

IHGF Delhi Fair - Autumn 2014

Reincarnated fair promoted in overseas fairs



International Home + Housewares Show, Chicago

EPCH set up promotional booths at the International Home + Housewares Show, Chicago, held from 15th to 18th March, 2014 and at International Furniture Fair, Singapore, held in conjunction with ASEAN Furniture Show (IFFS/AFS), The Décor Show and The Hospitality Show. EPCH's booths were set up with a objective to disseminate information on the Council's forthcoming shows and in particular, IHGF Delhi Fair-Autumn 2014, scheduled from 14th to 18th October, 2014.

The Chicago show, owned and operated by the International Housewares Association, featured about 2,000 suppliers from 45 countries assembled from around the world and exhibition was in three different halls. The show provided a unique opportunity to the visitors to see and reveal innovative new products and first-hand consumer lifestyle and product trends for all areas of the home, both inside and out, under one roof. It is the largest houseware-only fair in the world. The show witnessed 60,000 attendees from more than 125 countries. The Council had a barter booth in the show to launch the publicity of the forthcoming IHGF Delhi Fair , 2014 (Autumn, 2014), in the USA market. The fair



International Furniture Fair, Singapore

information was disseminated to visitors to encourage them to visit the show for their sourcing. One to one interaction with the houseware, tableware, glassware, kitchenware, candles & incense, etc. exhibitors was held to share details on the aspects of IHGF Delhi Fair.

EPCH representation at The International Furniture Fair Singapore, held at Singapore Expo from 13th to 16th March, 2014, in conjunction with The ASEAN Furniture Show (IFFS/AFS), The Décor Show and The Hospitality Show, was to gain an insight into the exhibitor as well as buyer base of such trade events. This show is regarded by industry experts as Asia's premier sourcing platform and design-led exhibition. With nearly three decades of experience since its inaugural event in 1981, IFFS/AFS remains the most distinctive channel for regional and international companies.

The scale of the fair was upmarket and some of the exhibitors were reputed brands such as Koda, Ashley, Kenas, Wesbrook, PR Interiors, D-Bodhi. Around 40 Indian companies exhibited in the fair. EPCH participated in the fair with a promotional booth to invite overseas buyers for Home Expo India, 2014 and IHGF Delhi Fair. ■