

GUANGDONG  
HONG KONG  
**LifeSTYLE**  
in Mumbai  
时尚生活汇展·孟买 **EXPO**

www.lifestyleexpomumbai.com

28-30 October 2010  
Grand Hyatt Mumbai, Exhibition Ground  
Off Western Express Highway, Santacruz (East),  
Mumbai, India



Print Title: Retail Biz

Date: 20 Oct 2010

## Showcasing *lifestyle*

Mumbai is set to host an exhibition of lifestyle products from Hong Kong and China in October 2010. **Retail Biz** reports the details of the upcoming event

The Hong Kong Trade Development Council (HKTDC), the international marketing arm for Hong Kong-based traders, manufacturers and service providers, is organising the inaugural Lifestyle Expo in Mumbai (LEM) in October 2010. This will be organised in co-operation with the Department of Foreign Trade and Economic Cooperation of Guangdong Province (GD-DOFTEC). LEM 2010 will be held from October 28–30, at the Grand Hyatt Exhibition Ground, Mumbai. It will be open exclusively for trade buyers on October 28 and 29 and for the general public on October 30.

LEM 2010 will present Indian companies with a wide range of quality lifestyle products from leading suppliers in Hong Kong and Guangdong Province (China). To be held for the first time in India, LEM 2010 will focus on high-quality products and brands and aims to build new business partnerships between Indian retailers and manufacturers from Hong Kong and China. Hong Kong is renowned as the design hub of Asia and Guangdong is well-known for its manufacturing prowess. Together, they present an exciting sourcing opportunity for Indian buyers.

Some 160 suppliers across various product segments, including consumer electronics and electrical appliances, gifts and premiums, household products, fashion and fashion accessories, among others, will be present to display their products.

Indian buyers can benefit from a wide variety of products and the convenience to source innovative lifestyle products without having to travel out of the country. They will 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.

The expo will be officiated by high-level government officials and dignitaries from Hong Kong and Guangdong. As part of the programme, several special

### Participants at LEM 2010

- ◆ The Federation of Indian Chambers of Commerce & Industry
- ◆ The All India Association of Industries
- ◆ Bombay Chamber of Commerce & Industry
- ◆ The India-China Chamber of Commerce & Industry
- ◆ Indian Merchants' Chamber
- ◆ Maharashtra Chamber of Commerce, Industry & Agriculture
- ◆ Retailers Association of India
- ◆ SME Chamber of India
- ◆ Bangalore Chamber of Industry and Commerce
- ◆ Federation of Karnataka Chambers of Commerce & Industry
- ◆ Karnataka Small Scale Industries Association
- ◆ Gujarat Chamber of Commerce & Industry
- ◆ The Southern Gujarat Chamber of Commerce & Industry
- ◆ Rajasthan Chamber of Commerce & Industry
- ◆ The Federation of Andhra Pradesh Chambers of Commerce and Industry
- ◆ The Madras Chamber of Commerce & Industry
- ◆ The Tamil Chamber of Commerce

will showcase outfits from top fashion designers from Hong Kong and Guangdong. A gala networking dinner is also a part of LEM 2010, presenting an opportunity for Indian businesses to meet and interact with business leaders from Hong Kong and China. All events will be embellished with cultural and entertainment performances with artists specially flown in from China.

Online registration for buyers is now open at [www.lifestyleexpo.com](http://www.lifestyleexpo.com). One hundred buyers registering online before October 22, 2010, and visiting the fair will have a chance to win a USB drive. Five lucky visitors even stand the chance of winning a trip (including air-fare and