

## **Hong Kong Houseware Fair 2006 and Hong Kong Gifts and Premium Fair 2006**

Proudly entering the 21st edition, the **Hong Kong Houseware Fair** and **Hong Kong Gifts & Premium Fair** will again be the centre point of attention in the coming April for the industries. Renowned with a sound history, high buyer attendance and mega scale, the two fairs will draw over 6,000 exhibitors from around the world, displaying a large variety of exhibits to the massive group of international buyers. Once again, the fairs' overwhelming participation proves their importance in the global trading platform.

Being the largest of its kind in Asia, the Hong Kong Houseware Fair will greet over 2,200 exhibitors including group pavilions from Australia, the Chinese Mainland, Germany, India, Indonesia, Italy, Korea, Macau, Malaysia, Philippines, Taiwan, Thailand, Turkey, US and Vietnam. With world markets being globalized, market tastes changing fast and consumers more demanding, the key to success for traders is to keep updated with the market trends and to react instantly. The Hong Kong Houseware Fair provides the answers where it converges thousands of products in different price ranges and styles for buyers' easy sourcing in one go. The Hall of Elegance will again feature around 25 exhibitors which offer houseware products of unique design and superb quality.

Following the Hong Kong Houseware Fair, the Hong Kong Gifts & Premium Fair will unveil its curtain in an even more grandeur scale this year, with a record-breaking attendance of over 3,800 exhibitors. Every year, this fair is so overwhelmingly responded by the industry, making itself the largest of its kind in Asia and the second largest in the world in terms of exhibitors' number. The strong market demand renders the fair to expand further to spill over to the car park area of the Hong Kong Convention and Exhibition Centre (HKCEC) – the new Expo Drive Hall, and the adjacent Hong Kong Exhibition Centre at China Resources Building (CRB). With these two new locations, the fair will introduce two new themed zones, namely Kids' World and "Ladies' Gifts & Premium" sections, bringing additional 470 booths to excite buyers further.

Commenting on this expansion, Mr Benjamin Chau, Assistant Executive Director of Hong Kong Trade Development Council, said, "Inadequate space has long been a problem for the Hong Kong Gifts and Premium Fair. We have been investigating into many alternatives to solve this issue and it comes to us that expansion into the HKCEC's car park area and the nearby CRB is more feasible. We are happy to welcome new exhibitors for the two new zones, allowing more trading opportunities for both exhibitors and buyers."

Among the exhibitors of the Hong Kong Gifts and Premium Fair are group pavilions from Australia, the Chinese mainland, Germany, India, Indonesia, Italy, Korea, Macau, Malaysia, Philippines, Singapore, Taiwan, Thailand and UK . The Hall of Fine Designs, a showcase for prime gifts items, will return to feature around 50 exhibitors who offer the highest quality and the most outstanding design.

To be held in the city centre – the Hong Kong Convention and Exhibition Centre which is surrounded by business facilities and services, entertainment, and dining places, the two events offer the greatest convenience to all participants and it will continue to enhance with the many more value-added services onsite.

### **Enhanced Services for Traders**

Due to the busy month of April and huge crowds of traders flocking in, buyers are encouraged to plan their itineraries early and do online registration by March 29 for the Houseware Fair and April 5 for the Gifts and Premium Fair in order to get admission badges early in advance to save queuing time. Besides, the fairs' websites allow buyers to do online business matching to locate their desired exhibitors instantly and buyers can proceed further to make business appointments

on the internet. Free interpretation service in certain languages for up to 2 sessions will be arranged for exhibitors and buyers.

Furthermore, buyers can continue their sourcing before and after the fairs through "Online Exhibitions" at <http://sourcing.tdctrade.com>

Enquiry for Sales/ Visiting: (852) 1830668

Email: [exhibitions@tdc.org.hk](mailto:exhibitions@tdc.org.hk)

More information is available on the fair websites:

<http://hkhousewarefair.com> & <http://hkgiftspremiumfair.com>