

# Lifestyle Expo in Mumbai, India

28-30 October 2010

## EXHIBITORS' MANUAL

(For Hong Kong Exhibitors)

*Please note that HKTDC reserves the right to amend and update, in whole or in parts, this Exhibitors' Manual without prior notice. Exhibitors should double check with us for the latest updates or confirmation should there be any uncertainty.*



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## **Deadlines**

- 25 June 2010**  
**25 June 2010**  
**9 July 2010**  
**6 August 2010**  
**6 August 2010**  
**20 September 2010**  
**8 October 2010**  
**To be advised in Aug**



## 1. Fair Information

### A. Background Information

Lifestyle Expo (formerly known as Style Hong Kong) is a brand of Hong Kong Trade Development Council (HKTDC) flagship events to promote Hong Kong consumer products and their designs in overseas emerging markets, having made its mark in Dubai (2004-2008), Budapest (2006 & 2008), Moscow (2007) and last year in Warsaw (2009). This year, there will be two editions, the Lifestyle Expo in Warsaw in September and Lifestyle Expo in Mumbai in October.

Again organised by the HKTDC and the Department of Foreign Trade and Economic Cooperation of Guangdong Province, the Expo will comprise two pavilions "Style Hong Kong" and "Style Guangdong". The Expo will present various goods - electronics, electrical appliances, fashion, fashion accessories, gifts & premiums, watches, household products, houseware items, etc. We are expecting buyers from different parts of India, particularly Maharashtra Region

### B. General Information

Fair Name	:	Lifestyle Expo in Mumbai
Pavilion Names	:	Style Hong Kong & Style Guangdong
Fair Website	:	<a href="http://www.lifestyleexpomumbai.com">www.lifestyleexpomumbai.com</a>
Exhibition Dates	:	28-30 October 2010
Opening Hours	:	28-29 October 10:00 – 18:00 30 October 10:00 – 16:30 or till sample stocks last
Exhibition Venue	:	Grand Hyatt Mumbai, Exhibition Ground Off Western Express Highway, Santacruz (East), Mumbai (Please refer to <b>Annex I</b> for a map to the venue)
Organisers	:	Hong Kong Trade Development Council Department of Foreign Trade and Economic Cooperation of Guangdong Province
Main Product Categories	:	Electronics & Electrical Appliances Household Products Gifts & Premiums Fashion & Fashion Accessories



### C. Move-in / Move-out Schedule

27 October (Wed)	AM	Onsite Delegates' Briefing
	12:00-18:00	Exhibitors' Move-in
28-29 October (Thu-Fri)	10:00-18:00	Fair Opening Hours
30 October (Sat)	10:00-16:30	Fair Opening Hours
	16:30-20:00	Exhibitors' Move-out

### D. SME Funding Scheme

Successful Hong Kong applicants for the Lifestyle Expo in Mumbai are eligible to apply for the SME Export Marketing Fund sponsored by the Trade and Industry Department of the HKSAR Government. For more information, please visit [www.smefund.tid.gov.hk](http://www.smefund.tid.gov.hk) or call (852) 2398 5127. Please note that the granting of the fund is under the sole discretion of the Government.



## 2. Travel Information

### A. Official Travel Agent

After undergoing quotations 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:

<b>Reliance Travel (HK) Ltd</b>	
<b>Contact</b>	Ms Beryl Wong / Ms Regina Mak
<b>Phone</b>	(852) 2731 2009 / 2731 2095
<b>Fax</b>	(852) 2311 3058
<b>Email</b>	mumbai@rthk.com.hk

Please note that the above agent is HKTDC's recommendation only; you can use other travel agents should you so wish. Nevertheless, you are highly recommended to follow the suggested travel schedule below.

### B. Suggested Travel Schedule

26 October (Tue)	Arrive in Mumbai and check into hotel
27 October (Wed)	Onsite Delegates' Briefing Meeting and Move-in
28-29 October (Thu-Fri)	Show period
30 October (Sat), <b>after 16:30</b>	Move-out
31 October (Sun)	Depart Mumbai for Hong Kong



**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.

You can find more information on the different flight and hotel options provided by Reliance Travel in Reliance Travel Services Manual. Also included in this manual are useful tips for travelling to Mumbai.

### C. Local Transportation

Free shuttle bus transfers will be arranged for Hong Kong exhibitors travelling on the three official flight schedules (*by Jet Airways and Cathay Pacific Airways*), and staying at the two official hotels (*Grand Hyatt Mumbai and Mirador Hotel, Mumbai*)

The available routings are as follows:

Date	Routes
26/27 October (Tue)	Airport → official hotels (Grand Hyatt Mumbai / Mirador Hotel)
27 October (Wed) (For delegates' onsite briefing and move-in)	Mirador Hotel ↔ Fairground
28-30 October (Thu-Sat) (Show period)	Mirador Hotel ↔ Fairground
31 October (Sun)	Official hotels → Airport

\*Remarks: No shuttle bus service will be arranged for Grand Hyatt during show period.



Reliance Travel would be able to provide the latest information as to the registration procedures and exact timing of the free shuttle bus service; exhibitors are recommended to check before each departure.

#### D. Travel Arrangements

Hong Kong exhibitors following the group itinerary will depart for Mumbai in the evening or at night on 26/27 October 2010. Please check-in at least 2 hours prior to the departure time. A representative from Reliance Travel will assist you at the Hong Kong International Airport. Please touch base with the representative upon your arrival at the airline check-in counter.

Exhibitors should go through immigration and customs individually upon arrival. When you have claimed your own luggage, please wait at the arrival lobby and look for Reliance's representative/HKTDC signage for directions to the free shuttle bus transfer to the official hotels.

Hong Kong exhibitors travelling on their own should provide your individual itineraries for our reference. All exhibitors should provide us with your emergency mobile contacts in Mumbai by completing **Form 7** (Travel Arrangements) and send it to us by **8 October 2010**.

#### **Remarks:**

*You are strongly recommended to arrive in Mumbai no later than 26 October 2010 in order to attend the onsite Delegates' Briefing Meeting in the morning of 27 October 2010 and obtain the latest information and Expo regulations before proceeding with your booth setup. The exact time and location of the meeting will be available in due course.*

#### E. Insurance

You are advised to arrange for proper travel, medical and exhibit insurance to cover for your entire stay in India. Please note that local medical charges may be very high and HKTDC will not bear any financial costs for any personal accidents, injuries or medical treatment during the trip, nor other costs related to travel and exhibit issues.



## F. 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.quopro.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' diarrhea 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.

Port Health Office of the Hong Kong Department of Health

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



For exhibitors needing an invitation letter from the Organisers for visa application purpose, please fill in **Form 5** (Visa Referral Letter Request Form) and send it back to us by **6 August 2010** since it may take up to two weeks for us to send you the letter.

### 3. Sample Shipment

#### A. Official Forwarder

HKTDC has appointed **JES Logistics Ltd** as the official forwarder for handling sample shipment for the Expo. Should you wish to employ their service, please contact:

<b>JES Logistics Ltd</b>	
<b>Contact</b>	Ms Joanna Lam / Mr Herman Cheung
<b>Phone</b>	(852) 2563 6645
<b>Fax</b>	(852) 2597 5057
<b>Email</b>	<a href="mailto:Joanna@jes.com.hk">Joanna@jes.com.hk</a> / <a href="mailto:herman@jes.com.hk">herman@jes.com.hk</a>

Please refer to the shipping manual provided by the official forwarder.

