

LifeSTYLE EXPO

in Mumbai

28-30 October 2010

Grand Hyatt Mumbai Exhibition Ground



9 June 2010

To: Exhibitors of the Lifestyle Expo in Mumbai 2010 (28 – 30 October 2010)

Circular No. 1 – Admission and General Information **for Lifestyle Expo in Mumbai 2010 Exhibitors**

I am pleased to inform you that your company has been accepted to exhibit at the Lifestyle Expo in Mumbai 2010 (28-30 October 2010), subject to the full payment of the participation fee and proof of your Hong Kong Business Registration Certificate. Please read this Circular thoroughly for important information, and kindly note that as a participant, your company is bound by the Conditions of Participation as specified in the application form that was duly signed by your company representative.

1. ITINERARY

Here is a tentative itinerary recommended for delegates:

26 October (Tuesday)	Arrive at Mumbai and check into hotel
27 October (Wednesday)	Onsite Delegates' Briefing Meeting and Move-in
28-30 October (Thursday–Saturday)	Show period
31 October (Sunday)	Depart Mumbai for Hong Kong

2. TRAVEL

Official Travel Agent

After undergoing quotation comparison, we have appointed Reliance Travel (HK) Ltd as the official travel agent to handle air ticketing and hotel room reservations for all participating companies. Please liaise with them directly if you require their services. More information will be sent directly to you separately by Reliance, whose contact details are below:

Reliance Travel (HK) Ltd

Contact Ms. Beryl Wong, Ms. Regina Mak,

Phone 2731 2009 / 2731 2095

Fax 2311 3058

Email mumbai@rthk.com.hk

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Please book your air tickets and hotel rooms early as they are in great demand during the EXPO period. Meanwhile, if you would like to use your own agent, you are highly recommended to follow our main group itinerary.

The HKTDC has reserved a number of rooms at a special rate at Grand Hyatt Mumbai. Exhibitors are highly recommended to stay in this hotel so as to save travelling time as traffic jam is very common in Mumbai.

Visa Requirements

An entry visa (HK\$369 for 3 months single) is required for exhibitors holding HKSAR and Macau ID. You may submit your application IN-PERSON at the visa application centre of the Consulate General of India, or via Reliance Travel (HK) Ltd (handling fee at HK\$100 per person). The application process normally takes 4-5 working days. Visa requirement and fee may vary for different nationalities / duration of visas, please consult the Consulate General of India in Hong Kong for further details.

Consulate General of India in Hong Kong – India Visa Application Centre

Unit 102-A, 1/F., Mirror Tower, Mody Road, TST East, Hong Kong

Tel: 2723 6278 / 2723 6233

Website: <http://www.in.hk.quoprro.com> or <http://www.indianconsulate.org.hk>

Please note that for exhibitors holding a Chinese mainland passport, they have to apply for their entry visa directly with the Embassy of India in China. Application details can be found on <http://www.indianembassy.org.cn> (Chinese)

Passport Validity

Please be reminded that the validity of your traveling document must be at least 6 months from the day of your arrival in India, i.e. valid until at least **1 May 2011**.

Travel Health Advice

Exhibitors are recommended to consult their personal physician or the Port Health Office **4 to 6 weeks before departure** for detailed travel health advice and **vaccination**. Travellers' Diarrhoea is the most common travel-related ailment, while delegates are recommended to be vaccinated for Hepatitis A, Malaria, and Typhoid. You may like to contact one of the Travel Health Centres near you for further information.

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Port Health Office of the Hong Kong Department of Health

Travel Health Centre (Hong Kong)	
Address	: Room 26, 18/F, Wu Chung House, 213 Queen's Road East, Wan Chai.
Tel	: 2961 8840
Travel Health Centre (Kowloon)	
Address	: 1/F, Cheung Sha Wan Government Offices, 303 Cheung Sha Wan Road, Sham Shui Po.
Tel	: 2150 7235

Insurance Matters

All exhibitors are strongly advised to self-arrange proper travel, medical, and products' insurance prior to departure. HKTDC will NOT be responsible for any personal accidents, injuries, medical treatment, sample damage or loses during the mission.

3. FORWARDER

After conducting quotation comparison, we have appointed JES Logistics Limited as the official forwarder for handling sample shipment for the Expo. Should you wish to employ their service, please contact them directly:

JES Logistics Limited

Contact Joanna Lam / Herman Cheung

Phone 2563 6645

Fax 2597 5057

Email Joanna@jes.com.hk /
herman@jes.com.hk

Enclosed please also find the shipping manual for your reference.

4. BOOTH SELECTION

Booth selection for all exhibitors is tentatively scheduled to be held in end July. Please **ensure that at least one company representative attends** this meeting. Participating companies with no representative present will be allocated a booth after all companies in attendance have made their selection. More details on the booth selection will be announced later on.

