GUANGDONG HONG KONG
Life STYLE EXPO in Mumbai
时尚生活汇展·孟买
www.lifestyleexpomumbai.com
28-30 October 2010
Grand Hyatt Mumbai, Exhibition Ground
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HK, China cos to tap Indian mkt via expo in Mumbai

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Hong Kong, Oct 19: India has caught the attention of growing economies like Hong Kong and mainland China due to a growing consumer market which offers huge opportunities for expansion. In an initiative to tap the market in India, t

he Hong Kong Trade Development Council (HKTDC), in cooperation with the department of foreign trade and economic cooperation of Guangdong (GD-DOFTEC) will bring around 160 suppliers from Hong Kong and Guangdong to India to showcase lifestyle products at the 'Lifestyle Expo in Mumbai' (LEM) from October 28 to October 30.

Established in 1966 as a statutory body , the Hong Kong Trade Development Council (HKTDC) is the international marketing arm for Hong Kong-based traders, manufacturers and service providers. HKTDC has organised similar lifestyle expos in Budapest and Warsaw, along with the Guangdong, in the past. LEM 2010 will launch products and brands to build new partnerships between Indian retailers and manufacturers in Hong Kong and Guangdong, across segments including consumer electronics, electrical appliances, gifts, household products and fashion and fashion accessories. Hong Kong CEO Donald Tsang, who is to visit India later in October with a high-level delegation of business leaders from Hong Kong, will officiate at LEM 2010.

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HKTDC considered India an ideal consumer market and seeks to dispel the notion that China manufactured products of low quality. "India presents huge business potential and the consumer in India is seeking more sophisticated products. There are suppliers of good quality products in China. Not many companies in Hong Kong have had a good track record of selling products in India. We would like to change that," said Ralph Chow, director, product promotion, HKTDC. "The trade between the two countries, which is currently at $15 billion, is set to grow. There is tremendous potential for Indian companies to target mainland China via Hong Kong," Simon Galpin, director-general, investment promotion, Invest Hong Kong, government of Hong Kong Special Administrative Region, said.

A few Indian companies have already been sourcing products from Hong Kong. According to HKTDC officials, the Tata group has been sourcing watches from Hong Kong for the last 20 years. Suppliers from Hong Kong and the Guangdong Province plan to tap this market. Andrea Palama, a watch company from Hong Kong which specialises in fashion watches, is launching a unique line under the brand 'Cool'— targeted at the youth — and the 'Nice' series for the more traditional, but design-conscious buyer. "India is an emerging market and we would like to establish our presence here," said Anson Tam, assistant director, Andrea Palama.

The travel for the story was hosted by HKTDC