

# ITALIAN PAVILION

14<sup>th</sup> Edition  
**HGH** INDIA® 2023  
HOME DECOR ••• GIFTS ••• HOUSEWARE  
SPRING/SUMMER

**Dec 13 -16, 2023**

India Expo Centre, Greater Noida

**Visit Us At:**

**Hall 10 | B33 & C01**



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Ministry of Foreign Affairs  
and International Cooperation

**ITTA**   
ITALIAN TRADE AGENCY



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# PROMOTERS

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## MESSAGE FROM DR. ALESSANDRO LIBERATORI TRADE COMMISSIONER OF ITALIAN TRADE AGENCY

We, the Italian Trade Agency, are delighted to be back with our participation at the 14th edition of HGH India.

As in the past few editions, this year too we are having an Italian national pavilion with the participation from 4 Italian companies, proudly representing the best of Made in Italy.



Being their maiden participation, the companies are very optimistic about their presence at the event in India and will be trying to demonstrate their products & establish a bond with the importers/distributors, retailers, interior designers, architects and prospective business partners who can support them in the Indian market.

I express my compliments to Texzone Information Services for organizing HGH India 2023 and wishing all the exhibitors, delegates and visitors to have valuable and fruitful meetings and great success.

Dr. Alessandro Liberatori  
Italian Trade Commissioner



ITALIAN TRADE AGENCY

TRADE AND INVESTMENT

OPEN DOORS TO A WORLD  
OF OPPORTUNITIES

ITA- Italian Trade Agency is the Governmental agency that supports the business development of our companies abroad and promotes the attraction of foreign investment in Italy.

With a motivated and modern organization and a widespread network of overseas offices, ITA provides information, assistance, consulting, promotion and training to Italian small and medium-sized businesses.

Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world. The Italian Trade Agency in India was established in 1969 and we are present with two offices in New Delhi and Mumbai.

Italian Trade Agency - ITA  
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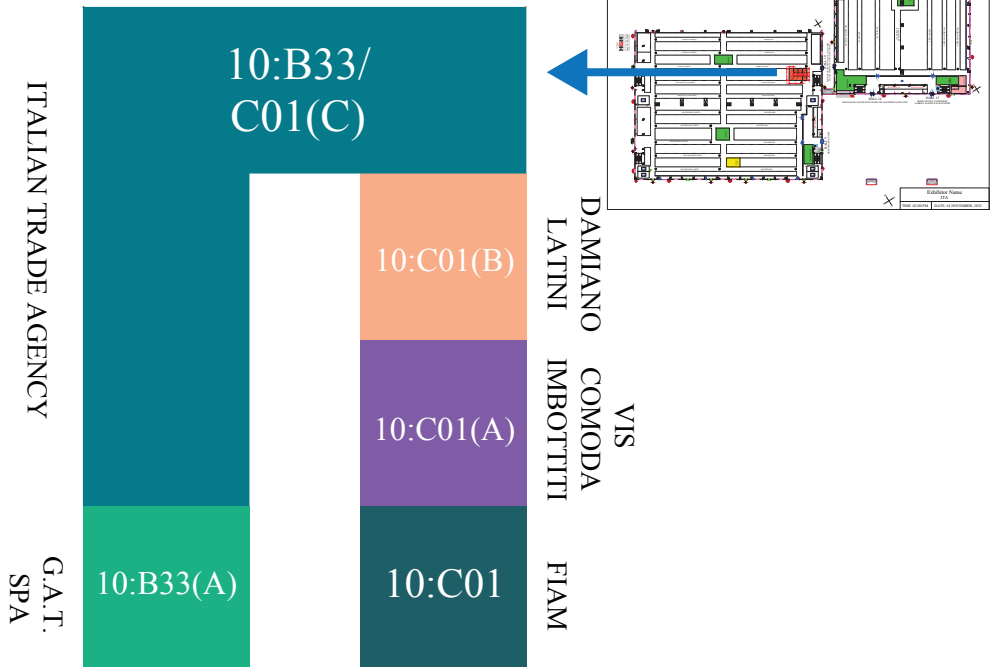


# MAP





India Expo Centre, Greater Noida | Hall 10 | B33 & C01 |



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# COMPANIES

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10: C01(B)

## Damiano Latini Srl

Exhibitor Name: Damiano Latini Srl

Brand: Damiano Latini

Products on Display: Furniture and Furniture Accessories

Damiano Latini has been designing and manufacturing furniture and fully customizable modular systems for more than 20 years. Its production is an expression of Made in Italy design, for which the company has been awarded multiple international prizes such as Red Dot Award, German Design Award, iF Design Award to name a few. Creativity, innovation, and commitment are Damiano Latini's founding values and actualize themselves in sustainable design and timeless products. All Damiano Latini products are made of recyclable materials and are designed according to DFD (design for disassembly) rules, using only mechanical junctions without welding or gluing materials of different nature, Damiano Latini's products are mainly aluminum modular structures for living and office, bookcases, kitchen systems and chairs.