While you are welcome to use other shipping agents to carry your samples, please remind your agent that no samples should be delivered before 27 Oct 2010 (Wed) as the fairground is not ready for sample delivery.

#### B. Modes of Importation

Depending on the means of shipment, there are different modes of importation.



*i.* By Sea and Air

Goods can enter with permanent import (duty paid) or temporary import (temporary import bond). Exhibitors should consult your own forwarders for details.

*ii.* By Courier

Goods sent by courier can only enter with permanent import (duty paid). The shipments should be sent to your local agent or directly to your hotel (subject to your hotel's consent). You may also contact the freight forwarder to see if they can handle your shipment (but likely at a cost). Please consult your courier service provider for exact details.

Please note that HKTDC will not handle any courier parcels on exhibitors' behalf owing to manpower and space constraints. Grand Hyatt Mumbai will also not receive your courier samples.

*iii.* By Hand-Carry

While some exhibitors may choose to hand-carry their samples, this is not recommendable as the Indian Customs has the full discretion in choosing to withhold the items.

Hand-carried items should be kept to a minimum and be accompanied with proforma invoices and packing lists, with clear descriptions, on company letterheads. Please exercise necessary caution in describing the products, their quantities and FOB prices. Moreover, it is important that each carton box should have its own set of documents so as to avoid confusion.

Hand-carried items may be imported via permanent import or ATA Carnet temporary import. More information on ATA Carnet can be found:

**ATA Carnet Issuing Office of  
Hong Kong General Chamber of Commerce**  
23/F, Silvercorp International Tower,  
707-713 Nathan Road, Mongkok, Kowloon  
Tel: (852) 2398 6011  
Website: [www.webco.hk/WEBco/web/?type=ata](http://www.webco.hk/WEBco/web/?type=ata)



Please also be advised to carry sufficient cash in USD for exchange into the local currency (Indian Rupee) to pay for the import duties. You can refer to the following website for the up-to-date exchange rate:

[www.oanda.com/convert/classic](http://www.oanda.com/convert/classic)

**However, please note that it would be at the exhibitors' own risks if they choose to hand-carry their samples.**

### C. Import Restrictions

Certain goods (e.g. battery or garment) may require a special import license or certificate, while some may only enter India specifically under a certain means of importation. Please check and confirm with your freight forwarder/courier service provider directly for making the necessary arrangements.

### D. Packing and Moving-out of Exhibits

Early move-out is strictly prohibited and no packing of samples is allowed before 16:30 on the last day of the Expo (i.e. 30 October 2010). HKTDC reserves the right to exclude exhibitors from taking part in future events we organise should they violate this regulation.

### E. Return Shipment

All air and sea freighted cargo shipped out of India will also undergo customs inspection, during which the items and quantity of goods found and that declared on the invoice and packing will be cross-checked.

Any discrepancy between the two will likely lead to time delay to the return shipment and costs incurred. Exhibitors are therefore reminded to check, and revise if necessary, their invoice and packing list again before the return shipment. For this purpose, you should bring along copies of blank invoice and packing list to Mumbai.

Please liaise directly with your forwarder beforehand on freight arrangements, such as the documentation, schedule, costs etc.



Please note that HKTDC will not be responsible for any costs incurred due the delay, damage, customs, loss, etc of your shipment.

#### F. Insurance

Exhibitors are highly recommended to take out insurance for its products' shipment, exhibition, etc prior to the Expo.

### 4. Hall Layout, Booths and Additional Facilities

#### A. Hall Layout

The hall is built on an exhibition ground and there is one hall only. Please refer to **Annex II** for the hall layout.

#### B. Booths

There are two types of standard booths: one with hangers for exhibitors displaying garments and one with shelves for the other exhibitors. Please refer to **Annex III** for the booth layouts. The layout plan has been sent to you for reference in Circular 3 as well.

Other than the shelves/hangers, each standard booth includes a company fascia, carpet, spotlights, cabinets, chairs, a table, electric socket and a larger storage area. You will be offered a standard booth design according to the products you handle.

#### C. Additional Facilities

We will appoint an Indian contractor to build the marquee and standard booths. In order to provide first-class customer service, we have appointed a Hong Kong company, Design Department Company, to handle your additional booth facilities requests and any booth changes. Your contact and original booth layout plan will be passed to the company and they may contact you for confirming the booth layout plan and design. Please find the contact details of Design Department Company below and feel free to contact them if you have any questions concerning your booth.



<b>Design Department Company</b>	
<b>Contact</b>	Mr Oliver Cheng / Mr Alan Ngan
<b>Phone</b>	(852) 2345 8630
<b>Fax</b>	(852) 2345 7230
<b>Email</b>	designdepartco@gmail.com
<b>Service Hours</b>	9:00 am – 5:00 pm, Mon – Fri (except public holidays)

#### D. Booth Decoration

No banners, flags or promotional materials can be hung at the exterior of the booth. No glue, scotch tape, self-adhesive paper, screws, nails, spikes or paint may be used on carpets, walls, pillars or any part of the booth or the venue. The Organisers reserve the right to remove any exhibits or publicity material (at the exhibitor's expense) which are considered hazardous to other exhibitors or visitors, adverse to the overall fair image or which may damage either the structure or facilities of the Expo.

### **5. Onsite Service and Facilities**

#### A. Fair Management Office

A fair management office (FMO) will be situated onsite to help exhibitors with any enquiries they may have during the Expo.

#### B. Business Centre

An onsite business centre will be set-up for exhibitors' use on a charge recoverable basis. Facilities inside the centre include telephone, facsimile, laptops, photocopier and printer. On the last fair day, the HKTDC will bill and collect cash from those exhibitors having used the said facilities. A detailed price list would be available later on.

The operation hours of the business centre will be the same as the fair opening hours.



### C. Onsite Internet Connection

Fixed line internet connection is provided in the Onsite Business Centre FREE of charge and on a first-come-first serve basis. Exhibitors can choose to use the centre's laptops or bring their own to make use of the fixed broadband connections available. If exhibitors use their own laptops, please ensure that you bring along the appropriate outlet adaptors.

Based on set rules and regulations, a certain number of FREE wi-fi connections would also be provided upon registration at the business centre. More information on this will be made available later on.

Other the other hand, we are exploring whether exhibitors can install internet cables for direct use of internet inside their own booths. Exact pricing and arrangement will be released in August.

### D. Exhibitors Badge

Four exhibitor badges will be given to each 9 sqm booth and should be worn at all times during the movie-in and fair period. Exhibitors without proper badges may be denied entry into the halls. Please note that exhibitors can enter the halls one-hour before the opening hours of the Expo.

For exhibitors requesting for extra badges (a maximum of four extra could be allocated per 9sqm booth), please complete **Form 6** (Other Services Request Form) and also return it by **20 September 2010**.

#### ***Remarks:***

*Please take care and do not lose your badges as they will not be re-issued.*

### E. Hiring of Temporary Staff / Interpreter

Subject to availability, exhibitors can hire temporary staff and/or interpreters (Mandarin/English) to station and help exclusively at their booths during the fair period. Please note the following details for such hiring:

- i. Temporary staff/interpreter can be hired on a daily basis
- ii. The working hours of such staff are the same as the fair's opening hours.
- iii. Each temporary staff/interpreter is entitled to a one-hour lunch break each day.



Should you have such requests, please complete **Form 6** and return to us before the stated deadline. While HKTDC will try to accommodate to your requests, the availability of temporary staff/interpreters (specifically the Indian/Mandarin ones) would be subject to local human resources.

