

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



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Hong Kong Trade Development Council announces Lifestyle Expo in Mumbai

Hong Kong Trade Development Council (HKTDC), in co-operation with the Department of Foreign Trade and Economic Cooperation of Guangdong Province (GD-DOFTEC) is organising the inaugural Lifestyle Expo in Mumbai (LEM) from October 28-30, 2010. This was announced at a press conference organised by HKTDC in the city.

LEM 2010 will present Indian companies with a wide range of quality lifestyle products from leading suppliers in Hong Kong and Guangdong Province (China). 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.

Speaking on the occasion, Ms Loretta Wan, Regional Director, Southeast Asia and India, HKTDC, said "We are pleased to announce the inaugural Lifestyle Expo in Mumbai. Hong Kong is renowned as the design hub of Asia and Guangdong is well-known for its manufacturing prowess. Together, they present a not-to-be missed sourcing opportunity for Indian buyers. LEM 2010 will present a unique opportunity for Indian buyers to meet manufacturers from Hong Kong and Guangdong under one roof. We are confident that the trade show will receive an outstanding response and are looking forward to interacting with Indian buyers later this month."

The Expo will be officiated by high-level government officials and

dignitaries from Hong Kong and

Guangdong. Ms Subrina Chow, Director of the Hong Kong Economic and Trade Office (HKETO) in Singapore, HKSAR Government said "Hong Kong and India bilateral relations have grown stronger over the years and we are very excited about the huge potential for future growth. To enhance our co-operation and exchanges on both the government and business fronts, Mr Donald Tsang, Hong Kong's Chief Executive, will be visiting India together with a high-level delegation of business leaders from Hong Kong. This will be the highest-level visit of Hong Kong government official to India since our reunification with China in 1997." Mr Tsang will officiate at LEM 2010.

LEM 2010 will be held at the Grand Hyatt Exhibition Ground, Mumbai. It will be open exclusively to trade buyers from October 28 to 30, 2010, featuring more than 160 suppliers across various product segments including Consumer Electronics and Electrical Appliances, Gifts & Premiums, Household Products, and Fashion & Fashion Accessories.

At LEM 2010, Indian buyers will enjoy the convenience of sourcing from a wide selection of 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