INSPIRING BUSINESS FOR 10 YEARS

NOV 30 - DEC 03
INDIA EXPO CENTRE
GREATER NOIDA, DELHI NCR

FOCUS 2021
SLEEP TECHNOLOGY | SMALL FURNITURE | SMART COOKING | SWACHH BHARAT

The Tradeshow designed exclusively to connect you with the Indian Market

www.hghindia.com
A new world demands new ways of doing business. Collective and collaborative approach across the value chain is the first step in this direction. As home businesses make a comeback from the pandemic impact, many new opportunities will be unlocked. Numerous retailers, distributors, importers and institutional buyers will embark upon a new beginning. For manufacturers and brands, re-energising their business will need reconnecting with their customers.

HIGH India 2021, the 10th edition of this trade show is an apt opportunity to reconnect with your dealer and distribution network from 500 cities and towns across India. Rescheduled for November 30 - December 3, 2021 for the first time at a new venue India Expo Centre, Greater Noida (Delhi NCR), HIGH India 2021 will also submerge in its 9th edition which was postponed due to COVID-19.

HIGH India completes a successful decade of inspiring several brands, manufacturers, exporters and designers to connect with the rapidly growing Indian home market. An annual trade show for home textiles, home decor, houseware and gifts, year after year, HIGH India continues to acquire a wider reach and greater respect amongst its exhibitors and visitors.

HIGH India is a convergence of global and Indian exhibitors with a clear focus on India's domestic market. It is a well-established trade show where discerning trade buyers seek innovative, high quality and trendy products from suppliers across the world. HIGH India is a unique platform trusted by its exhibitors for exploring the vast & multifaceted horizons of the Indian market. It offers comprehensive avenues for expanding distribution & retail network, launching product innovations, brand promotion, market research and networking. HIGH India provides well-researched trend information and reliable sourcing solutions for trade buyers.

scheduled at the beginning of the prime sourcing season, HIGH India is a much-awaited annual trade show by the home trade to discover upcoming fashion and design trends, product innovations, new sources and opportunities for business growth. Exhibitors use HIGH India as a forum to launch new brands, explain their innovative product ideas and share business plans with their current as well as potential channel partners. Meeting & networking with the trade and expanding their reach amongst institutional buyers, corporate gift giving and personal gift markets are other opportunities this trade show offers for its exhibitors.

Last completed edition of HIGH India attracted 700 brands, manufacturers and exporters from 32 countries. 55,900 trade visitors including importers, retailers, distributors and other serious trade buyers from over 500 cities and towns across India visited this trade show. This also included 300 international visitors from 28 other countries. The world is looking at India as one of the most promising global markets for many years ahead. The country has 1.3 billion people, 66% of whom are below the age of 30 years. Young Indians are educated, urbanised and aspire for international lifestyle. Aspirational lifestyle of these consumers makes India one of the fastest emerging global market. A consistent GDP growth of 7% per annum supports this aspiration in terms of rising income. In the Post-COVID years 2021-23, this GDP growth is forecasted to be as high as 11-12%, making India one of the biggest and rapidly emerging markets in the world. We invite you to explore this great Indian market opportunity.

Bring the ‘HIGH India advantage’ to your business. Connect and Grow with the world’s fastest growing market - India.

Let your business feel perfectly at home with HIGH India.
Business Focus

- On first day (Nov 30) preference would be given to HGH India Plus members, who are high value buyers.
- The trade show will be open on all four days (Nov 30 - Dec 3) for all trade visitors. General Public and retail sales are strictly prohibited on all days.