#### F. Exhibit Storage

Please note that there is no public storage for brochures, exhibits, packaging cartons or other such items at the Expo venue due to space constraints and fire regulations. Exhibitors would have to store their products, packaging and other materials in their own booths. Any item found outside or behind any booth will be removed.

#### G. Security

While the Organisers will take reasonable precautions during the fair period, as well as move-in and move-out days, exhibitors are reminded to take special care of their own properties, especially mobile phones, PDAs, laptop computers and personal valuables (money, passports, air tickets, etc) at the Expo venue.

Exhibitors are recommended to keep their valuables in their hotel room's safe boxes. You could also take out insurance against theft if you deem it necessary.

#### H. Onsite Delegates' Briefing

An onsite delegates' briefing will take place in the morning of 27 October at Grand Hyatt Mumbai to inform exhibitors of the regulations before proceeding with your booth setup. It is highly recommended that exhibitors attend this briefing as important information and materials would be distributed then.

The exact time of the meeting will be available in due course.

#### **Remarks:**

*Please note that any information missed due to non-attendance would be the sole responsibility of the exhibitor.*



## 6. Marketing and Media Campaign

### A. Fair Website ([www.lifestyleexpomumbai.com](http://www.lifestyleexpomumbai.com))

The Expo's name will be used as a website to reinforce interaction with both exhibitors and trade visitors. The website is loaded with information, news feeds, as well as photos and videos, for both audiences. Please visit the website for the latest information on the highlights leading to the Expo.

### B. Pre-fair Press Conference

The pre-fair press conference for the Expo will be held in Mumbai on 6 October 2010 so as to generate early media coverage targeted at the trade buyers. Over 30 journalists from various newspapers, relevant business magazines, business TV and radio stations have been invited to attend.

### C. Media & PR Plan

Since the beginning of this year, advertisements have also been placed in suitable trade fair catalogues, of events in India as well as those of international nature in Hong Kong.

A comprehensive media campaign where advertisements would be placed not only in newspapers and business magazines, but also on TV and the internet (e-platforms) is conducted to promote the Expo in India. There will be outdoor ads at targeted business areas and near the fairground as well.

In addition to the media campaign and pre-fair press conference, we are arranging for an "Overseas Journalist Visiting Programme" to take place in September. We aim to increase the awareness of Hong Kong products, style and design, as well as to elicit interest in the Expo via these Indian journalists' visits.

### D. Supporting Organisations

Further to befriending media players, the Organisers will be identifying suitable supporting organisations in helping us promote the Expo. These include chambers of commerce, relevant industrial players, and others.



## 7. Visitors' Promotion

### A. Promotions at Business Events

The visitors' promotion campaign for the Lifestyle Expo in Mumbai has already begun earlier this year with promotions at local trade fairs, trade seminars and other business events held in India, as well as at relevant international trade fairs in Hong Kong. Through these events, our promotion can reach the targeted buyers directly to inform them of the Expo and to generate their interest to visit.

### B. Promotional Materials

While such promotions at business events will continue up until the Expo, we will further be sending marketing materials, such as direct mailers, both fax and electronic versions, to relevant buyers in India. The materials will also be distributed at the aforementioned business events, as well as through the Expo's Supporting Organisations.

### C. Free Promotional Materials

As we understand that some of you may have business contacts from India that you would like to invite to the Expo, we will be preparing an e-invitation to facilitate your invitation. You will be informed as soon as it becomes available for your use. Alternatively, you may like to encourage your business contacts to pre-register as a buyer via the online registration system at [www.lifestyleexpomumbai.com](http://www.lifestyleexpomumbai.com)

### D. Telemarketing Campaign

To better secure the attendance of these buyers, a telemarketing campaign will be launched and will continue into October.

### E. VIP Buyers and Buying Missions' Travel Sponsorships

As part of our visitors' recruitment initiatives, we are offering travel sponsorships to buying missions arranged by relevant business associations and chambers to visit the Expo so as to encourage more buyers both within and outside India to come meet with you.



## 8. Special Events

In order to attract more visitors and to provide a comprehensive experience for them, a series of special events will be launched during the Expo. A tentative schedule is displayed below. Please note that the events and their details are subject to changes without prior notice.

	28/10/2010 (Thurs)	29/10/2010 (Fri)	30/10/2010 (Sat)
10:00– 12:30		<u>11:00 – 11:10</u> <b>Product Parade I</b>  Venue: Parade Stage Hall, Exhibition Ground	
12:30 - 18:00	<u>17:00 – 17:30</u> <b>Opening Ceremony</b>  Venue: Parade Stage Hall, Exhibition Ground  <u>17:30 – 18:00</u> <b>VIP Tour</b>  Venue: Hall, Exhibition Ground	<u>15:50 – 16:00</u> <b>Product Parade II</b>  Venue: Parade Stage Hall, Exhibition Ground	<i>(Fair ends at 1630 or            till stocks last)</i>
18:00 – 22:00	<u>18:30 – 21:00</u> <b>Gala Evening            (By Invitation Only)</b>  Venue: Grand Ballroom Grand Hyatt Mumbai	<i>(Fair ends at 18:00)</i>	



## A. Product Parades

There will be two product parades taking place during the Expo to highlight exhibitors' products on 29 October. While a production house will be appointed to choreograph the parades, exhibitors can participate by providing their products and/or garments for the models to showcase. You can therefore make use of this as an extra FREE publicity opportunity to increase exposure of your goods and introduce them to the visitors.

Interested exhibitors should refer to **Form 4** (Product Display at Press Conference/Fairground) for details and submit it by **6 August 2010**.

### **Remarks:**

*Please note that space is limited and admission will be on a first-come-first serve basis. HKTDC will appoint a Production House for the co-ordination of the parades and has the sole discretion to assign suitable products to the relevant areas and the sequence of appearance in the parades.*

*Also note that the products would not be returned after the show.*

## B. Displays at the Press Conference/Fairground/Gala Evening

There will be a limited number of displays at the Press Conference/Fairground/Gala Evening for exhibitors to showcase their products for FREE. Exhibitors who have filled in Form 4 and are interested in displaying their products at the above-mentioned occasions will be considered although the final decision would be made by HKTDC and the official display artist on which products are most compatible with the setting of the dinner.

### **Remarks:**

*Please note that space is limited and admission will be on a first-come-first serve basis. HKTDC will appoint a display artist for the co-ordination of the displays and have the sole discretion to assign suitable products to the relevant areas.*

*Also note that the products would not be returned after the Press Conference/Expo/Gala Evening.*



## 9. More Publicity Opportunities

As exhibitors may remember from Circular 1, the Organisers are offering various free and paid publicity opportunities for your participation in the Expo.

### A. FREE Listing in Fair Catalogue

A fair catalogue with exhibitors' company profile and product information will be printed and distributed to buyers visiting the Expo.

- i. Company details  
You should have already completed **Form 1** (Company Detail Verification Form) and submitted it by **25 June 2010** for our inclusion in the fair catalogue.
- ii. Product Photos and Company/Brand Logo  
Further to printing your company's profile, we will also help 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. A total of **TWO** product photos and **ONE** company/brand logo will be printed per company. Please refer to the specifications in Form 1 for the appropriate file format.

If we have not received any information/files from you by the aforementioned deadline, 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.

