

HGH INDIA[®] 2019

HOME DECOR ■■■ GIFTS ■■■ HOUSEWARE

JULY 3-5, 2019 MUMBAI, INDIA



A TEXZONE Event

Where business feels at home!

HGH India 2019 Commences With A Spectacular Start

Despite the stormy weather, HGH India 2019, the annual trade show for home textiles, home décor, houseware and gifts bounced back for a great start with a strong inflow of trade visitors. Organised by Texzone Information Services Pvt. Ltd., for the eighth year in a row, HGH India 2019 attracted visitors from over 500 cities and towns to the trade show. The esteemed trade show will connect 700 brands and manufacturers from 32 countries with over 35,000 retailers, brand representatives, distributors and importers, as well as institutional and trade buyers.

The growing trade show was commemorated with a traditional lamp lighting ceremony by Shri Shantamanu, IAS – Development Commissioner Handicrafts and Mr. Arun Roongta, Managing Director, HGH India along with a number of industry leaders and dignitaries. The official Trend Book 2019-20 was also unveiled by Shri Shantamanu during the inauguration.

In his welcome address, Mr. Arun Roongta, reassured exhibitors and visitors alike of their dedication to put up a wonderful show, despite the issues caused by the weather. He said, “I would like to thank our Chief Guest, Shri Shantamanu, the HGH team and all our service providers for their unending support given to our show. Last



Shri Shantamanu, IAS- DC Handicrafts inaugurated HGH India 2019

year, we saw a footfall of thirty-five thousand visitors and this year, despite the rains, we are certain this number will be crossed. We are looking forward to the next three days and we have decided to extend our show timings till 9:30 pm to provide maximum exposure to our esteemed exhibitors.”

Shri Shantamanu, IAS, expressed his happiness at being present at the show by saying, “In the last eight years of operation, HGH India has displayed clear, increasing progress. Their focus, much like ours has always been on the

artisans, craftsmen, carpet weavers and handicraft workers. Trade shows like this help in providing exposure to them. Watching the biggest names of the industry together on one unified platform, helps them understand the kind of opportunities available. While HGH stands for Home Décor, Gifts and Houseware, for me it stands for Higher, Go Higher.”

This was later followed by the inauguration of the China Pavilion, under the leadership of the Zhejiang Broad International Convention and Exhibition Co. Ltd. The pavilion featured an exciting

group of over seventy Chinese exhibitors, showcasing options from decorative made-ups, furnishing fabrics, bed and bath products, table and kitchen linen, wallpapers and decorative accessories, gifts, general houseware, cleaning and maintenance products, babies and kids' products, tenting and camping products.

With an immense focus on building B2B relations, HGH India provides an occasion for Indian retailers and distributors of home products to boost trade and build relations with like-minded entrepreneurs.

INNOVATIONS ■ TRENDS ■ PRODUCTS ■ SOURCES ■ OPPORTUNITIES

Home Textile Industry Speaks Of Unprecedented Growth At HGH India

Over the last decade, there has been a steady growth in the Indian home textile market, supported by increasing household incomes, and the emergence of young families. The sector has also been aided by a fashion sensitivity towards household furnishings and other home products, and the entry of organised manufacturers and retailers. Globally, India accounts for 7 per cent of the home textiles trade, making some domestic companies a leader in international markets. Additionally, the fusion of traditional crafts- manship, along with international design trends is being at times effectively used for producing value-added home textile items. This has led to increasing domestic sourcing options for retailers and the distribution partner, present altogether at HGH India 2019.

Jitendra Agarwal, of Jayadurga Décor Pvt. Ltd. highlighted the growth of the sector saying that today, there is a wider exposure among retailers and consumers. "The home textile market has undergone a revolution. Today, every aspect of home décor is connected to fabric. We now see a centralised theme running across



the wallpaper, the rugs and carpets, the decorative lamps, and even small furniture. While this is a trend which has been in existence for a while abroad already, it is steadily making its way into the Indian market", he said. Mr. Agarwal also spoke about the various trends which have influenced the home textile market such as rich, classic prints, shine, and glimmer. While speaking about the growth in the industry, Mr. Agarwal credited HGH India for being a catalyst. Through

the trade show, entry barriers for home textile manufacturers have been reduced. "There is a definite snowball effect. With the ease of availability of a wide range of fabrics under one roof, buyers are spoiled for choice, purchase more, and as a result aid in the growth of the industry", he added.