Exhibitor Profile

- Indian & International brands, manufacturers, importers & distributors of Home Textiles, Home Décor, Small Furniture, Houseware & Gifts as苦 key categories.
- Specialised producers, brands and private label suppliers in categories listed in the Proscuri Portfolio in this brochure. Exhibitors from 32 countries including India, Germany, France, Denmark, Spain, UK, Switzerland, Australia, Japan, China, Korea, Taiwan, Turkey, Thailand, UAE, Bangladesh and Sri Lanka.
- Global Brands seeking to launch or promote their products and strengthen their distribution networks in the Indian market through long-term business partnerships.
- Designers and product innovators for home textiles, furnishing, decorative made-ups, rugs & carpets, sleep products, decorative accessories, decorative & functional flooring, fragrances, artifacts, handicrafts, small furniture, houseware, cookware, kitchenware, kitchen appliances, tableware, plastic & storage, home appliances, outdoor, cleaning & maintenance, babies & kids products and gifts.

Visitor Profile

- Senior decision makers like Business Owners, Directors, CEOs & Sourcing Heads
- Key Influencers like Merchandising Managers, Purchase Managers
- Potential collaborators like Distributors, Wholesalers, Retailers, Franchisees, Importers & Brands
- All categories of other retailers like Department stores, Hypermarkets, Discount stores, Traditional retailers, Online retailers, etc.
- Gifts Suppliers & Corporate gift buyers
- Institutional Buyers, Hospitality Industry Associates
- Architects & interior designers

Facilities & Support

With wide experience & expertise on the Indian & International markets, HGH India team continues to make your participation process rewarding & delightful.

From providing trend information & market reports to organising retail tours, from match-making to one-to-one business meetings, networking dinner, HGH India supports the exhibitor’s business process. On other hand, physical conveniences like hotel & travel services, free shuttle bus, logistics support, free umbrella service, a variety of unique lounges, restaurants & cafeterias, business center, media center, catering service and free Wi-Fi service are created for visitors & exhibitors to enable them focus on their business issues.

Focus 2021

With rising incomes and evolving consumer lifestyles, the product needs of any market are bound to change. Year after year, HGH India keeps pace with such emerging opportunities for home business in the Indian market. Product categories with high growth potential are kept under special focus. While continuing to offer a wide range and product innovations across all home product categories under its umbrella, HGH India 2021 will bring special focus and offer exciting business growth opportunities for the following four segments. These focussed promotions will enable exhibitors showcase their innovations in line with global trends and allow visitors to explore the new business avenues they offer. Special zones for each of these categories will have dedicated theme pavilions on the respective subject. Each theme pavilion will impart useful information to the visitors on technology, innovation and market trends and the subject on better understanding of the product and upcoming scenario.

Health Safety Measures

Recognising the new challenges like personal safety and social distancing taking precedence over everything else, 10th edition of HGH India will ensure all safety measures and statutory requirements. Keeping this approach in mind, HGH India 2021 has arranged for all checks, sanitization, SOPs and Guidelines for organisations, venue providers, exhibitors and visitors as required by law.

HGH India Plus

HGH India 2021 will have an increased number of show days to four from the earlier three days. To enable the exhibitors pay greater attention to high potential buyers, preference for entry on 30th Nov, the first day of the four-day show will be given to such bigger buyers under the newly launched HGH India Plus programme. All four days (Nov 30 - Dec 3) will be open to all trade visitors as usual.

Indian Heritage

Indian Heritage is an HGH India initiative to provide a strong marketing platform for Indians rich heritage products which are aesthetically designed and hand-crafted by artisans, craftsmen and weavers for centuries. Their skills and crafts, applied to home textiles, home decor, small furniture, houseware and gifting products bring a unique sense of culture and heritage to homes.

Since 2018, HGH India has been consistently supporting a special pavilion of Handicrafts, Handloom, Khadi, Coir and Jute products, which all form part of India’s rich cultural heritage. This is being done in associations with Government of India, Ministry of MSME, Ministry of Textiles, Development Commission for Handicrafts, EPCH, CPUC, individual companies, theme pavilions, trend pavilion and group participation of various national award-winning artisans and craftsmen through various Government agencies and institutions.