### B. FREE Online Promotion at HKTDC's Web Portal ([www.hktdc.com](http://www.hktdc.com))

We are also offering exhibitors a chance to enjoy a FREE 12-month's (September 2010 to August 2011) online promotion package on HKTDC online sourcing platform ([www.hktdc.com](http://www.hktdc.com)). Each exhibitor is entitled to post up to 10 product photos over the stated 12-months period on [www.hktdc.com](http://www.hktdc.com) so as to maximise your multi-channel marketing campaign to buyers worldwide.

Please refer to **Form 2** (Online Promotion Form) for more details. The information should have been received by **25 June 2010** for our processing.



### C. Advertising Opportunities

In addition to the above two free publicity opportunities, we are also offering a paid advertising package that will increase your exposure not only in the fair catalogue, but also in two other publications circulated in South Asia and in the ASEAN markets.

Please refer to **Form 3** (Official Magazine Advertisement Order Form) for more information. The submission deadline for this is **9 July 2010** but exhibitors are encouraged to indicate their interest early to allow time for the necessary preparation.

#### ***Remarks:***

*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.*



## 10. General Rules and Regulations for Exhibitors

### A. Sales Activity During the Fair Period

Exhibitors are not allowed to conduct onsite retail transactions during the fair period of the first two days (i.e. 28-29 October 2010). Samples may however be given away to public or trade visitors on the last day (i.e. 30 October 2010). **Exhibitors should note not to give away products shipped under temporary import.**

### B. Badge Control

Nobody is permitted to enter the exhibition halls without a proper badge or identification issued by the Organisers. Please remember to wear your exhibitor badge on the fairground at all times.

### C. Booth Decoration

No banners, flags or promotional materials can be hung at the exterior of the booth. No glue, scotch tape, self-adhesive paper, screws, nails, spikes or paint may be used on carpets, walls, pillars or any part of the booth or the venue. The Organisers reserve the right to remove any exhibits or publicity material (the exhibitor's expense) which are considered hazardous to other exhibitors or visitors, adverse to the overall fair image or which may damage either the structure or facilities of the Expo.

### D. Samples and Flyers

Promotional flyers and/or samples can only be distributed within exhibitors' own booths and no exhibiting company is allowed to distribute any publicity material in the public area of the venue.

### E. Type of Displays

Please make sure that only products in accordance with the permitted product categories (under Section 1A – Fair's Background Information) are displayed at your booths. Exhibitors showing products other than those permitted will be requested to take them away and may be banned from future HKTDC's events.



Products on display should also be from the companies whose names are used for participating in the Expo. Promoting products on behalf of other companies is strictly forbidden.

#### F. Copyright / Patent / Trademark Infringement

Infringement on intellectual property right is a serious offence. The Organisers do not allow photo taking and/or making sketches on exhibits during the Expo.

Exhibitors should also ensure that their product samples do not in any way whatsoever violate or infringe any intellectual property rights including trademarks, copyrights, designs, names and patents, etc, whether registered or otherwise.

#### **Remarks:**

*Any breach of the above regulations may result in the closing down of your booth and being banned from participation in future events. No claim for damages will be accepted.*



## 11. Market Profile of India

(by HKTDC's Research Department on 1 January 2010)

### Major Economic Indicators

	2007	2008	2009
Population (million)	1,169	1,186	1,203 <sup>b</sup>
GDP (US\$ billion)	1,101	1,207	1,243 <sup>b</sup>
Real GDP growth (%)	9.4	7.3	5.4 <sup>b</sup>
GDP per capita (US\$)	941.6	1,017	1,033 <sup>b</sup>
Inflation (%)	6.4	8.3	8.7 <sup>b</sup>
Exchange rate (per US\$, period average)	41.4	41.8 <sup>a</sup>	49.0 <sup>a</sup>
Exports (US\$ billion)	150	185	113 <sup>a</sup>
Imports (US\$ billion)	229	307	162 <sup>a</sup>
Export growth (YoY %)	23.3	23.2	-24.4 <sup>a</sup>
Import growth (YoY %)	28.6	33.8	-32.8 <sup>a</sup>

Sources: CEIC, IMF, Ministry of Commerce and industry and Ministry of Statistics and Program Implementation

(a) Jan-Sept

(b) IMF estimates

### Latest Development

- The Indian economy recorded a year-on-year (YoY) growth of 7.9% in the third quarter of 2009, after growing 6.1% in the second quarter.
- As a gradual global recovery increased demand for Indian goods, merchandise exports declined by 6.6% YoY to US\$13.2 billion in October 2009, the slowest pace in ten months.
- Hong Kong's total exports to India declined by 3.5% to US\$6.1 billion in the first eleven months of 2009, considerably better than 14% decrease in its total export. Except for pearls, precious & semi-precious stones, other major Hong Kong's products to India like telecommunications equipment and parts recorded significant growth in the period.

### Current Economic Situation

The Indian economy recorded a year-on-year (YoY) growth of 7.9% in the third quarter of 2009, after growing 6.1% in the second quarter. The growth forecast for the Indian economy in 2009 was revised upward by the IMF from 5.1% to 5.4% and the economy is expected to expand by 6.4% in 2010.

Q3 GDP growth of 7.9%, considerably above the average expectation of 6.3%, is believed to be the fastest quarterly growth the Indian economy has seen since the quarterly data began in 1996. Manufacturing sector expanded by 9.1% YoY in the third quarter of 2009, the fastest rate since the second quarter of 2007. Industrial output grew by 10.3% in October 2009, showing more signs of solid recovery. According to the Society of Indian Automobile Manufacturers, car sales surged by 34% YoY in October 2009, while commercial vehicles sales jumped by 52% YoY.



Generally, India is less export-reliant compared to many other Asian economies, with private consumption contributing more than half of GDP. However, India is not entirely immune from the global economic downturn, and its export sector was also affected due to a tumble in external demand during the financial tsunami. As a gradual recovery in the global economy increased external demand, India's export fell at the slowest pace in ten months by 6.6% YoY to US\$13.2 billion in October 2009, and meanwhile imports fell by 15% YoY to US\$22 billion. Trade deficit narrowed by 24% YoY to US\$8.9 billion in the same period. The recovery of export sector is also suggested by the robust employment data of the sector. In the third quarter of 2009, Indian export companies hired 200,000 people, contrasting laid-off of 170,000 people in the previous quarter.

India holds a dominant share of the global offshore IT and ITES (IT-enabled services) market, of which about 65% is in IT and 46% is in ITES. Together, they contributed to about 5% of India's GDP. The export of IT/ITES services is mainly to the US and the UK. India's economy depends heavily on service industries for expansion and though IT/ITES constitutes only a relatively small share, it has been India's fastest growing sector for the past few years.

India is riding on a retail boom bolstered by its fast expanding middle class and young consumers, which is expected to grow from an estimated US\$333 billion in 2007 to reach US\$453 billion by 2010. With the world's second largest population (over 1.1 billion), India has a very huge consumer base with increasing discretionary spending. A study by McKinsey suggested the economic boom in recent years had created a massive middle class centred in the cities. India is expected to become the world's fifth largest consumer economy by 2025.

Over 95% of India's retail sector is unorganised and consists predominantly of small retailers. The retail market situation is changing in favour of more organised retail, with many malls being built. Organized retail accounts for about 5% of the total market and is expected to grow at a compound annual growth rate (CAGR) of 40% as India's indigenous retailers race to increase the number of stores. International retailers such as Walmart and Carrefour are joining forces with local partners to capture the market. Under India's current laws, single-brand retailers can own a 51% majority stake in a joint venture with an Indian partner and 100% foreign ownership is allowed only under the cash-and-carry wholesale model, as in the case of German wholesaler Metro.

