

Where business feels at home!

# Ready with Innovations

Home Textiles ■ Home Décor ■ Home Furniture ■ Houseware ■ Gifts

**W**ith a fresh market approach by leading Indian brands to be unveiled; new exhibitors from Italy, Turkey, European houseware brands; a much larger range of hand-woven home textiles by leading Indian manufacturers & exporters; and a wider range of handicrafts from Kashmir, Moradabad and other leading clusters across India. HGH India is once again all set to offer innovative sourcing solutions and strategic business directions to home retailers, interior designers, architects and institutional buyers operating within the home category.

The 14th edition of HGH India is scheduled to take place from December 13-16, 2023 at India Expo Centre, Greater Noida, Delhi NCR. The trade show will offer multiple opportunities for trade visitors to explore and source innovative products across categories like home textiles, home décor, home furniture, houseware and gifts. HGH India is an apt forum for everyone aspiring to acquire leadership in the home business and stay ahead of the competition.

### Driven by business

With the consumer demand in the Indian home products market growing at over 20 percent per annum, retailers and trade buyers are compelled to offer new collections in their stores at a higher frequency and in keeping with the seasonal trends. To fulfil their emerging needs, HGH India's 14th edition will offer several sourcing solutions for Spring/Summer 2024.

Retailers across several home categories like cookware and kitchen appliances witnessed good buying this Diwali season, resulting into diminished stocks and need for further sourcing for Spring/Summer 2024. Categories like bed & bath linen and furnishings reported recovering sales, while decorative accessories had a



## Italian Design Excellence

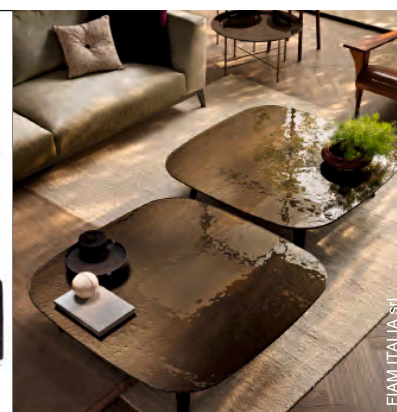
**T**he Italian Trade Commission - New Delhi will be present with a National Italian Pavilion with four Italian companies - DAMIANO LATINI srl, FIAM ITALIA srl, G.A.T Spa and VIS COMODA Imbottiti srls. These exhibitors will be showcasing Italian design excellence under ITA umbrella ranging from Classical and Upholstered furniture, Coffee makers, Glass Accessories and fully customizable modular systems.

The Italian Pavilion will be anchored by Dr. Alessandro Liberatori - Director of the Trade Promotion Office of the Italian



VIS COMODA Imbottiti srls

Embassy - New Delhi, Coordinator for India, Bangladesh, Sri Lanka – and will amplify the presence of Italian companies amongst Indian importers,



FIAM ITALIA srl

distributors, retailers, interior designers & architects and prospective business partners within the design sector in the Indian market.



marginal rise. Overall retail in home products recorded about 5-6% better sales than Diwali last year, said a leading retailer in Mumbai and added that “we need to source twice in a year to replenish stocks, offer innovations and also reduce our risk of dead stocks of obsolete products. Spring/Summer edition of HGH India in December is now helping us in these objectives.”

Trade buyers will be able to replenish their stocks after good festive sales across most home categories. As consumer buying spreads more evenly round the year, from earlier concentration on festive season alone, more and more retailers now are looking for fresh round of sourcing immediately after festive sales like Diwali. High visitor preregistrations from over 500 cities and towns across India to visit this edition is a clear indication of this fact.

## New Exhibitors

Over 100 new exhibitors, which include new international exhibitors from Italy and Turkey as well as several first-time exhibitors from Mumbai, Delhi, Bengaluru, Noida, Panipat, Jaipur, Jodhpur, Indore, Baghpat, Bhadohi, Moradabad, Firozabad, Khurja, Jalgaon, the North Eastern States, Chennai, Coimbatore, Karur, Kannur, Kochi, Alappuzha and many other parts of India; will enable the visitors explore several new sourcing opportunities in home textiles, decorative accessories, furnishings, handi-crafts, home furniture, houseware and gift products.



This edition will continue to focus on upcoming business categories like World of Sleep, home furniture, decorative accessories, area rugs, decorative flooring and a wider range of cookware, kitchenware and houseware. Besides innovations in design and quality across categories, a wide range of sustainable, recyclable, eco-friendly and socially relevant products will be on offer by exhibitors in this edition of HGH India.

## IIID Partnership, Conferences & Knowledge Sharing

Aimed at creating knowledge sharing forums at HGH India, reaching out to architects and interior designers fraternity to invite them to this trade show as professional visitors, and for promoting innovations in designs through H-Circle Awards, HGH India has continued its partnership with Indian Institute of Interior Designers, this time with Delhi Regional Chapter.

India's leading architects, Ar. Sunita Kohli, President, K2 India, Ar. Sarbjit Singh, Principal Designer, Fab Interiors and Ar. Jignesh Modi, Principal Architect, Jignesh Modi & Associates, will be present as Special Guests during the inaugural function of HGH India on 13th December.

