



## **‘Lifestyle Expo in Mumbai 2010’ opens to a fantastic start ~ More than 1300 Indian buyers visit the Expo on Day 1 ~**

**Mumbai (India), October 29, 2010:** The first-ever **Lifestyle Expo in Mumbai** (LEM) was inaugurated at a dazzling ceremony held at the Grand Hyatt last evening. Organised by the Hong Kong Trade Development Council (HKTDC), in co-operation with the Department of Foreign Trade and Economic Cooperation of Guangdong Province (GD-DOFTEC), LEM 2010 is being held at Grand Hyatt Exhibition Ground from October 28-30, 2010.

The Opening Ceremony was officiated by **Mr Donald Tsang, Chief Executive of the Government of the Hong Kong Special Administrative Region**. He is currently visiting India along with a high-level delegation of business leaders from Hong Kong. This is the highest-level visit of any Hong Kong government official to India since Hong Kong’s reunification with China in 1997. Also present on the occasion were **Mr Huang Huahua, Guangdong Governor, People’s Government of Guangdong Province** and **Mr Fred Lam, Executive Director, Hong Kong Trade Development Council**. The Chief Guest of the Opening Ceremony was **Mr Rajendra Jawaharlal Darda, Honourable Minister of Industries, Government of Maharashtra**.

The Gala Dinner featured fashion parades showcasing outfits from some of the top fashion designers from Hong Kong and Guangdong, including Henry Lau and



*Barney Cheng from Hong Kong*

Barney Cheng from Hong Kong, and Lin Zihan and Yang Liu from Guangdong. Cultural and entertainment performances blending the talents of Indian and Chinese artists were also part of the evening's programme. Also present on the occasion was **Mr Suresh Hirayenna Shetty, Honorable Minister of Public Health and Family Welfare, Environment, Protocol and Additional Charge of Sports and Youth Welfare, Government of Maharashtra.**



**VIPs raising a toast at the Gala Dinner**

**(L-R): Mr Fred Lam**, Executive Director, Hong Kong Trade Development Council, **Mr Suresh Shetty**, Honorable Minister of Public Health and Family Welfare, Environment, Protocol and Additional Charge of Sports and Youth Welfare, Government of Maharashtra, **Mr Donald Tsang**, Chief Executive of the Government

of the Hong Kong Special Administrative Region, **Mr Huang Huahua**, Guangdong Governor, People's Government of Guangdong Province, **Mr Niu Qingbao**, Consul General, The Consulate General of the People's Republic of China and **Mr Tang Hao**, Secretary-General, The People's Government of Guangdong Province

*A first-ever fusion of Indian and Chinese dance and rhythms was presented at the inaugural Lifestyle Expo in Mumbai Gala Dinner, which had more than 350 invited guests from India's government and business circles.*



*Deng Zhaoping's collection on display*



*Indian and Chinese models paraded evening wear from the top fashion designers from Hong Kong and Guangdong at the Gala Dinner. Deng Zhaoping.*

LEM 2010 presents Indian companies with a wide range of quality lifestyle products from leading suppliers in Hong Kong and Guangdong Province. 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. It features more than 160 suppliers across various product segments including Consumer Electronics and Electrical Appliances, Gifts & Premiums, Household Products, and Fashion & Fashion Accessories.



*Buyers register to enter the LEM. More than 1,300 Indian buyers visited on the first day of the Expo.*

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### **Additional information about LEM 2010**

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 (GCCI), 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).

For more information on Lifestyle Expo in Mumbai 2010, please visit [www.lifestyleexpomumbai.com](http://www.lifestyleexpomumbai.com) or contact HKTDC's Mumbai Consultant Office at 022- 43336333

### **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](http://www.hktdc.com)

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