Indian Heritage initiative has been successfully bridging the gap between the manufacturers of these products and the Retailers, Traders & Gift buyers.

Atmanirbhar Bharat

India is home to millions of manufacturing units in Large, MSME, handicrafts and cottage sectors, which are creative, innovative and enterprising. They offer a wide range of contemporary and traditional home textiles, home decor, small furniture, houseware & gift products across designs, materials, functionality and value addition. Many of these producers are regularly exporting these products to highly demanding markets like USA, Europe and Japan, clearly indicating their high quality and consistent supplies.

The national call of making India Atmanirbhar and going Vocal for Local could not have come at a more opportune time. Not only many of these Indian manufacturers have invested in modern manufacturing infrastructure, they have also increased their focus on research, design, product development, innovation and becoming globally competitive.

HGH India believes that given a marketing opportunity and distribution support, these units can deliver world-class home products to Indian consumers. With an increased demand for their products in the domestic market, they can grow in size and stature. More and more Indian manufacturers and retailers are working in partnership with global players. HGH India supports this effort of moving towards an Atmanirbhar Bharat.

Sleep Technology

Sleep Technology pavilion is aimed at imparting information and educating retailers & trade visitors on innovations and upcoming trends in sleep products. It will enable them understand various factors affecting the choice of high-end sleep products as well as advancements in materials & technologies for all sleeping products like mattresses, pillows, comforters etc, for better health, hygiene and comfort.

Small Furniture

For the first time, at HGH India 2021, Hall 11 will be dedicated to showcasing functional and decorative small furniture made from wood, metal, cane, bamboo, rattan, plastic, steel, glass, acrylic and other materials for living rooms, kitchen, bedroom, balconies, outdoor and general household use. Supported by a pavilion explaining trends in materials and designs in small and accent furniture.

Smart Cooking

With more and more young Indian men and women exploring their kitchen as the source of better health, hygiene and happiness at home, the demand for modern cooking gadgets is set to achieve a new high. Consumers are also seeking to reconnect with many virtues of traditional cooking in their modern avatar. A special pavilion will thus showcase upcoming trends in cookware, kitchen appliances and kitchen tools that combine new materials and technologies which make cooking healthier, faster, energy efficient, environment friendly, convenient and contemporary.

Swachh Bharat

Hygiene and cleanliness have never been as relevant as they are today. This segment will bring focus on Indian and International innovations in home & personal sanitization, personal health protection, cleaning & hygiene products, amongst visitors and promoting advancements and latest products used for domestic housekeeping. Tools, technology, devices and materials for Pure Air, Pure Water, Sanitized Living, Clean Homes will be part of this focussed promotion. Effort will be to educate retailers on selling value-added cleaning and maintenance products. HGH India supports the Government of India’s Swachh Bharat campaign.
Product Portfolio

HGH India brings together a varied range of products. These can be classified into seven broad categories.

**Home Textiles**
Furnishing & decorative fabrics, curtains & blinds, decorative made-ups, bed linen & decorative bedding, mattresses & pillows, comforters & blankets, towels & bath linen, table & kitchen linen, rugs & carpets, etc.

**Houseware**
Kitchenware, kitchen appliances, cookware, thermoware, tableware, earthenware, bar accessories, bathroom accessories, cleaning & maintenance products, plastic & storage, home appliances, security, disposable articles, garden & outdoor and general houseware products, etc.

**House Decor**
Wallpapers, wall decorations, blinds, wooden & synthetic floors, artificial grass, rugs & carpets, bathroom accessories, artifacts, handicrafts, figurines, table decorations, decorative hardware, clocks, decorative lights & switches, decorative accessories, dry flowers & fragrances, artificial flowers & fauna & aroma oils, candles & candle stands, etc.

**Small Furniture**
Coffee tables, consoles, cabinets, side tables, wall separators, chairs, bean bags & pouffes, rocking chairs & stools, kids’ furniture, garden furniture, race & troleys, bar cabinets & storage chests, dressers & mirrors, wine racks, glass holders, book shelves & magazine holders, showcases and display units, etc.