Price too, has played an important role in the growth of the home textile market, says Chirag Mehta, Partner, KC Fabrics. "While the

industry has grown exponentially, there is a price war in the market right now. Customers today demand both mid-range, as well as luxury items. Lurex and foiling are trending right now, and innovation in textures and prints will continue to dominate the sector." He also added that while the industry is moving towards readymade items, the growth of the sector will not stop.

Reiterating Mr. Mehta's views is Monika Doshi of Textrade International who stated that price is an important factor to consider, when speaking about the growth of the industry, as there is increasing competition. This, she says, has slowed down the growth of the home textile industry. However, given the prominent role of textiles in deciding home décor, across budget ranges, there will always be a steady demand for home textiles.

HGH India is proof that consumer preferences are evolving, their demands are growing, and their expectations increasing. Global trends have made their way into the Indian market, and will fuse together with Indian designs, to offer the best in prints, textures, and materials.

A Power Packed Day One

Coming out in full support of the home textiles, home décor, houseware, and gifts industry, following the floods that hit Mumbai, HGH India 2019 saw a large number of visitors on the first day. Thousands of visitors from across the country, could be seen engaging with exhibitors, viewing product ranges, holding meetings, interacting with industry peers, and more. The Trends Pavilion too garnered a lot of interest from those looking to identify trends for the year. Visitors were also seen enjoying a break at the many lounges located across the venue. There was also a lot of excitement, seeing the award winning craftsmen create stunning pieces of art at the Indian Heritage Pavilion.



A Versatile Selection For The New-Age Indian Consumer Presented By International Exhibitors

With the boost in the country's economy, rising levels of disposable income and growing levels of connectivity, there is a rapidly increasing demand for international products in the Indian market. HGH India has had a consistent tradition of hosting international exhibitors to introduce them to Indian retailers and manufacturers. This year, the trade show has exhibitors from over thirty two countries including Austria, Germany, China, South Korea, Thailand, France, Sri Lanka, Italy, UK and many more.

In order to reach out to the growing Indian consumer base, the Zhejiang Broad International Convention and Exhibition (BCE) Co Ltd joined HGH India 2019 to be part of this experience. They have curated an exciting group of seventy Chinese exhibitors this year. A vast variety of innovative products are on display, from a multitude of sectors including houseware, home décor and gifting. These products are a reflection of the creativity and resourcefulness that the Zhejiang province has to offer and Zhejiang Broad International Convention Exhibition aims to promote them amongst Indian importers, retailers and home buyers, in their mission to promote their province's products in the world markets. Ms Lily Luo, Sales Director of Top Accessory spoke about the increasing demand for foreign-made accessories in the country and said, "India is a very large market and the scope for business expansion is immense. This year, caps, hats and beauty products are in great demand, and the interest shown by Indian retailers and manufacturers has boosted our drive to bring newer innovations to HGH India next year."

Sustainability is a growing trend in India, according to Mr. Avinash Mane, Head of Commercial TX & NW, SA Region for Lenzing, an Austrian company. He said,



China Pavilion in Hall 2 at HGH India 2019

"The new-age Indian consumers are young, computer-savvy and digitally educated. They are fully aware of the purchases they make and are constantly on the look-out for something that adds greater value; something more natural and environmentally friendly. We are global leaders in wood-based cellulose fibres and the newest product in our portfolio is Tencel, which is used also across home applications such as beds, towels, bathrobes, throws and more. We have been around the Indian market for the last thirteen to fourteen years, but over the last four to five years, we have seen the demand for our products

growing exponentially in the domestic market across various applications. Currently, we are working on increasing supply chain partners to decrease the time taken to create fully-finished products and make them available quicker to the end user as we believe that the Indian retail success story lies in effective distribution."

A first time exhibitor at HGH India, Mr. Nilesh Kande, Sales Manager for Bergner Impex, based in Austria, stressed on the importance of being a stall owner at the show. He said, "HGH gives us the opportunity to display our entire range of products to a vast number

of distributors and suppliers. This can help us tap into markets that have previously been elusive for us and grow our business in India to a greater degree."

