



## Lifestyle Expo in Mumbai (28 – 30 October 2010)

### Post-Event Report

Organised the first-time in India by the Hong Kong Trade Development Council and the Department of Foreign Trade and Economic Cooperation of Guangdong Province, the Lifestyle Expo in Mumbai 2010 attracted 171 exhibitors from Hong Kong and Guangdong (99 from Hong Kong and 72 from Guangdong). The Expo displayed products from four major product categories, namely consumer electronics & electricals, household products, gifts & premiums and fashion & accessories.

With the support of 18 Indian organisations (including trade associations and local chambers, etc), the results were encouraging as the number of visitors exceeded the 4,000 mark for the three-day show with 90% of them from India.

On the first fair day, The Hon. Donald Tsang, Chief Executive of the HKSAR Government, Mr. Huang Huahua, Guangdong Governor of the People's Republic of China, Mr. Niu Qingbao, Consul-General of the Consulate General of the People's Republic of China in Mumbai together with the Guest-of-Honour, Mr. Rajendra Jawaharlal Darda, Honorable Minister of Industries, Government of Maharashtra delivered remarks at the Opening Ceremony. They were then joined by HKTDC Executive Director – Mr. Fred Lam and Mr. Tang Hao, Secretary-General of the People's Government of Guangdong Province, to kick-start the fair.

In the evening of the first day, a Gala Dinner was organised and attended by 351 guests, including local Indian buyers and businessmen, Hong Kong and Guangdong delegations. The Gala consisted of a two-part fashion show featuring outfits from Hong Kong and Guangdong fashion designers and also a cultural entertainment performance. The event allowed Indian guests to experience the modern and stylish element of Hong Kong and Guangdong Province and also provided an opportunity for Indian guests to exchange contacts with the high-level members of the Hong Kong and Guangdong mission members.

Aside from the Gala Dinner on the first fair day, there were two product and fashion parades on the second fair day to promote our exhibitors' products and to facilitate business communications.



Since most exhibitors have never visited India before, they reported that they have obtained useful and insightful market intelligence at the Expo. Some of them also received serious business enquiries. Here are some comments and findings from the exhibitors and buyers:

### **Exhibitors:**

- Dr Charles Chan, Tunbow Holdings Ltd: "It's been a good fair. We have Indian customers coming in to buy not only for the local domestic market, but also for export to other emerging markets. We've had a lot of interest in our food steamers, which are new to this market."
- Raymond Chan, Germain Holdings Limited: "A lot of buyers have come here and its not just the quantity, but they are also quality buyers. They are interested in our LED bulbs and tubes and solar rechargeable lanterns."
- Raymond Chen, Guangzhou Shenglong Electronic Technology Co Ltd: "It's our first time exhibiting our products in India, and a lot of Indian buyers like our products which are new to the market. Our mobile internet devices are very popular and there are companies who want to be our distributors and agents, and we are very happy to see that, as we are looking for agents. This is a good market for us because of the large population here, and their interest in new technology."

### **Buyers:**

- Mr Bharat Kajiwala, Bharat Industries: "The organisation of this Expo has been very good, and it's been a good place to get new business ideas for future growth."
- Mr Jitendra Surana, Tarang International: "My business mostly exports fashion garments to the Middle East markets. I came to this Expo to find new product lines to tap into the growing Indian domestic market. I have found a wide variety of fashion watches here, and I have already placed an order. I'm sure it will be the start of more business deals in the future."
- Mr Manoj Kothari, Solar Energy System: "This Expo has been great for my business. I could meet with quality suppliers of solar LEDs, solar invertors and panels, all under one roof, saving me the trouble of travelling all the way to China. There is a large demand for solar products in India, and such fairs are a good platform to develop my business. Many people have the perception about cheap and poor quality products from China, but in fact, they have excellent technology and high-quality products. It is important to meet verified and trusted suppliers, and HKTDC helps me with that. I will definitely confirm some orders with the companies I have met at this Expo."