

High Point Market Week, High Point, USA

22nd-26th October, 2016

EPCH takes IHGF Delhi Fair to High Point



The recently concluded High Point Market Week had many visitors reach out to the spirit of IHGF Delhi Fair as well as get information on EPCH's other forthcoming trade shows like Home Expo and IFJAS, all showcased in a vibrant promotional booth at the Market Week, held from 22nd to 26th October, 2016. Close on the heels of a successful Autumn edition, EPCH set out to promote its Spring edition scheduled in February, 2017. The Council's representative disseminated information about all EPCH shows with details on product profiles and composition of vendors. Among promotional material distributed to seeking visitors were leaflets, brochures of the fairs and G & H catalogues. The fair was promoted among the visitors of the show who came to the publicity booth as well as owners of the permanent showrooms at the market. It was observed that the name, "Delhi Fair" is quite well known in buyer circles and has built up a brand name of its own.

High Point is a city located in the central part of the state of North Carolina in the US and is well known for furniture and textiles. The city is also referred to as the "Furniture Capital of the World" and called "North Carolina's International City" especially due to its well visited Market Weeks held twice a year in October and April. The events attract about 75,000

visitors and are participated by approximately 2000 exhibitors in multiple buildings per show. The recent market week was held in 180

different buildings spread in an area of 1 km² in downtown High Point with the main ones being, International Home Furnishing Centre (IHFC), Showplace, C & D (Commerce & Design), North Hamilton, Plaza Suites, Market Square and Suites at Market square. The market provides an efficient venue for visitors to meet with multiple vendors at one time and in one location. Many showrooms and exhibitors offer show specials available only while at the Market. The product profile of the market includes furniture, home décor & accessories, furnishings, rugs, lamps/lighting, decorative accessories, outdoor/patio, etc. Among visitors here are home furnishing dealers, specialty stores, catalog companies, department stores, discount/mass merchandisers, gift retailers, online retailers, designers and architects. ■

Promoting IHGF Delhi Fair-Spring 2017 with Road Show in Hong Kong



The 43rd IHGF Delhi Fair (Spring) 2017, world's Premier Sourcing show for Home, Fashion, Lifestyle & Textiles is the upcoming event and the Council has already started its promotion and publicity via print, online, social media as well as through "Road Shows" internationally.