### Contact Details:

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Sales Manager

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10: C01

## FIAM Italia Srl

Exhibitor Name: FIAM Italia Srl

Brand: FIAM Italia

Products on Display: Glass Furniture

FIAM Italia srl, based in Pesaro Italy, since 1973 has been specializing in manufacturing wide choice of iconic glass interiors, providing complete ambiances: dining sets, living room and home office modern furniture, in which precious glass stones with unique new textures made of processed fused curved glass stand out, becoming protagonist of stunning charming design evolution unseen before, awarded for having brought innovation, not only to shapes, but even to materials, thanks to the in-house developed owned registered technologies combined to skilled masters craftsmanship. Fiam Italia iconic furnishing models, created by worldwide famous designers, architects and artist, made of high quality eco-friendly materials, produced by unique registered technologies, finished by experienced craftsmanship know-how, made the brand appreciated and famous all over the world : nowadays prized and in display even in more than 33 worldwide important museums.



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**G.A.T.**  
ITALIA

10: B33(A)

## G.A.T. Spa

Exhibitor Name: G.A.T. Spa

Brand: G.A.T.

Products on Display: Houseware and Gifts

G.A.T. is a coffee maker manufacturer founded in 1986. To date we achieved a production capacity of 10,000 units per day thanks to state-of-the-art mechanical automatism. Our collection is composed of more than 64 coffee maker models, manufactured in different sizes, with typical Italian design and made of different materials, suitable for different heat sources such as gas, vitro-ceramic, induction or electricity. All the range offers a wide choice suitable to any trade channel. We distribute through over 52 countries, on all five continents, and we are more and more willing to grow and improve.



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COMFORTABLE SOFA BEDS

**VIS COMODA IMBOTTITI Srls**

Exhibitor Name: VIS COMODA IMBOTTITI Srls

Brand: Vis Comoda Imbottiti Srls

Products on Display: Sofa-Beds

Viscomoda Imbottiti is a company founded on decades of craftsmanship experience in the sector of upholstered furniture. The company is based in Matera in the Jesce industrial area, a production area between Puglia and Basilicata, renowned for quality upholstered furniture. Today we are bolstered by a technical division that has allowed us to develop a complete range of sofa beds, relax sofas and living space solutions. Our mission is based on the twofold choice of maintaining both the quality craftsmanship of the finishes and to experiment innovative high-tech solutions.



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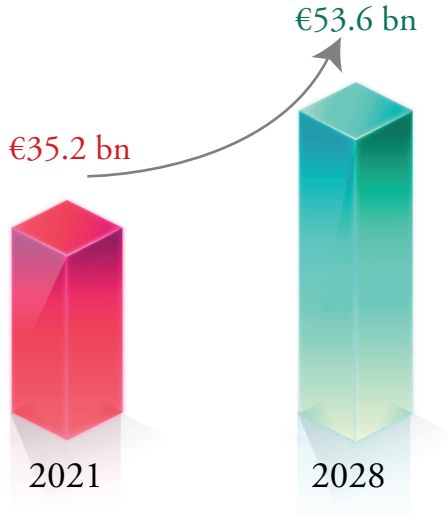
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# MARKET SNAPSHOT

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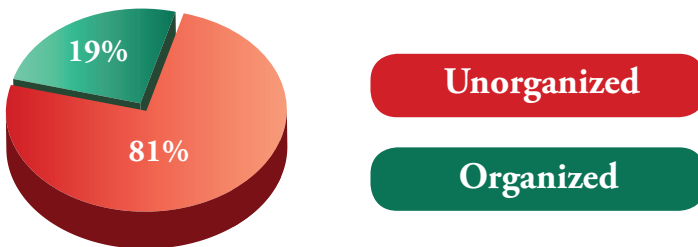
## A BRIEF SNAPSHOT OF FURNITURE MARKET

The Indian furniture market was valued at €35.2 billion (\$38.05 billion) in 2022 and is projected to reach €53.6 billion (\$57.95 billion) by 2029. The Indian domestic furniture market is expected to grow at a compound annual growth rate (CAGR) of 6.19% during 2022-2029.