A programme of presentations and panel discussion has been chalked out in association of IIID on 14th December. Ar. Love Choudhary, Principal Architect, Architect and Design Studio (AND Studio), will make a presentation on the topic



## H-Circle awards Encouraging Product Innovations

HGH India instituted H-Circle product innovation awards in its last edition in Mumbai to recognise, encourage and support innovative product designs and functional features by its exhibitors, across all home product categories. The awards, for which HGH India has partnered with Indian Institute of Interior Designers, (IIID), Delhi Chapter, aim to further the spirit of innovation and creativity and help buyers identify more promising suppliers.

Overwhelming response by the exhibitors to nominate their product innovations across categories like decorative made-ups, bed sheets, other home textiles, home furniture, area rugs, decorative accessories, handicrafts, decorative floorings, cookware, glassware, houseware etc. clearly indicate abundance of innovations across home products with several established and upcoming players aspiring to take market leadership.

An independent five-member Jury, consisting of professional retailer, product designer, architect, interior designer and stylist will judge the nominations to decide final winners. H-Circle awards will be conferred at a special Awards Function, coinciding with a networking cocktail and dinner at HGH India venue on 14th December. Leading retailers, architects, trade representative, awards nominees and industry representatives will be present at this function. Attendance to this function would be strictly by invitation.



Luxury Interiors at 2.30 pm at the Conference room in Hall 10. On the same day the second presentation will be on Urban Living Spaces by Ar. Rajeev Agarwal, Principal Architect, Rajeev Agarwal Architects at 3.30 pm. at the same venue.

Both these presentations will be followed by a Panel Discussion on the Topic: Collaborative approach to design and manufacturing under emerging market dynamics at 4.30 pm. Panelist for this discussion would be eminent professionals and entrepreneurs

from various fields to bring diversity of opinions. They include Architects, Ar. Sumati Agarwal, Creative Head, Studio Arc. S, Ar. Suditya Sinha, Architect, SpaceMatters, Ms. Leila Erfan, Director and Principal Designer, Aria Interior Design Pvt. Ltd., Mr. Rajan Malhotra, Executive Vice President, Reliance Retail Ltd., Mr. Dhawal Shah, Managing Director, Furnitech Seating Solutions. The Panel discussion will be moderated by Mr. Hemant Sud, Principal Designer, Abraxas Interiors.



## Trends Spring /Summer 2024 Horizons 24/7: Exploring Spaces

Integrating Designs and Trends through home textiles, furnishing, home décor, home furniture and houseware through forecasted trends is a role HGH India has been increasingly playing over the years.

Trends forecasted by HGH India have proved very useful for its exhibitors and visitors over the years for designing and merchandising new collections for the upcoming season.

“EXPLORING SPACES”- the trends for Spring/ Summer 2024 by HGH India are based on in-depth research executed by an experienced international design team. These trends contain directions on colours, designs, materials and styles for Spring/Summer 2024 and will be available in form of a Trends Pavilion in Hall 14/15 as well as a go-to guide in form of a Trend Card to the visitors as well as exhibitors.

These home fashion trends are designed and forecasted specially for the Indian market and are applicable across all home categories- home textiles, home décor, home furniture, houseware & gifts.

EXPLORING SPACES Trends for Spring/Summer 2024 are divided into three sub-themes-

1. Charming Breeze
2. Wanderlust
3. Sunset Cocoon

The successful launch and landing of India's mission to the moon has leapfrogged India's hopes of becoming a leader in exploring space and technology. With many more such advanced quests planned in the near term, Indian consumers are embracing new technology and contemporary styles in their homes. With consistent growth in GDP of over 7% and an aspiring youthful population, Indian consumers are constantly switching over to better designed, higher-quality branded products.



“EXPLORING SPACES” trends reflect the influence of such recent social, lifestyle and technological advancements on the Indian home products market in Spring/Summer 2024. Manufacturers, brands, retailers and professionals will find these trends a useful reference to put together their home product collections and merchandising, in line with the expected trends in consumer preferences in the upcoming retail season.

Trends Pavilion located in Hall 14/15 at the 14th edition of HGH India 2023 will showcase trends represented in real products thus initiating ideas for different parts of the home, making it a must-visit for brands, retailers, manufacturers, interior designers and industry players seeking information on upcoming trends to remain ahead of the competition.

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They are applicable across all home categories-  
home textiles  
home décor  
home furniture  
houseware



## General Facilities

Besides, several on the house, free lounges, drinking water sitting areas, HGH India, as always, has created a host of services for convenience and comfort of its visitors and exhibitors. These include:

### Business Centre

A Business Centre has been created where exhibitors and visitors can avail facilities like computer, internet, document printing, business cards printing, scanning, fax and stationary purchase etc.

### Car Hire

Exhibitors and visitors can hire a variety of economy and luxury cars with drivers from the official travel agents Tamarind Global Services Pvt. Ltd. for the entire duration or any of the days of It may be advisable, especially for the outstation exhibitors, to keep at least one car hired throughout the exhibition days. However, choice is entirely yours.