To shore up economic growth, India's government unveiled a series of stimulus packages at the beginning of 2009. Measures are undertaken to ease the flow of credit, raise the credit targets of Public Sector Banks, increase the loan guarantee cover to small companies, recapitalize state-run banks by providing Rs200 billion (US\$4.2 billion) to support credit growth, and generate additional infrastructure investment by issuing debt. The final budget for fiscal year 2009/10 envisions an increase in government spending by widening budget deficit to 6.8% of GDP, from 6.2% in 2008/09.

#### *Foreign direct investment (FDI)*

During April-October in the fiscal year 2009/10, India's FDI inflow amounted to US\$17.6 billion, down 6% from the same period in 2007. The inflow was mainly from Mauritius (US\$7.6 billion; 43% of total), Singapore (US\$1.3 billion; 8%), and the US (US\$ 1.3 billion; 8%). During the same period, the services sector attracted the highest FDI inflow (US\$ 3.1 billion), followed by telecommunications (US\$ 2.1 billion) and housing & real estate (US\$ 2.1 billion).

India's economic policies are designed to attract significant capital inflows into the country on a sustained basis and to encourage technology collaboration between Indian and foreign firms. Almost all sectors are opened to foreign investment with varying percentage of foreign ownership allowed, except for atomic energy, lottery business, gambling and betting, and some forms of retail trading. Under India's foreign investment policy, two routes are available for foreign investors, depending upon the industry and the levels of investment contemplated:



## 1) Automatic Route

Foreign investment proposals under the automatic route will not be subject to any government approval, provided the requisite documents are filed with the Reserve Bank of India within 30 days of receipt of funds. Qualified sectoral investment includes hotels & tourism, and courier services, etc.

## 2) Foreign Investment Promotion Board (FIPB)

All other proposals for foreign investment, which are not covered under the automatic approval route, are considered for approval, on merits, by the FIPB.

### *Special Economic Zones (SEZs)*

India's government implemented the SEZs Policy in 2000, and passed the SEZ Act, 2005 to facilitate the establishment of SEZs in selected areas. Within these SEZs, special incentives, such as market access, tax exemptions and fast-track single window clearance are provided to investors. As of September 2009, more than 335 SEZs had been approved and notified, with total employment of more than 130,000 people. Exports from the functioning SEZs amounted to Rs 99,689 crore (US\$23.8 billion) in 2008/09, up 50% YoY.

### Trade Policy

India's government has embarked on economic liberalisation since 1991 and continued to work towards a more open trade regime. There has been elimination of quantitative restrictions, simplification of import licence application and reduction of import tariffs. Since 1992, the government has loosened the licensing requirement for imports of capital goods. In March 2001, the government abolished the system of special import licences and the restricted list of imports, leaving only a small negative import list.

The Foreign Trade Policy 2004-09 is the major policy governing foreign trade in India. In general, no restriction is imposed on the import and export of most products except for those on the small negative import list. Nevertheless, all second-hand products except for second-hand capital goods shall be subject to licences, certificates, permits or authorization for import as stated in the Trade Policy.

### Hong Kong's Trade with India

In the first eleven months of 2009, India was the seventh largest export market for Hong Kong. Hong Kong's total exports to India declined by 3.5% to US\$6.1 billion for that period. Major export items included pearls, precious & semi-precious stones (51.3% share), telecommunications equipment & parts (19.0%), musical instruments & parts/accessories; sound recordings (4.3%), silver & platinum (2.9%), and semi-conductors, electronic valves & tubes, etc (2.3%). Although the export value of pearls, precious & semi-precious stones fell 18% in the first eleven months of 2009, other major export items like telecommunications equipment & parts and musical instruments & parts/accessories showed significant growth in the period.

On the other hand, India was Hong Kong's ninth largest source of imports in the first eleven months of 2009. Hong Kong's imports from India fell 13% to US\$6.1 billion for the period. Major import items included pearls, precious & semi-precious stones (76.1% share), jewellery (6.5%), and telecommunications equipment & parts (4.9%), leather (3.0%).



(US \$ million)	2008			2009 (Jan – Nov)		
	Value	Growth (%)	Ranking	Value	Growth (%)	Ranking
Total Exports	6,692	+ 50.0	8	6,054	- 3.5	7
Domestic Exports	120	- 13.2	17	94	- 12.5	15
Re-exports	6,573	+ 52.0	7	5,960	- 3.4	6
Imports	7,438	+ 21.5	9	6,107	- 13.1	9
(of which re-exported)	5,546	+ 43.8	8	4,859	- 5.6	8
Total Trade	14,130	+ 33.5	9	12,161	- 8.6	8
Trade Balance	-745	-	-	-52	-	-

### India's Economic Involvement in Hong Kong

Many Indian companies have established offices in Hong Kong. As of June 2009, there were 7 Indian companies with regional headquarters in Hong Kong, 14 with regional offices, and 18 with local offices. The range of businesses includes trading, banking, IT and logistics.

The Union Bank of India, one of the largest state-owned banks in India, inaugurated its first full-service branch in Hong Kong in August 2008 to take advantage of the growing trade between India and the Chinese mainland.

Other Indian companies in Hong Kong include Infosys Technology, Air India, GATI and Globe7. GATI is the first Indian logistics company that set a foothold in Hong Kong in 2005 and aimed to seize the opportunities to establish its gateway to Southern China and transshipment hub between China and India through its Hong Kong operation. Globe7, a subsidiary of the Indian-based Northgate Technologies which specializes in digital information and online communication, has set up office in Hong Kong to bring cutting edge global communications technologies and consumer products to the region. Many Hong Kong-based Indian firms also act as intermediaries for trade between the Chinese mainland and the Middle East and African countries.

Tourists from India to Hong Kong grew by 2.4% YoY to 332,130 in the first eleven months of 2009, accounting for 1.3% of the total visitors to Hong Kong.



## 12. Useful Contacts

### **Hong Kong Trade Development Council**

#### Head Office

38/F, Office Tower, Convention Plaza  
1 Harbour Road, Wanchai, Hong Kong

Tel : (852) 2584 4333

Fax : (852) 2824 0249

#### *Contact Persons*

Ms Phoebe Tsang, Project Manager

Direct Line : (852) 2584 4279

Fax : (852) 3521 3059

E-mail : phoebe.km.tsang@hktcdc.org

Mr Jo Chan, Project Executive

Direct Line : (852) 2584 4063

Fax : (852) 2169 9133

E-mail : jo.wh.chan@hktcdc.org

#### Mumbai Consultant Office

c/o Worldex India Exhibition & Promotion Pvt. Ltd.

