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Indian retailers seek to increase sourcing from overseas markets

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Hong Kong, Oct 19: Several large Indian retailers, aiming to increase the amount of imports from overseas markets such as Hong Kong and China, have begun to tap these markets via trade fairs to widen their vendor base. Companies such as Pantaloon Retail (India) Limited, Reliance Retail, Tata Group and Bajaj Electricals are regular visitors to trade fairs in Hong Kong and have increased their imports from these markets in the past few years.

The Hong Kong Trade Development Council (HKTDC) hosts trade fairs in several categories across the year and organises around 30 fairs annually. This includes the Hong Kong Electronics Trade Fair that attracts over 3,500 exhibitors from 26 countries and regions. In the first eight months of 2010, Hong Kong's exports of electronics products surged by 36% of its total exports of \$40.6 billion. In 2009, the fair attracted some 800 Indian buyers. "The Future Group has been participating at the Hong Kong Electronics Trade Fair since 2005. Our company has been sourcing several electronics goods from these fairs including small appliances and have been selling

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these products in the Indian markets as private brands," said Manoj Kumar, chief executive officer, consumer durables and electronics, Pantaloon Retail (India) Limited. The Future Group has set up offices in Hong Kong, Guangzhou and Yiwu in southern China to deal with quality control, sourcing and coordination. Reliance Retail is another regular visitor to trade fairs in Hong Kong and has been sourcing toys and electronics. Bajaj Electricals has been sourcing consumer electronics such as fans, toasters and ovens through offices in Hong Kong. Officials from HKTDC said that the company has been attending Hong Kong trade fairs for the last eight years. The Tata Group has been sourcing watches from Hong Kong, according to officials from HKTDC.

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