



Hong Kong and Guangdong make a splash in India with 'Lifestyle Expo in Mumbai 2010'

Mumbai (India), October 28, 2010: The first-ever **Lifestyle Expo in Mumbai** (LEM) was inaugurated at a dazzling ceremony held at the Grand Hyatt today. Organised by the Hong Kong Trade Development Council (HKTDC), in co-operation with the Department of Foreign Trade and Economic Cooperation of Guangdong Province (GD-DOFTEC), LEM 2010 is being held at Grand Hyatt Exhibition Ground from October 28-30, 2010.

The Opening Ceremony was officiated by **Mr Donald Tsang, Chief Executive of the Government of the Hong Kong Special Administrative Region**. He is currently visiting India along with a high-level delegation of business leaders from Hong Kong. This is the highest-level visit of any Hong Kong government official to India since Hong Kong's reunification with China in 1997. Also present on the occasion were **Mr Huang Huahua, Guangdong Governor, People's Government of Guangdong Province** and **Mr Fred Lam, Executive Director, Hong Kong Trade Development Council**. The Chief Guest of the Opening Ceremony was **Mr Rajendra Jawaharlal Darda, Honourable Minister of Industries, Government of Maharashtra**.



Opening Ceremony of HKTDC's Lifestyle Expo in Mumbai 2010

(L-R): **Mr Fred Lam**, Executive Director, Hong Kong Trade Development Council, **Mr Donald Tsang**, Chief Executive of the Government of the Hong Kong Special Administrative Region, **Mr Rajendra Jawaharlal Darda**, Honourable Minister of Industries, Government of Maharashtra, **Mr Huang Huahua**, Guangdong Governor,

People's Government of Guangdong Province and **Mr Niu Qingbao**, Consul General, The Consulate General of the People's Republic of China

Opening Ceremony of HKTDC's Lifestyle Expo in Mumbai 2010 II

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Region, **Mr Huang Huahua**, Guangdong Governor, People's Government of Guangdong Province, **Mr Niu Qingbao**, Consul General, The Consulate General of the People's Republic of China and **Mr Tang Hao**, Secretary-General, The People's Government of Guangdong Province

LEM 2010 presents Indian companies with a wide range of quality lifestyle products from leading suppliers in Hong Kong and Guangdong Province. A unique trade show being held for the first time in India, LEM 2010 is focused on high-quality products and brands aiming to build new business partnerships between Indian retailers and manufacturers from Hong Kong and Guangdong. It features more than 160 suppliers across various product segments including Consumer Electronics and Electrical Appliances, Gifts & Premiums, Household Products, and Fashion & Fashion Accessories.

Speaking on the occasion, **Mr Donald Tsang** said, "Hong Kong and Mumbai are often regarded as economic miracles in Asia; our cities have evolved rapidly to become international business and financial centres. I am delighted that this Expo showcases the creativity of Hong Kong designers and the way they have responded to lifestyle changes in our part of the world. This Expo is a collaboration between Hong Kong and our friends in our neighbouring province of Guangdong. Indeed, it is the first such collaboration between Hong Kong and Guangdong in India, although I am sure it will not be the last.

Similar joint product expos in Poland and Hungary have proved to be highly successful. They bring together the lifestyle design and fashion prowess of Hong Kong and the production power of Guangdong, the world's manufacturing centre. I'm confident that Lifestyle Expo in Mumbai 2010 will open up even more opportunities for trade and business co-operation between us. This Expo is a great opportunity for entrepreneurs here in Mumbai to network with their counterparts from Hong Kong and Guangdong and take advantage of the exciting developments in our neck of the woods. Style, quality, reliable service and good value have proven to be a winning combination for Hong Kong businesses for as long as anyone can remember. Combine this with India's fast-growing appetite for the latest lifestyle products and I am sure this Expo will be a great success."

