

# HGH INDIA 2014

Homedécor ■■■ Gifts ■■■ Houseware

AUGUST 5-7, 2014, BOMBAY EXHIBITION CENTRE

R e d e f i n i n g   S o u r c i n g

# NEWS5

A TEXZONE Event

## HGH India Vibrant Business Platform for Home Decoration



The second day of HGH India, 2014 saw initial contacts and new networking efforts leading to concrete business. Heavy footfalls from all parts of India formed a pan Indian representation of buyers from across all four segments of HGH, for the domestic market. There is expectation among exhibitors that a lot more business will be concluded by

end of day tomorrow and many more contacts within the industry will take root.

Today, HGH India will conclude on a very positive note. The dates for HGH 2015 have been announced. They are July 14, 15, 16 at Bombay Exhibition Centre Goregaon.

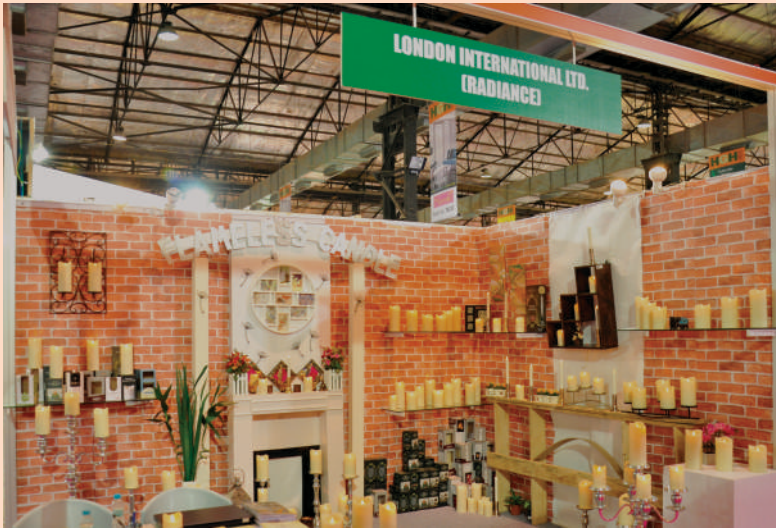
“We are working on expansion of all segments and we will increase our

efforts to attract buyers from all over India. We are going to work on giving India an interior decoration show with even more value. HGH India is a show in India for the Indian retail system. Our aim is to provide a professional show as India deserves it,” said Dr. Geert Boettger of Texzone Information Services Pvt. Ltd, the organising company.

INNOVATIONS ■ TRENDS ■ PRODUCTS ■ SOURCES ■ OPPORTUNITIES



### New product launches at HGH India 2014



Many brands launched their latest collection and range of products at the show. HGH India 2014 gave the brands an opportunity for a live, captive audience, and proved an ideal platform for their products. Additionally, the brands received invaluable insights directly from the buyers about what they think of the new product offering.

Many textile brands participated for the first time at HGH India 2014 as the show offered a collective of like-minded buyers to connect in a businesslike yet relaxed environment. To name a few brands like Trident, Micro Cotton, Raymond Home, JCT Home, Mafatlal, C.A. Patel and Synergy showcased their products for the first time to the Indian audience.

The home décor segment had a forceful impact at HGH India 2014 with new entries like Home Décor, London International Ltd, Marvel Blinds, Excel Wallpapers, WallKing, Oriental Weavers, Tattva Art Hardware etc. Especially sun blinds and wallpapers were shown in a broad way. Buyers were pleased with a very representative range of products and brands.

Houseware section at HGH India 2014 saw the biggest growth. Many Indian brands like Hopewell, Superware, Servewell, Lucky Glass, White gold and Clay Craft participated for the first time. Also international brands like Grey Rose, Nachtmann and Spiegelau joined HGH India. They enjoyed high interest and good buyer frequency.





# Networking Event Cocktail and Dinner

The 1<sup>st</sup> day of the show also saw the best of the Industry elites in full attendance at the networking cocktail and dinner night. The gathering included all the exhibitors, supporters, and community participate discussing business, market and growth. The cocktail night became a vehicle for accomplishing public relations desires highlighting market needs and complimenting the activities of individuals and organizations. HGH India has always brought something new for the visitors and exhibitors every year. This year the popcorn lounge and the aqua lounge was a surprise element for everybody. The

lounges hit the right chord with every attendee, as the freebies attracted all. Some of the visitors even said that only HGH India could think of something like a complimentary popcorn lounge. Fruit lounge like last year was a success with visitors praising the thoughtfulness of the trade show team. The creative aspect of display at the aqua lounge was appreciated by one and all. Buying water is a routine at all other trade shows, but at HGH India the aqua lounge served water for free. Even small details were carefully taken care for the visitors. HGH India Free Shuttle service was functional since first day morning and was situated in the

right areas. Visitors took the best advantage of the service in the monsoon season. This was accompanied by the HGH umbrella service, which enabled participants to lead and leave the venue dry. The overall growth of the show is evidently visible through increase in footfall. The increase in visitor percentage looks really promising for the show in whole. In comparison from last year's 10,400 visitors, the growth percentage of visitors is 60% this year with outgrowing this number in just one and a half days and sure is going to increase by the end of the show.





# Exhibitors and Visitors are excited



Shalini Goyal of Tattva Art Hardware said, "We are meeting people from the far flung areas of India like the North East, Silliguri, Haldwani and others . We would have taken many years to reach these retailers."



Neerjha of Swayam linen said, "HGH has progressed. Now its a larger platform and a bigger playing field. For us, now the fun begins as all the major players are here."



Rohen Gupta of Saprose Textiles Pvt. Ltd. said, " It's a good platform for us to showcase our innovations and products. It's a great success and we are expecting this show to grow."



Charanjit Singh of Excel Wall Interiors; This is our first time participation. "Wallpapers area is very good as all exhibitors are there together. So it's easier for target customers to select what they need. Its not competition, its synergy".

Nitin Gupta of Nova Windows and Blinds said, "It is a very well organized show and amazing efforts have been put to build up a show of international standards. HGH India team is a great host. Everybody finds the Cafeteria and Fine Dine Restaurant very good, neat and spacious. Its a great value addition and networking for us.



Siddanath Singh, Chairman, CEPC, "A group of carpet manufacturers have participated in HGH and they are very happy. HGH is a great platform."

Arun Todi of Incotex Impex Pvt. Ltd., manufacturer, exporter of home textile products said, "I have been coming to the show as a visitor and I can now say that the show has reached a different level. The display is absolutely amazing. The domestic market has such phenomenal scope of which only 5% has been tapped as of now."



Ashil Aggrawal of Rossetti Group said, "I'm very happy to be here as a visitor. Next year we would like to be here as an exhibitor. The show is extremely well organized."

Mukesh of Phagunmal Chimandas said, "The show is very good and we are very happy. We would like to come here every year to source home textiles and furnishing products to our stores in Ahmedabad."

Haseen Ahmad of Pioneer Tex said, "We are here from Varanasi and we came here last year too for HGH 2013. We find new exhibitors this year with a wider range of products. It's excellent for us as we get all our products from here."