309, Parvati Premises, Sun Mill Complex, Lower Parel, Mumbai 400 013, India  
Mumbai, India

Tel : (91) 22 4333 6333

Fax : (91) 22 4333 6363

#### *Contact Person*

Mr Rampat Gupta

Project Manager

E-mail : rampat.gupta@hktcdc.org



## Appointed Travel Agent for Hong Kong Exhibitors

<b>Reliance Travel (HK) Ltd</b>	
<b>Contact</b>	Ms Beryl Wong / Ms Regina Mak
<b>Phone</b>	(852) 2731 2009 / 2731 2095
<b>Fax</b>	(852) 2311 3058
<b>Email</b>	mumbai@rthk.com.hk

## Appointed Forwarder for Hong Kong Exhibitors

<b>JES Logistics Ltd</b>	
<b>Contact</b>	Ms Joanna Lam / Mr Herman Cheung
<b>Phone</b>	(852) 2563 6645
<b>Fax</b>	(852) 2597 5057
<b>Email</b>	<a href="mailto:Joanna@jes.com.hk">Joanna@jes.com.hk</a> / herman@jes.com.hk

## Booth Facilities Consultation Service

<b>Design Department Company</b>	
<b>Contact</b>	Mr Oliver Cheng / Mr Alan Ngan
<b>Phone</b>	(852) 2345 8630
<b>Fax</b>	(852) 2345 7230
<b>Email</b>	designdepartco@gmail.com
<b>Service Hours</b>	9:00 am – 5:00 pm, Mon – Fri (except public holidays)

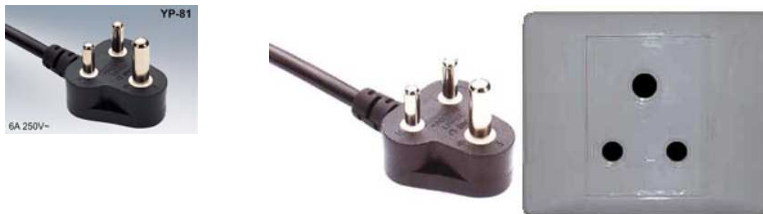


## 13. Other Useful Information

### A. Plug & Socket

#### **Electricity and Electrical Plugs**

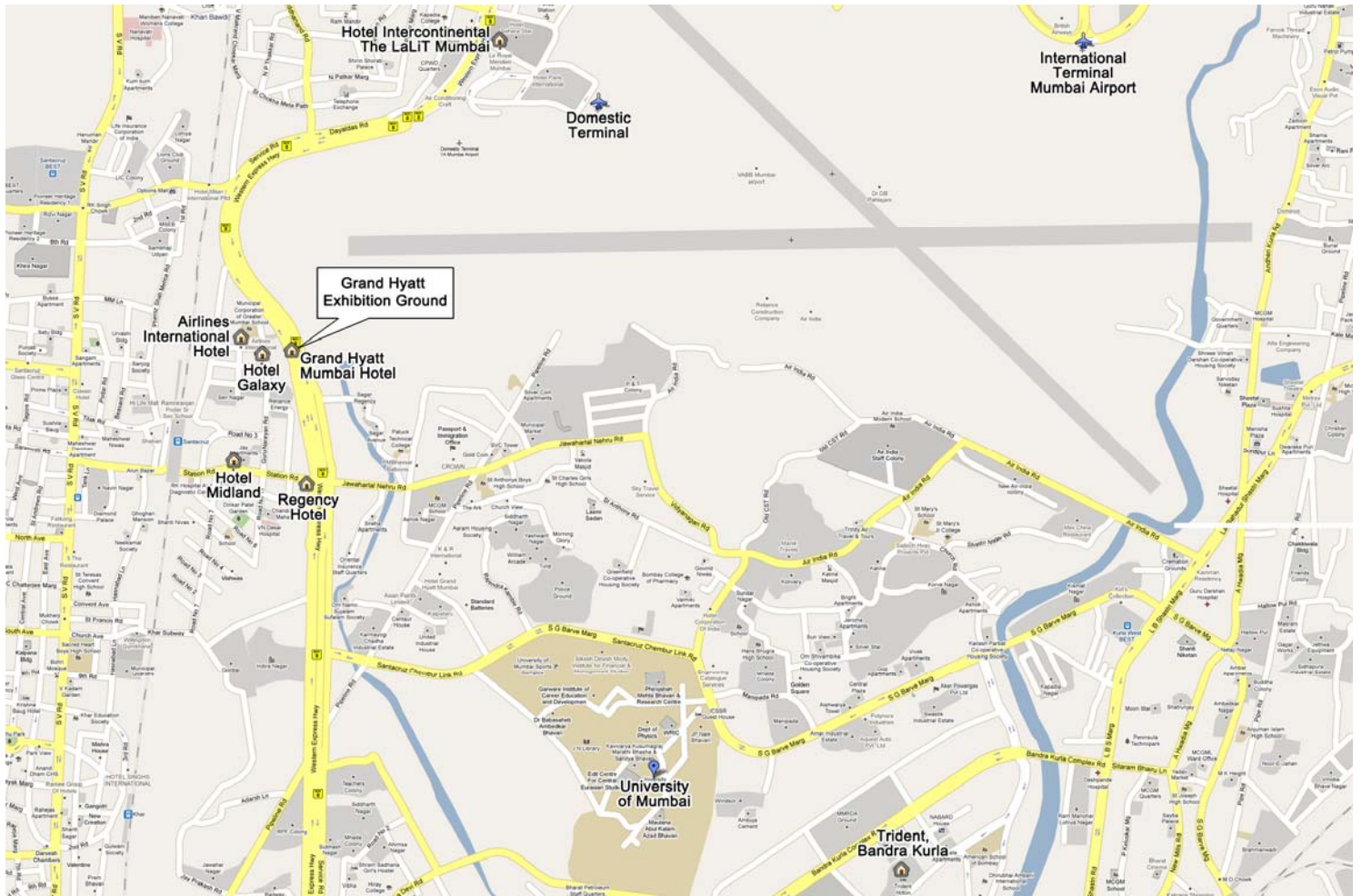
The AC electrical power used at the fairground is 250V. The 3-round-pole/ 2-round-pole plug with dual side-grounding contacts is the standard electrical plug in India.



We would advise you to prepare enough suitable adaptors for your exhibits and laptops to be used in India.



