

# HGH INDIA 2016<sup>SM</sup>

Homedécor ■■■ Gifts ■■■ Houseware

JULY 1-3, 2016 MUMBAI, INDIA

# NEWS5

A TEXZONE Event

Where business feels at home!

Fifth Edition

## An Overwhelming Start to HGH India 2016



July 1st, 9.00 a.m. a vivid inflow of professional trade visitors started at HGH India 2016, the annual trade show for Home Textiles, Home Decor, Gifts and Houseware. More than 6,000 buyers and specifiers had pre-registered and over 25,000 visitors are expected to come. With its 5th edition (1. – 3. July 2016, Bombay Exhibition Center), HGH India has brought more than 450 brands, manufacturers and importers under one roof spanning across Hall 1 & Hall 5.



The function opened with the lamp lighting ceremony at 10:30 am with Mrs. Rashmi Verma, Textile Secretary and Guest of Honour Dr. Kavita Gupta, Textiles Commissioner, along with many other prominent industry leaders and dignitaries. The function also witnessed the unveiling of the Trend Book 2016/17.

On this occasion, Mrs. Rashmi Verma, Textile Secretary said, "HGH India has come a long way in the past five years creating a



forum to expand and penetrate the growing domestic market. In fact the world is eyeing the Indian market with its phenomenal market potential. HGH is serving precisely that purpose for the

Indian manufacturers to reach out to this market with an impact."

HGH India aims to give retailers and the whole Indian distribution system of home products new ideas and new concepts to facilitate the trade. The strict B2B concept of HGH India has proven to be an inspiring and productive platform to push the home product market for retail and institutional buyers.



INNOVATIONS ■ TRENDS ■ PRODUCTS ■ SOURCES ■ OPPORTUNITIES

# Larger and More International Than Ever Before

Two major achievements characterised HGH 2016:

The variety of products in all categories is wider than last year. The number of exhibiting brands, manufacturers and importers has risen to about 450.

HGH India 2016 spans across Hall 1 for Home Textiles & Home Decor and Hall 5 for Houseware & Gifts. The retailers and institutional buyers as well as for specifiers are now spoilt for choice.



This newsletter focuses on exhibitors and brands in Hall1, which concentrates on home textiles and home decor. Newsletter 6 will highlight the Hall 5 product categories of Houseware & Gifts.



## Organizers Statement

### HGH India Supporting Home Product Business

Launching HGH India was based on the idea to help the home product market in its endeavour to balance the growing home product demand and expectations and the supply of home product goods in the industry. Development of professional retail became very dynamic approximately 10 years ago, and also consumer demand for home products grew substantially in terms of expected variety and quality. However, the country had no platform to effectively collaborate on a focussed market platform to develop the Indian domestic market for home textiles, home décor, gifts and houseware.

There was a need for a trade show, which carefully selected qualified buyers and specifiers from all over the country, representing buyoant demands, making clear, what requirements and expectations consumers and retailers have. Since its inception HGH India concentrated on buyer marketing, which is reflected in many current services to improve comfort of the trade visitors and buyers like the recreational lounges from Tea Lounge to HGH Food Food Lounge; Umbrella Service & Free Shuttle Bus Service. This year we added the Icecream Lounge.

On the other hand the Texzone team worked very hard on identifying and convincing home product suppliers to present their ranges to give a good choice to the visitors. This year HGH India has opened Hall 5 to give higher focus to the product segments houseware and gifts. This was essential as companies like Borosil or Cello demanded focussed locations at the show. Many retailers are working on an integrated assortment from home textiles to home décor, gifts or houseware.

In addition the organization is constantly striving to give direction to design, product development and fashion trends in the home products segment. HGH India trends 2016/17 is meant as an effort to inspire

retailers, when they want to source contemporary or avantgarde styles. It may also help product development and designers of manufacturers and brands to understand the Indian design style, which is different from a cosmopolitan world. India has its own design heritage, and that is reflected in many products, especially, when it comes to interior decoration.

Meanwhile we think that HGH India has reached a good base to support the home product industry encouraging a fruitful future development. However, this will work only in joint efforts with loyal exhibitors, buyers; by sharing their views and with the support of governmental bodies & councils. HGH India is grateful for the support of its exhibitors, visitors, and government dignitaries. We are looking forward to continue the endeavour to support the home product industry in the years to come.

The HGH India team



Online Event Blogging at HGH India



HGH India goes live with online blogging during the show by reputed digital blogger Sanjay Sauldie, Director of the European Internet Marketing Institute and his team. They are interviewing exhibitors and visitors, collecting impressions and profile innovations live at the show. Inputs are available on [www.hghindia.com/eventblog](http://www.hghindia.com/eventblog) and also instantly posted to the social networking platforms like [www.facebook.com/hghindia](http://www.facebook.com/hghindia), Twitter, LinkedIn, Instagram, Pinterest and Xing.

This enables innovations, product features and impressions of attendees to be shared directly amongst the home product community, present or not present at HGH India.



HTA: Symposium on Home Textile Visions 2022

On the first day of HGH India, the Home Textile Association of India has organized a Symposium on “Home Textile Visions 2022”. Prominent business leaders and industry stalwarts gave their insights on the following topics: Home Textile Vision 2022 by Ajay Arora, D`Decor; Bed & Bath Vision 2022 by Rajinder Gupta, Trident Group; Technology in Home Textile by Gurvinder Singh, GM Fabrics; Issues faced by Home Textile Industry, Karan Saigal, Beekalane.

Jagdish Khandelwal, President of the Home Textile Association of India welcomed more than 150 interested attendees at the symposium.