On the other hand, long standing exhibitor, Mr. Sunil Ghonge from Raj Agencies, which displays brands from Czech Republic, Sri Lanka, France, Italy, and China spoke about the importance of HGH India in their efforts to become a recognised brand in the country. Speaking about changing consumer trends he said, "The Indian consumer was completely enamoured by plastic products in the last few years, but now, the environmentally-conscious consumer is shifting towards steel products. This is why we are launching our exclusive range of stainless-steel bottles and cookware – Noveta this year at HGH India."

Right from the first edition, HGH India has proved to help foreign exhibitors, not just gain entry into the Indian market, but also find ways to increase their exposure to improve distribution within the country. The high turnout of visitors also prompts these exhibitors to interact with more retailers and distributors and helps them to understand the Indian market better.



QUOTES FROM EXHIBITORS

Gaurav Sureka
Director,
Ascent Decor Private Limited

It was not a very good experience to start with, but Mr. Roongta, Veena Ji, all the people on the HGH India team have worked very hard to deliver results as soon as possible, overcoming natural calamities and have put the show back on track. This has been of great help for all the exhibitors in the show. So much of money was riding on the back of HGH India to make sure something of this magnitude is pulled off overnight, is a really good thing. I really appreciate the efforts made by the HGH India team to bring the show back online. This is of great help because the exhibitors were very dependent on the overnight performance that the HGH India team has done. So, hats off to them, they have pulled it off very nicely and thank you so much for keeping us on track.

Rajnish Arora
Vice Chairman, DC Furnishings

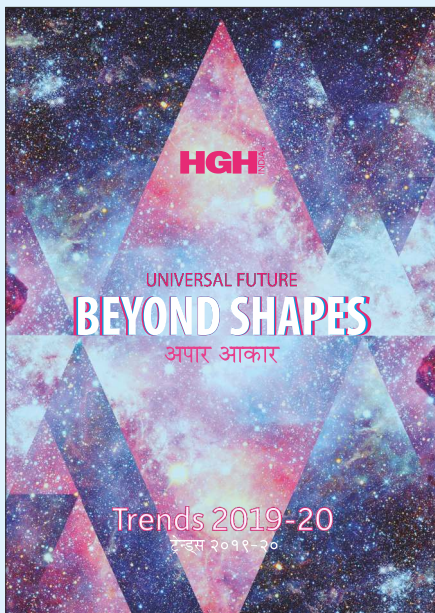
HGH India: Home textiles, home decor, houseware, gifts. This is their eighth year in succession, and every year I have seen it growing. I'm so happy to see 700 exhibitors here. Outstanding exhibitorship and mind-blowing customers have come in today, on the first day in spite of the heavy rains just two days back. A big thumbs up to the HGH India team; the twelve to fourteen hours of work really worked well. We believe in HGH India and they made it happen. I'm also happy to note, I personally spoke to Mr. Arun Roongta, and he has confirmed to me that they will have a fourth hall next year. That news also gives us a feeling about how the show is coming up and what kind of response it will have. Actually, in the last five years, people

have been looking at HGH India to come up with new ideas, new innovations and they look to HGH India as an exhibition where the newest trends are displayed and what direction the industry is heading to. I haven't had the time to walk around, as I've been extremely busy with customers at my stand but I've heard that the footfall is about the same at every stall. I wish HGH India all the best and I'm looking forward to HGH 2020.

Martin Grubener,
Managing Partner, Bandex

The experience with our Indian partners has been very good. I'm always happy to support them. We have a lot of new products, especially for the Indian market and are proud to present these novelties on such a great stage as HGH India.

Get Your Copy Of The Trend Book



The Trends book is a great help for product development and range planning at production and retail levels.

It is curated by an experienced design team from Europe, with extensive knowledge of the Indian market. It forecasts colours, materials, designs, patterns, and styles for 2019-20 that are expected to play a major role in lifestyle and home product trends in the Indian sector.

This year, under the theme **Beyond Shapes- Universal**

Future, the Trend Book covers four lifestyle philosophies:

Flight of Fancy- potential of drama

The Flaneur- potential of elegance

Juicy Beats- potential of play

Tribal Safari- potential of the natural, with the design elements blending the modern and traditional ethnic culture

The Trend Book is available for sale at the Trends Pavilion, and various other sales points at the exhibition.

Day One Impressions