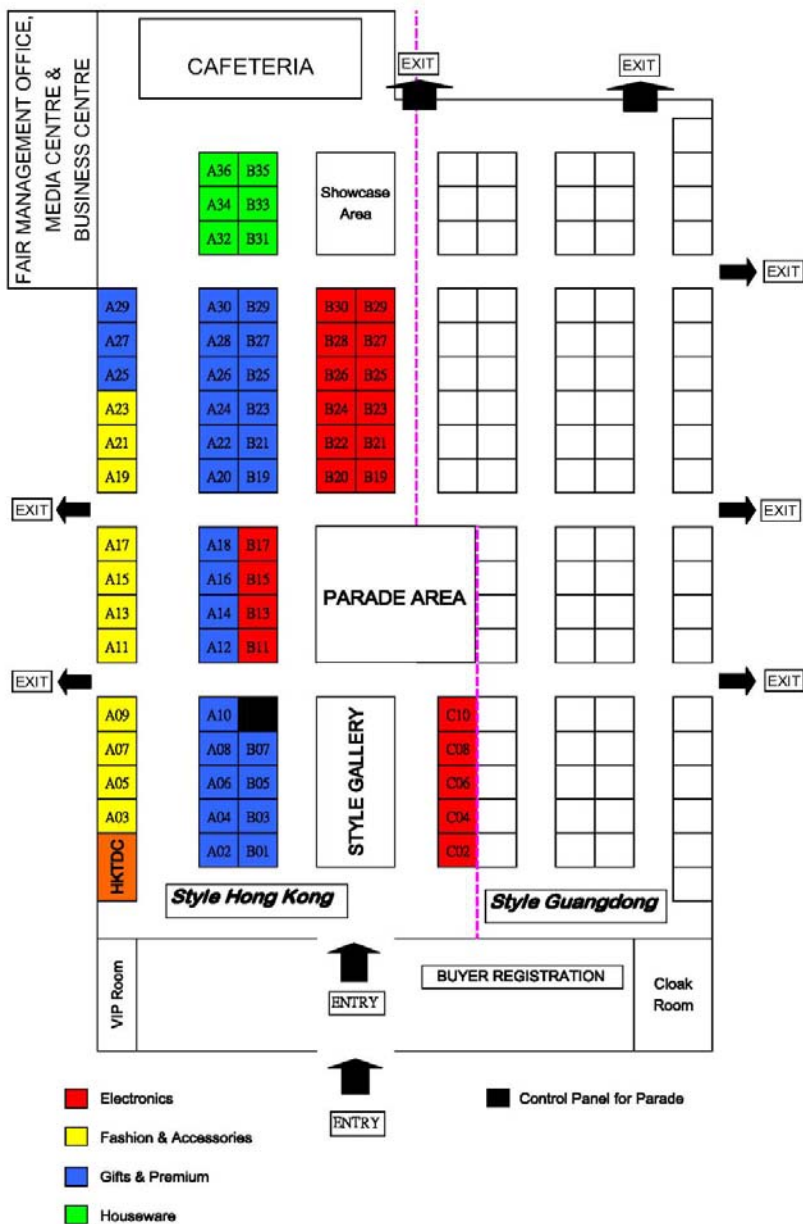
**Annex I : Map To Fairground**





## Annex II : Hall Layout

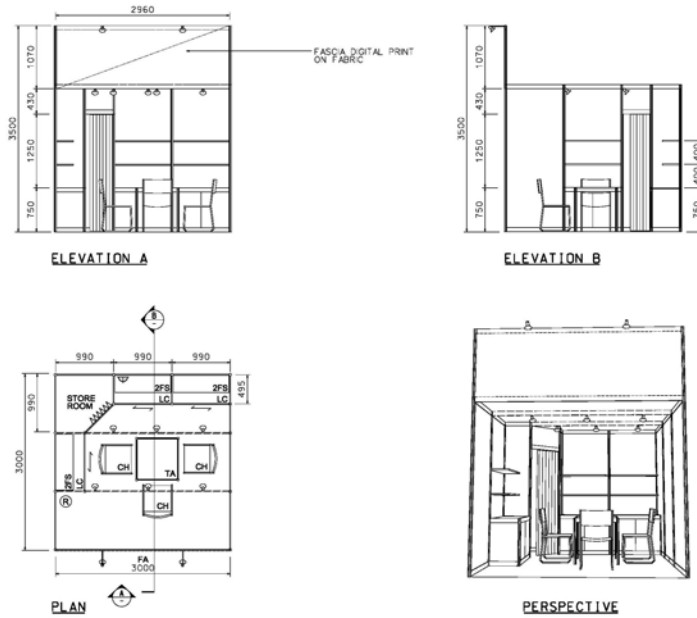
### Lifestyle Expo in Mumbai





## Annex III : Booth Layouts

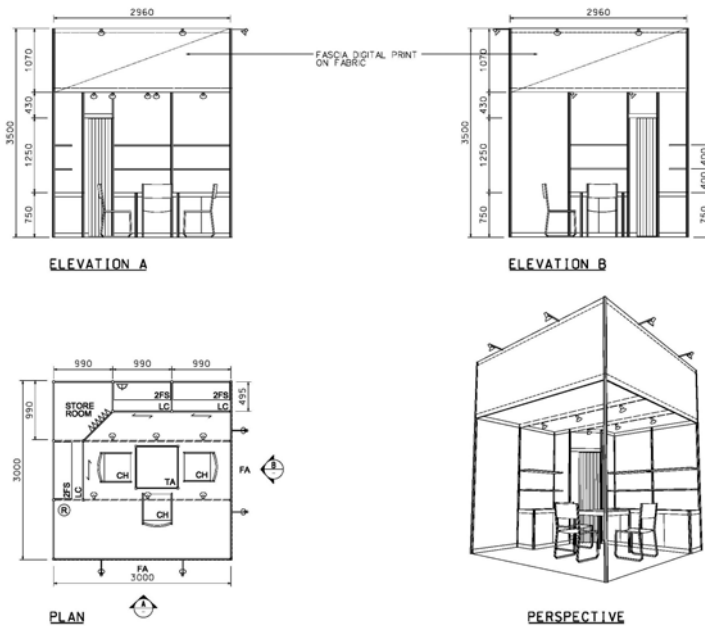
### 3x3M STANDARD BOOTH (HONG KONG)



#### BOOTH FACILITIES

LEGEND	DESCRIPTION	QTY
[Icon]	TRIMMABLE LOCKABLE CABINET	3
[Icon]	100 X 200MM FLAT SHELF	8
[Icon]	SYSTEM SQUARE TABLE	1
[Icon]	CHAIR	3
[Icon]	POWER SOCKET	1
[Icon]	100W SPOT ON TRACK	8
[Icon]	100W LONGARM SPOTLIGHT	2
[Icon]	FASCIA	1
[Icon]	RUBBER BIN	1
[Icon]	100W ATTEN PROOF W/ LOGO/NAME COLLAGE BOARD	1
[Icon]	800M CARPET	1

### 3x3M STANDARD CORNER BOOTH (HONG KONG)

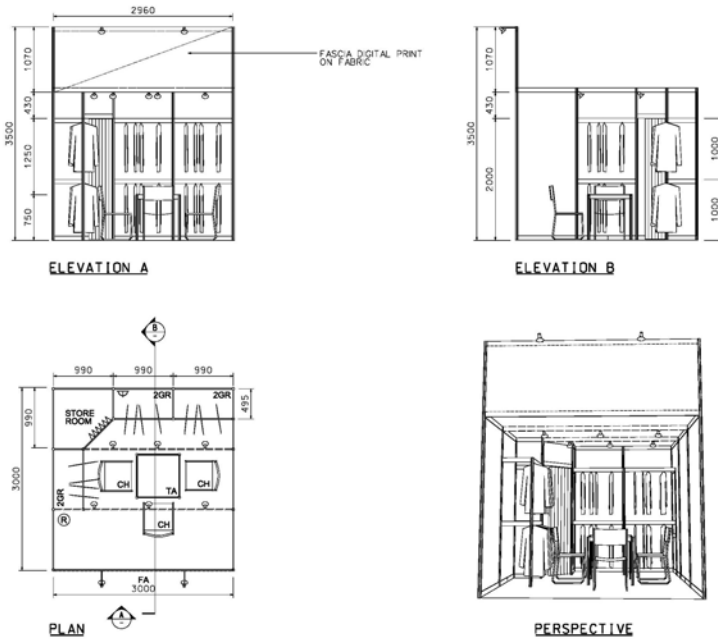


#### BOOTH FACILITIES

LEGEND	DESCRIPTION	QTY
[Icon]	TRIMMABLE LOCKABLE CABINET	3
[Icon]	100 X 200MM FLAT SHELF	8
[Icon]	SYSTEM SQUARE TABLE	1
[Icon]	CHAIR	3
[Icon]	POWER SOCKET	1
[Icon]	100W SPOT ON TRACK	8
[Icon]	100W LONGARM SPOTLIGHT	4
[Icon]	FASCIA	2
[Icon]	RUBBER BIN	1
[Icon]	100W ATTEN PROOF W/ LOGO/NAME COLLAGE BOARD	1
[Icon]	800M CARPET	1