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### Courier Services

Courier services for exhibitors and visitors are located within the venue for the entire duration of the trade show. Exact location can be found out from information desk or HGH India website. You can send courier packets through the Designated Courier Desk.

### First Aid

Giving due importance to health and safety of visitors and exhibitors, HGH India has arranged first aid and primary medical facilities. This is marked "First Aid" and is located near visitor registration area in Hall 9. Ambulance facility will be available at the venue all times, including the set-up and trade show days (December 10th - 16th, 2023). For any medical emergency, please contact the Doctor on Duty +91 88 261 04422

### Hotel & Accommodations

HGH India has negotiated



discounted rates with a variety of business, luxury and budget hotels from where India Expo Centre, the venue for HGH India 2023 is conveniently accessible. For this click on the tab Travel on our website www.hghindia.com. In this tab, registered exhibitors and visitors of HGH India December 2023 can find hotels' profiles, star rating, availability, prices, services offered, distance from the venue and such information by using their login id and password after clicking on the link Travel & Stay. You can book your hotel directly through HGH India official travel agents, Tamarind Global Services Pvt. Ltd. and can also avail of special discounted rates and other facilities.

### Information Desk

Information desk have been created at various points inside Hall 9, Hall 10, Hall 14 & Hall 15 where exhibitors and visitors can get the information on exhibitors, their profile, locations and products available at HGH India December 2023. Beside they will also have information on general facilities & services available including free shuttle bus services.

### Left Luggage

Left luggage facilities are available near the Visitor Registration in Hall 9 & Hall 15. Visitors and exhibitors can avail of these facilities free of cost during the tradeshow days (December 13th - 16th, 2023) from 09:00 am to 07:00 pm.

### Meeting Rooms

Meeting Rooms are located inside Hall 9 & Hall 15 exhibitors can

conduct their one-to-one business meetings. Exhibitors can book these meeting rooms free of cost subject to availability.

### Organisers' Office

Organisers' office, which will also be the central administrative office for HGH India at the venue, The office can be contacted for any important issues concerning exhibitors or emergencies. All regular exhibitor services and facilities will be located within Hall 9 & Hall 15 near Visitor registration areas. List of these services will be available in the Exhibitor's Check-in kit.

### Parking

Separate areas have been designated for Visitor's car parking free of cost within India Expo Centre. Entries to these areas is from Gate 3 of India Expo Centre. This facility is directly managed by India Expo Centre. Goods vehicles are not allowed to be parked in the Visitor Parking Area

### Prayer Room

Prayer room has been created within the Hall 9 & Hall 15 premises to offer religious prayers during the trade show hours on December 13th - 16th, 2023. Exact location can be found by following signage or from information desks located in the halls.

### Restaurants/Cafeterias

Free drinking water will be provided by the organisers during the set-up days as well as trade show days to all exhibitors and visitors. In addition, drinking water can also be bought from cafeteria and restaurants within India Expo Centre.

On the trade show days from December 13-16, 2023, food courts, restaurants and cafeterias at multiple locations will be functional. An outdoor cafeteria & food trucks will be functional outside the halls at various locations. Exclusive lounges set up by the organisers for all exhibitors, trade visitors and VIPs will also provide hospitality and beverages.

### Taxi

Greater Noida, Delhi (NCR) city offers a range of metered and radio taxi (Call-a-Taxi) services. You can

also find silver and blue coloured Cool Cab on important street corners. Radio Taxis can be hired at domestic and international airports and Metro stations where outstation trains terminate. Ola and Uber, Mobile app-based Taxi services, can be availed if you have their apps downloaded on your mobile phones. Radio taxis can be booked from 24 hours to 1 hour in advance from any of the following service providers to pick you up round the clock from any point you want them to: If you are booking an Ola/Uber, the pickup point is Gate no.7, India Expo Center. Ola Cabs (App download): www.olacabs.com Uber Cabs (App download): www.uber.com

### Travel Services

Official travel agent can be reached through travel tab on www.hghindia.com. HGH India will also have a Travel Desk managed by the official travel agent where exhibitors and visitors can avail of all travel related services from December 13-16, 2023.

### Free Shuttle Bus Service

For convenience of exhibitors and visitors, HGH India has arranged free shuttle bus services between the trade show venue and important entry and exit points in Greater Noida city as well as metro stations close to the venue. These include Delhi airport Terminal 1 and Terminal 3, key railway stations namely New Delhi and Nizamuddin, Metro Stations like New Delhi Metro, Botanical Garden, Pari Chowk and Knowledge Park. However, this is subject to change. Final updated schedule and pick-up points can be found on our website www.hghindia.com under the link Travel, Visitor services and Exhibitor Services. It can also be found with Information desks, inside the buses and at the boarding points at the venue.

### HGH India 2023 Timings for Visitors

13<sup>th</sup> Dec. : 09:00 am - 06:30 pm

14<sup>th</sup> Dec. : 09:00 am - 06:30 pm

15<sup>th</sup> Dec. : 09:00 am - 06:30 pm

16<sup>th</sup> Dec. : 09:00 am - 05:30 pm