At LEM 2010, Indian buyers can enjoy the convenience of sourcing from a wide selection of innovative lifestyle products without having to travel out of the country. They also have the opportunity to meet potential suppliers face-to-face and build long-lasting business relationships. In addition, LEM 2010 will offer complimentary

on-site services by HKTDC, including business matching, sourcing publications and online sourcing assistance.

Trade between Hong Kong and India is on an upward trend. In the first eight months of 2010, the value of the total bilateral trade grew nearly 43 per cent, compared to the same period last year, with India becoming Hong Kong's 7th largest trading partner. And in 2009, more than 8 per cent of total trade between India and the Chinese mainland China was routed through Hong Kong. Indian buyers to HKTDC's fairs in Hong Kong in the first eight months of 2010 were also up by nearly 80 per cent – to some 6,400 – year-on-year.

In his special address, **Mr Huang Huahua** remarked, "Over 60 Guangdong exhibitors are showcasing quality products at the Lifestyle Expo in Mumbai so that more Indian buyers will come to know about and understand Guangdong and also share the fruits of Guangdong's technological innovations and industrial upgrading. I sincerely wish that many Indian buyers would come to the Expo in these three days to look around and talk business as there are bound to be some products they want. I also look forward to receiving friends from Indian business circles in Guangdong and Hong Kong to invest, trade and join hands with us in building a better future."

At an exclusive Gala Dinner following the Opening Ceremony of the Lifestyle Expo in Mumbai, **Mr Fred Lam** addressed more than 350 guests, including government officials and members of the Indian business fraternity. He said "The product mix presented by our 160-strong exhibitors may vary widely, but what unites them is a clear commitment to smart design, quality and good value. We are here in Mumbai

and India to get to know one another, explore business opportunities and find ways of cooperating, of building business relations that reward all concerned – today, tomorrow and for the long haul.”

The Gala Dinner featured fashion parades showcasing outfits from some of the top fashion designers from Hong Kong and Guangdong, including Henry Lau and Barney Cheng from Hong Kong, and Lin Zihan and Yang Liu from Guangdong. Cultural and entertainment performances blending the talents of Indian and Chinese artists were also part of the evening’s programme.

Additional information about LEM 2010

LEM 2010 is being supported by several leading industry & trade associations from India, including the Federation of Indian Chambers of Commerce & Industry (FICCI), All India Association of Industries (AIAI), Bombay Chamber of Commerce & Industry (BCCI), India China Chamber of Commerce & Industry (ICCCI), Indian Merchants' Chamber (IMC), Maharashtra Chamber of Commerce, Industry & Agriculture (MACCIA), Retailers Association of India (RAI), SME Chamber of India, Bangalore Chamber of Industry and Commerce (BCIC), Federation of Karnataka Chambers of Commerce & Industry (FKCCI), Federation of Indian Micro and Small & Medium Enterprises (FISME), Karnataka Small Scale Industries Association (KASSIA), Gujarat Chamber of Commerce & Industry (GCCCI), Southern Gujarat Chamber of Commerce & Industry (SGCCI), Rajasthan Chamber of Commerce & Industry (RCCI), Federation of Andhra Pradesh Chambers of Commerce and Industry (FAPCCI), Madras Chamber of Commerce & Industry (MCCI) and the Tamil Chamber of Commerce (TCC).

For more information on Lifestyle Expo in Mumbai 2010, please visit www.lifestyleexpomumbai.com or contact HKTDC's Mumbai Consultant Office at 022- 43336333

About HKTDC

A statutory body established in 1966, the Hong Kong Trade Development Council (HKTDC) is the international marketing arm for Hong Kong-based traders, manufacturers and service providers. Its activities are especially geared to small and medium-sized enterprises, the chief drivers of Hong Kong's trade. With more than 40 global offices, including 11 on the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing business with China and throughout Asia. HKTDC also organises trade fairs and business missions to connect companies with opportunities in Hong Kong and on the mainland, while providing information via trade publications, research reports and online. For more information, please visit www.hktdc.com

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