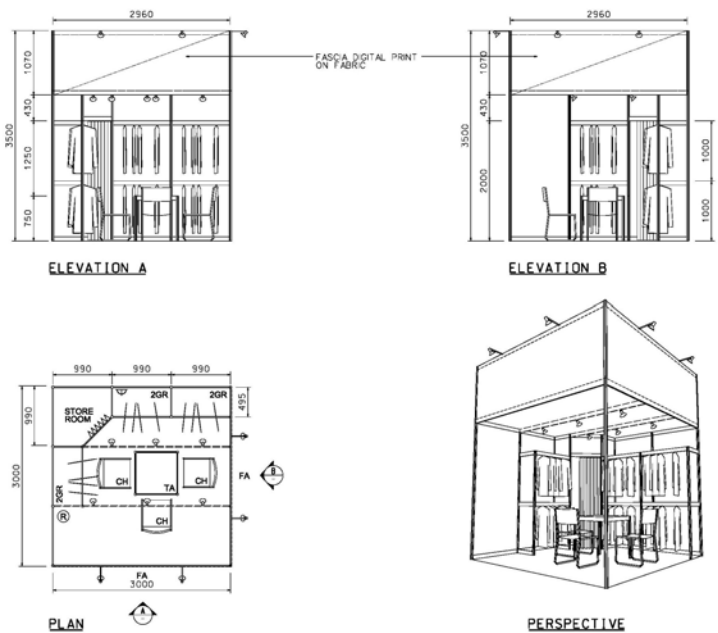
**3x3M GARMENT BOOTH (HONG KONG)**



**BOOTH FACILITIES**

LEGEND	DESCRIPTION	QTY
— — —	100% GARMENT RAIL WITH HANGERS	8
□	SYSTEM SQUARE TABLE	1
□	CHAIR	3
⏏	POWER SOCKET	1
⦿	100W SPOT ON TRACK	8
⦿	100W LONGARM SPOTLIGHT	4
FA	FASCIA	1
⊙	RUBBER MAT	1
⊙	100% FIBRE RUG	1
⊙	WELCOME MAT TO BOOTH FLOOR	1
⊙	BOOM CARPET	1

**3x3M GARMENT CORNER BOOTH (HONG KONG)**

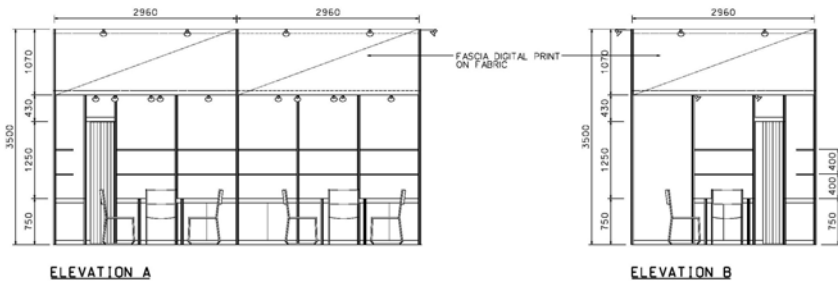


**BOOTH FACILITIES**

LEGEND	DESCRIPTION	QTY
— — —	100% GARMENT RAIL WITH HANGERS	8
□	SYSTEM SQUARE TABLE	1
□	CHAIR	3
⏏	POWER SOCKET	1
⦿	100W SPOT ON TRACK	8
⦿	100W LONGARM SPOTLIGHT	4
FA	FASCIA	3
⊙	RUBBER MAT	1
⊙	100% FIBRE RUG	1
⊙	WELCOME MAT TO BOOTH FLOOR	1
⊙	BOOM CARPET	1

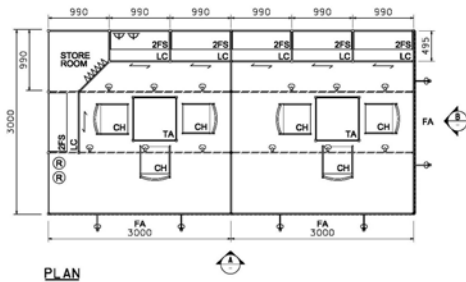


**6x3M STANDARD CORNER BOOTH (HONG KONG)**



ELEVATION A

ELEVATION B



PLAN

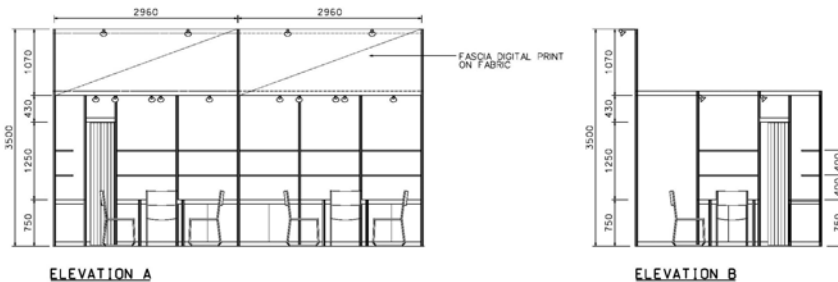


PERSPECTIVE

**BOOTH FACILITIES**

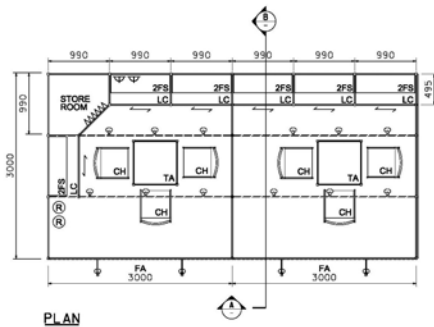
LEGEND	DESCRIPTION	QTY
[Symbol]	1000x16 LOCKABLE CABINET	8
[Symbol]	1000x1600x1600 FLAT SHELF	12
[Symbol]	800x800 SQUARE TABLE	2
[Symbol]	CHAIR	8
[Symbol]	POWER SOCKET	2
[Symbol]	100W SPOT ON TRACK	12
[Symbol]	100W LONGARM SPOTLIGHT	8
[Symbol]	FASCIA	3
[Symbol]	FLUSHED IN	2
[Symbol]	1000x1000x1000 W/ LOCKABLE TUBULAR DOOR	1
[Symbol]	800x800 CARPET	1

**6x3M STANDARD BOOTH (HONG KONG)**

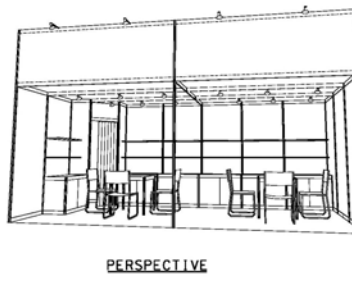


ELEVATION A

ELEVATION B



PLAN



PERSPECTIVE

**BOOTH FACILITIES**

LEGEND	DESCRIPTION	QTY
[Symbol]	1000x16 LOCKABLE CABINET	8
[Symbol]	1000x1600x1600 FLAT SHELF	12
[Symbol]	800x800 SQUARE TABLE	2
[Symbol]	CHAIR	8
[Symbol]	POWER SOCKET	2
[Symbol]	100W SPOT ON TRACK	12
[Symbol]	100W LONGARM SPOTLIGHT	4
[Symbol]	FASCIA	2
[Symbol]	FLUSHED IN	2
[Symbol]	1000x1000x1000 W/ LOCKABLE TUBULAR DOOR	1
[Symbol]	800x800 CARPET	1