

EPCH promotes IHGF Delhi Fair in Regional US Markets

San Francisco International Gift Fair, San Francisco, USA; 2nd-5th August, 2014

ASD Las Vegas, Las Vegas, USA; 3rd-6th August, 2014

San Francisco International Gift Fair - San Francisco, 2nd-5th August, 2014

The San Francisco International Gift Fair (SFIGF), known as California's largest gift show was held at San Francisco from 2nd to 5th August, 2014 at Moscone Center in North & Esplanade Hall. This was organized by Urban Expositions, USA. The product profile of the show covers wide range of items like giftware, home décor, handicrafts, home & garden, tabletop, housewares, kitchenware, jewellery, handbags, scarves, belts, boutique apparel, lighting, etc.

To reach out to buyers from USA and urge them to visit IHGF Delhi Fair-Autumn, 2014 for sourcing and to further carry forward the IHGF publicity campaign in US market, EPCH set up a publicity booth at the fair. This was located in North Hall of the Moscone and housed promotional material like leaflets and information material as well as give-aways like pens and bags. One to one interaction with the visitors as well as the exhibitors was done giving information about the fair, its wide range of



product profile, opportunity to source from diversified quality suppliers, varied product design & style on display etc. Visitors and participants at the fair accepted the concept of IHGF very well. Many of them shared that information about IHGF had already reached them through e-mailers, advertisements in various publications and publicity initiatives undertaken by the Council in different regions in the USA. ■

ASD Las Vegas - Las Vegas, 3rd-6th August, 2014

Held at Nevada, USA on the west coast of America, ASD Las Vegas showcased a wide variety of merchandise in one efficient consumer-goods trade show. ASD Las Vegas is the

marketplace for every distribution channel, large and small, and retail market segment in the US.

During this show, EPCH set-up a publicity booth with representative handicraft samples and disseminated

information about IHGF Delhi Fair. The queries of new and old buyers were answered and they were invited to plan their visit to IHGF Delhi Fair-Autumn 2014, scheduled in October.

Around 45,000 importers, distributors, wholesale companies, national retail & international chains, buying groups, chain stores as well as exporters from 88 countries source from this show. 80% of current 2600 exhibitors at ASD source products internationally. Seminars organized on the show floor focused on sourcing, logistics, importing, etc. from industry experts. ■

