



Hong Kong Trade Development Council Announces Lifestyle Expo in Mumbai

~ Inaugural trade fair to bring Hong Kong and Guangdong's high-quality products & brands to India ~

Mumbai (India), October 6, 2010: 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 today 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

As part of LEM 2010, several special events are being organised, including a fashion parade that will showcase outfits from top fashion designers from Hong Kong and Guangdong. A few names include Henry Lau and Barney Cheng from Hong Kong, and Lin Zinhan and Yang Liu from Guangdong. A Gala Dinner is also part of the programme, presenting further opportunities for Indian businesses to meet and interact with business leaders from Hong Kong and Guangdong. All events will feature cultural and entertainment performances blending the talents of Indian and Chinese artists.

Online registration for buyers is now open at www.lifestyleexpomumbai.com. 100 lucky buyers registering online before October 22, 2010 and visiting the fair will have a chance to win a 4GB USB drive, and five lucky visitors stand the chance of winning a trip (air-fare and accommodation) to Hong



Kong.

LEM 2010 is being 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).

To mark the Hong Kong government's special initiative to promote bilateral trade, several activities are being planned around the Chief Executive's visit. Invest Hong Kong, the government body that promotes investment into Hong Kong, will hold a Hong Kong-Guangdong Business Conference in New Delhi on October 27, 2010. This Conference will promote the combined advantages offered by Hong Kong and Mainland China, in particular the Greater Pearl River Delta (GPRD), to Indian enterprises interested in setting up and expanding business in this part of the world. In addition, the Hong Kong Tourism Board will organise a 'Festive Hong Kong Week' (October 26-31, 2010) in New Delhi to draw greater attention to Hong Kong as a tourist destination.



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

For more information on Lifestyle Expo in Mumbai 2010, please visit www.lifestyleexpomumbai.com
or contact HKTDC's Mumbai Consultant Office at 022- 43336333

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