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5. SME EXPORT MARKETING FUND

Exhibitors of the Lifestyle Expo in Mumbai 2010 are eligible for applying for the SME Export Marketing Fund provided by Trade & Industry Department of the HKSKAR Government. For more details, please contact:

SME Export Marketing Fund Unit

Address : 4/F, Trade and Industry Department Tower,
700 Nathan Road, Kowloon

Tel : (852) 2398 5127

Fax : (852) 2391 2646

E-mail : emf_enquiry@tid.gov.hk

Website : http://www.smefund.tid.gov.hk/eng/eng_main.html

6. Free Publicity Opportunities

In order to help increase your company's exposure to Indian buyers, we are pleased to offer the following publicity opportunities to exhibitors of the Lifestyle Expo in Mumbai:

FREE Listing in Fair Catalogue

A fair catalogue with exhibitors' company profile and product information will be printed and distributed to not only buyers visiting the Expo, but also relevant buyers.

a) Company details

Please refer to the enclosed "Company Detail Verification Form" (FORM 1), that details the information you have given in your application form. Kindly go through it and make any necessary amendment as this information will be printed in the fair catalogue.

b) Product Photos and Company/Brand Logo

Further to printing your company's profile, we will also print photos of your products and company/brand logo in the fair catalogue, so as to help promote the image of your products and company. Please send us a maximum of THREE product photos and a maximum of ONE company/brand logo. Please refer to the below for the requested specifications. However, please note that the Fair Organisers reserve the right to publish or print or utilize and select the materials submitted. Final decision is made by the Fair Organisers.

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- i) Product Photos
- | | |
|--------------|-----------------------|
| File format: | JPEG, high resolution |
| File size: | at least 2 - 3 MB |
| Qty: | Max. 3 |
- ii) Company / Brand logo
- | | |
|--------------|-----------------------|
| File format: | JPEG, high resolution |
| File size: | at least 2 - 3 MB |
| Qty: | Max. 1 |

Please send the **confirmed FORM 1**, with your company's authorised signature and chop, as well as the requested photo files to jo.wh.chan@hktdc.org by **25 June 2010 (Friday)** for our processing. If we do not receive any request on changes from you by this date, your company information as printed on Form 1 is deemed correct for fair catalogue printing. If no photo files on your company have been received, the relevant spots in the fair catalogue will be left blank. Kindly be reminded that requests for changes/additions after 25 June 2010 may **not be entertained**. Please also note that HTKDC reserves the editorial right to amend the final contents of the fair catalogue and other publicity materials.

Online Promotions and hktdc.com Free Sourcing Service

All exhibitors can now maximise their marketing Return of Investment and obtain more buyer contacts, with online promotion on www.hktdc.com for one year (August 2010 to July 2011).

Please fill out **FORM 2** and submit 3 sets of product photos for posting online and you can upload another 7 sets of photos to the website via the platform's DIY function (details to be provided later). This enables us to bring more buyers to your booth and increase your buyer enquiries before and after the fair:

- Pre-fair – email invites to pre-registered fair visitors to preview the exhibits on www.hktdc.com, where you can display your company information and product photos.
- During the fair – provides opportunities for referral to visiting buyers, who can obtain a list of suitable exhibitors at the fairground via the hktdc.com Free Sourcing Service.
- Post-fair – offers opportunities for referral to more buyers at other relevant trade fairs as well as other Hong Kong Trade Development Council promotional activities.

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If you are an existing customer of the www.hktdc.com, the product photos provided will be inserted into your established company link. These additional photos will also enjoy the same validity period as stated above.

FREE Product Display at the Press Conferences or Fairground in Mumbai

We will organize a pre-fair press conference in September and a press conference in October in Mumbai to announce the Expo to the local media and to publicize the event. Also, there will be product display area at the fairground. As our exhibitors, you are invited to submit samples to us for display at the press conferences and/or fairground. However, the Organisers reserve the right to select the samples. *Not all submitted samples will be displayed and they will NOT be returned to Hong Kong after display.* If you are interested in displaying your samples, please fill in **Form 4** and return it with the product sample photos (photos of the exact product you would like to display) **before 25 June 2010 (Friday)**. We will inform you if your samples are being selected.

Advertising Opportunities

In addition to the above two free publicity opportunities, we are also offering paid advertising opportunities in the fair catalogue. Please refer to FORM 3 for details.

For your easy reference, a summary of deadlines and materials to be submitted to capitalise on the abovementioned publicity opportunities is provided below.

Free Listing in Fair Catalogue

Items to be submitted: Company profile (FORM 1), 3 product photos & 1 company/brand logo

Deadline: 25 June 2010 (Friday)

Return to: Mr Jo Chan (Tel: 2584 4063, e-mail: jo.wh.chan@hktdc.org)

Free Online Promotion on HKTDC Web Portal

Items to be submitted: Company details (FORM 2), 3 product photos & 1 company logo

Deadline: 25 June 2010 (Friday)

Return to: Ms Ruby Cheng (Tel: 2892 4728, e-mail: ruby.cheng@hktdc.org)

Free Product Display at Press Conferences and/or Fairground

Items to be submitted: FORM 4 & product photos of the exact samples

Deadline: 25 June 2010 (Friday)

Return to: Ms Winnie Ho (Tel: 2584 4019, e-mail: winnie.hl.ho@hktdc.org)

Advertising Opportunities

Items to be submitted: FORM 3

Deadline: 9 July 2010 (Friday)

Return to: Ms Winnie Wong (Tel: 2892 4689, e-mail: winnie.yl.wong@hktdc.org)

Please adhere to the stated deadlines as your company will be deemed to have waived the publicity offers if we do not receive the required forms and files by then.

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Should you have any question regarding the above information, please feel free to contact Mr Jo Chan at 2584 4063 or myself at 2584 4279. More details on the Expo arrangement, free publicity opportunities and other logistical arrangement will be made available in due course. Alongside with your participation, I look forward to a successful Lifestyle Expo in Mumbai this October.

Yours sincerely,

Phoebe Tsang
Assistant Manager, Product Promotion Department
Hong Kong Trade Development Council

Encl. Form 1, 2, 3 & 4 and shipping manual