**WITH STRONG GROWTH IN ONLINE CHANNELS, THE ORGANISED SECTOR'S SHARE CAN POTENTIALLY REACH 27% BY 2029**

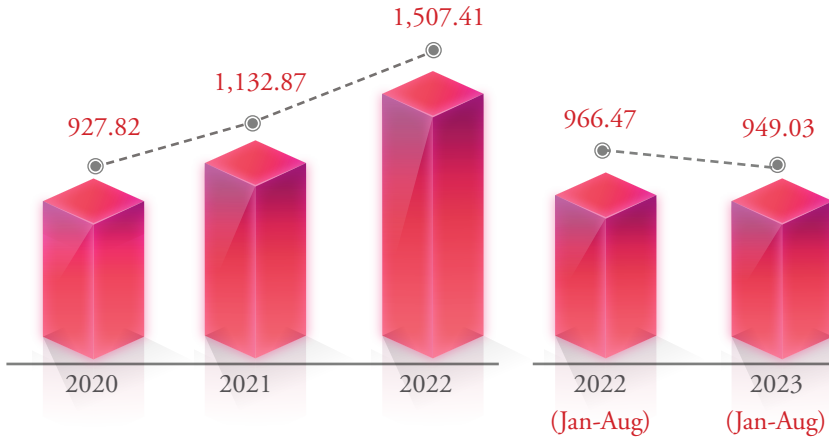
The furniture market in India is highly fragmented, and 81% of the furniture market falls into the unorganized sector in 2022 and will decline over the years. The remaining furniture market falls under organized sector that comprises leading manufacturers, dealers, and importers. At present, the organized sector contributes about 19% of the total market.





## World

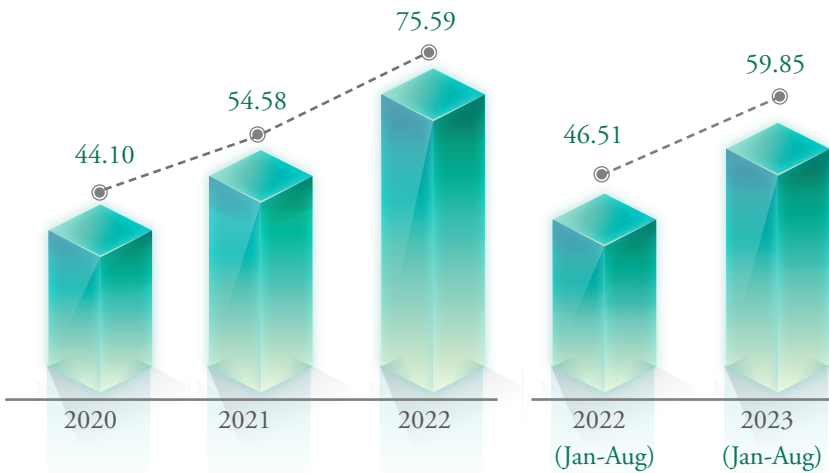
Values in Mn Euros



HS Code: 94

## Italy

Values in Mn Euros



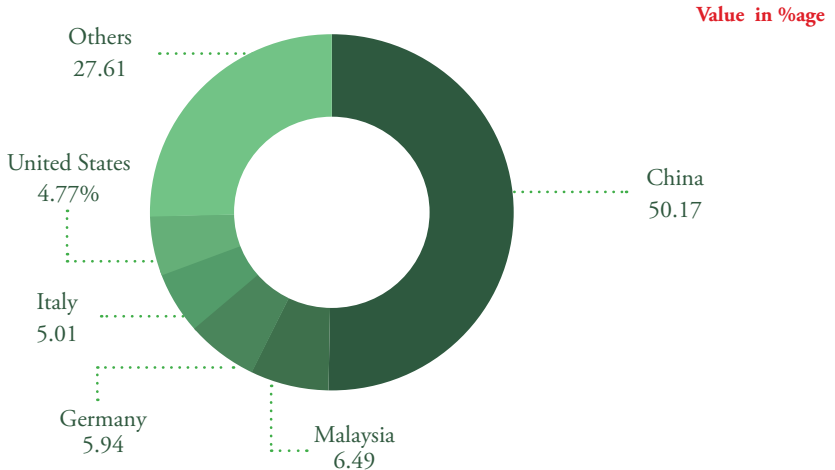
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## IMPORT STATISTICS

India's total Furniture import stood at €1,507.41 Million for the calendar year 2022. European countries like Italy and Germany are the major exporter. The percentage change in India's Furniture import from Italy stood at 23.75% and 38.50% for 2020/21 and 2021/22 respectively.

India's Imports from Italy increased by 28.68% from January to August of 2023 as compared to the same period of the previous calendar year.

## MARKET SHARE







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