



**'Lifestyle Expo in Mumbai' 2010 attracts thousands of Indian buyers
~ Suppliers from Hong Kong and Guangdong discover India as an
exciting new market for quality products ~**

Mumbai (India), October 30, 2010: The first-ever **Lifestyle Expo in Mumbai** (LEM) came to a successful end today. Organised by 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 was held in Mumbai for three days from October 28-30, 2010.

LEM 2010 presented Indian companies with a wide range of quality lifestyle products from leading suppliers in Hong Kong and Guangdong Province. A unique trade show held for the first time in India, LEM 2010 featured more than 160 suppliers across various product segments including Consumer Electronics and Electrical Appliances, Gifts & Premiums, Household Products, and Fashion & Fashion Accessories.

The response from the Indian buyers was positive and they were pleased with the product offerings of manufacturers from Hong Kong and Guangdong. Mr Jitendra Surana, Tarang International said, "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 have already placed an order. I'm sure it will be the start of more business deals in the future." Mr Bharat Kajiwala, Bharat Industries said, "The



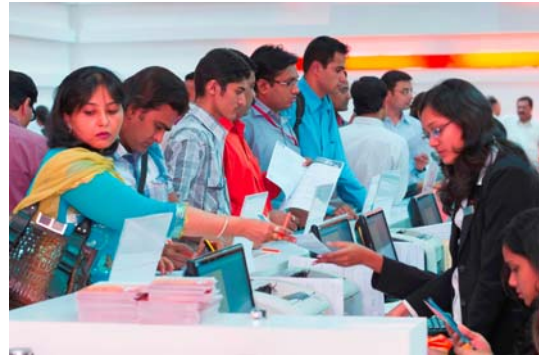
organisation of this Expo has been very good; it has been a good place to get new business ideas for future growth."

Solar-powered products were particularly popular with Indian companies. Mr Manoj Kothari, Solar Energy System added, "This Expo has been great for my business. I had the opportunity to meet 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 that products from China are cheap and of poor quality; however, they have excellent technology and high-quality products. It is important to meet verified and trusted suppliers and HKTDC has helped me with that. I will definitely confirm some orders with the companies I have met at this Expo."



The exhibitors from Hong Kong and Guangdong were equally pleased with the opportunity to meet Indian buyers and discuss business with them. Dr Charles Chan, Tunbow Holdings Ltd said, "It has 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." Mr Raymond Chan, Germain Holdings Ltd remarked, "A lot of buyers

have come here; it is not just the quantity, but they are also quality buyers. They are interested in our solar LED bulbs and tubes and solar rechargeable lanterns." Mr Raymond Chen, Guangzhou Shenglong Electronic Technology Co Ltd added, "It is our first time exhibiting 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 we have received a lot of enquiries from companies who want to be our distributors and agents; we are very happy to see that. This is a good market for us because of the large population and their interest in new technology."



The organisers of the Expo were happy with the results. **Mr Fred Lam, Executive Director of the HKTDC** said, "This Expo is beneficial for both suppliers from Hong Kong and Guangdong as well as Indian companies looking for new products for the changing retail market. We certainly consider India a very strong market for us, and we do intend to come back again next year."

Additional information about LEM 2010

LEM 2010 focused on high-quality products and brands aiming to build new business partnerships between Indian retailers and manufacturers from Hong Kong and

Guangdong. At LEM 2010, Indian buyers enjoyed the convenience of sourcing from a wide selection of innovative lifestyle products without having to travel out of the country. They also had the opportunity to meet potential suppliers face-to-face and build long-lasting business relationships. LEM 2010 offered complimentary on-site services by HKTDC, including business matching, sourcing publications and online sourcing assistance.

LEM 2010 was 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