. The motto of the presentation is sell sleep before you sell a product. It is essential to first understand the sleep problems of customers before you highlight advantages of products. Lectures in the World of Sleep pavilion during the show are enhancing that thinking and help retailers to sell a healthy sleep by informing their customers about typical problems and adequate solutions.



The World of Sleep pavilion is in the centre of an area, where mattress companies offer their products, including Sleepwell, Kurl-on, Centuary Fibre, Famous Foam, Springfit, Sleepfresh, RDP Foam, Repose Mattress and others. These companies support with their solutions the search for the right mattress keeping in mind that we spend one third of our lives on mattresses.

Smart Kitchen

— an initiative by HGH India —

Kitchens gain momentum in HGH India. Market leaders like Wonderchef or Sanjev Kapoor are presenting their innovations in terms of design, improved functionalities and more

convenience in cooking and kitchen management. Indian kitchens are adapting modern technology and convenience. Smart kitchens are becoming a reality in more and more Indian households. Cookware and kitchenware manufacturers are taking up the trend and introduce smarter solutions.

Hygiene and health safety at all stages of food storage, preparation, processing, serving and dishwashing are new demands, which are driving innovations.

Buyers can see and review many new solutions like for example cookware with health-safe coating in Hall 3.



Kids' Home

— an initiative by HGH India —

As Kids' Home product market in India grows in volumes and parents seek better quality and more brands, this market sector opens up doors and offers new opportunities. Demand for innovative, well designed and good quality products increases by approx. 15 percent per year.

HGH India provides in its December edition a special section, which will showcase a wide range of products like baby blankets, baby bedding, kids' mattresses, walkers, cutlery, tableware, kids' storage, educational toys and many more.



Pluchi will be presenting a highly creative range of knitted soft toys, baby & kids' beddings, baby towels, accessories, comforters, gift sets etc. They will also showcase their range of Disney/ Marvel/ Starwars licensed babies & kids' products. Kids bed linen, shaped cushions, shower curtains, pillows, quilts will also be showcased by Happy Home Linens. Centuary Mattresses will bring an exclusive kids mattresses collection. Bonheur and Doctor Towels will unveil their kids towels lines. Sharadha Terry, one of the finest producers of towels in India, will launch both bed sheets and towels for kids under their brand Micro Cotton. EPCH has organised a group participation of handmade wooden toys manufacturers, kids furniture and other kids & baby products. Many other regular exhibitors too will be showcasing specialised kids ranges.



Huseyin AYDIN,
Consulate General of Turkey

This is the second or third visit to HGH India and every year we have found the exhibition to be exceeding expectations. It is highly organised and at an International level which gives the exhibitors a vast opportunity to promote their brands. I hope and am encouraging more and more Turkish companies to participate in HGH India, we highly recommend it.



Abhinav Mahajan,
MD, Maspar

Maspar Living has been with HGH India since the inception of the show. We see ourselves here, 4 days in a year for sure. We believe that location is the key. We have been in business for the last 22 years now. What is special this year is that we have launched a shop-in-shop concept for the retailers. This will be for the end customer to experience the product before buying. We work 18 months in advance to decode the colour trending and conceptualizing.



Pratima Ladiwala,
Co-founder and Director,
Pluchi

HGH India was our first ever platform where we, as a brand, started exhibiting. We have been exhibiting at HGH India for the last 5 years and with every participation, the booth has become bigger and better. It is always overwhelming to meet the retailers from across India. 50% of the retailers are repeat buyers for us. It feels great to meet them again in person. It also helps us to get feedback on the products and improvise with it.



Apoorva Kumar,
Asst. VP
India Products Sourcing,
Wonderchef

We have been participating in HGH India for the last 3 years now and we have always experienced something new. We get to see a lot of brands here from across the world, which makes it one of the biggest trade shows in India. HGH has always been on our strategy board to present ourselves as the brand we are and what we stand for. Like-minded people come together at this show and that's why the crowd is so filtered here, people are genuinely wanting to talk to others and grow business together. Our booth size has shifted from being the smallest to a big one now.



S.K. Malhotra,
Director
Sales and Marketing, Springfit

We are participating at HGH India for the last couple of years, actually as old as HGH is. This is the right platform for our product where we launch and introduce our new products. Here our buyers can come and feel the product. We started with a small booth of 50-60 sq. ft. area and now we are at 200 Sq. ft. We did take part in the Greater Noida edition as well and its only been 6 months. We are overwhelmed with the equal and similar response.

HGH India has given me this platform to display my art here. This is my first time here and I will need more such platforms to make my art popular, impart training in the future if possible. I want my art to live longer.

Rajendra Ankam,
Artist at the India Heritage Pavilion

Impressions of Day 1