**Gifts**
Photo frames, glassware & crystal, barware & cutlery, all types of clocks, personal gadgets, houseware, home textiles, fashion accessories, decorative accessories, gift accessories, celebration & festive products, handicrafts, bags, boxes, gift packaging, etc.

**Babies & Kids**
Baby blankets, baby bedding, towels & bath products, kids mattresses & pillows, kids home utilities, prams & walkers, kids furniture, cutlery & tableware, water bottles, kids storage, soft toys, technical & action toys, educational toys, kids accessories, school articles & stationery, sports, leisure & outdoor equipment, maternity products, baby gift sets, parties & celebration products, festive products, disposable articles, decorative products for kids, etc.

**Services**
Store & interior design services, visual merchandising & window display services, display aids & retail furniture, lighting & hardware solutions, retail management software, cash counting & registers, design software, digital printing equipment, IT hardware, software & consumables, loyalty programs, online platforms, social media solutions, advertising & communications, POP solutions, fabric hangers & catalogues, packaging & promotional aids, logistics services, trade publications, books, trend information & associations, etc.

**Commercials**

All exhibitors (Regular Exhibitors or First-time Exhibitors) must complete their participation process online on our website www.hghinda.com and submit the original copy of their duly signed Exhibitor Contract Form generated through this process. Please click on “Exhibitor Registration” on home page and follow the instructions as per Exhibitor Registration Process given in this Exibitor Kit.

Exhibitors can book booth space under any of the following categories:

**OPTION 1**
- **Built-up Booth**
- **Ready Booth (Shell Scheme)**

**Booth Size**
Minimum 9 sq. meters. Additional space can be offered as per the availability on the floor plan.

**Standard Package**
Every 9 sq. meter booth includes: 1 Fascia, white wall panels, 6 Spotlights, Carpet, 1 Discussion table or Front desk, 3 Chairs, 1 Dustbin, 2 Display glass shelves, 1 Power Socket, 1 Kilowatt free electricity (additional electricity can be ordered on chargeable basis). For bigger booths these facilities will be extended on pro-rata basis.

**Booth Charges**
Rs 15,500 per sq. meter + 18% GST

**OPTION 2**
- **Raw Space**

**Booth Size**
Minimum 18 sq. meters. Bigger booths as per floor plan

**Booth Charges**
Rs 14,000 per sq. meter + 18% GST (Excluding electricity charges)

**SPECIFIC LOCATIONS**
Exhibitors can avail of specific locations, subject to availability, by paying the additional charges as under:

A. Two sides open booth: 15% of booth charges. Minimum booth size for two side open booths must be 36 sq. meters.

B. Three sides open booth: 20% of booth charges. Minimum booth size for three sides open booths must be 54 sq. meters.

C. Island Position: 30% of booth charges. Minimum booth size for all four side open booths must be 150 sq. meters.

**OTHER TERMS**

- **Taxes:** 18% GST is applicable as per current Government rules. Exhibitors will have to pay GST or any other levies at revised rates, if any, as applicable at the time of billing in December 2021.

- **Payment Terms:** 25% within 10 days from the date of our Confirmation Advice. Without this your space will not be confirmed. 25% by 31st July, 2021. 50% by 15th September, 2021.

- **Electricity Charges:** All raw space exhibitors have to pay Electricity charges extra as per Tariff given in the Exhibitor’s Manual. Built-up booth exhibitors have to pay for electricity beyond their eligible free entitlement.

- **Booth Construction:** Exhibitors with raw space must ensure that they engage a booth construction company registered with the organisers. Companies not registered with the organisers will not be allowed to construct booths in HGH India. Terms for Registration will be available on Website.

- **Services and Facilities:** Several other facilities, services, extra fittings and furniture are offered by the organisers and their official service providers either free or at extra cost. Details of these are listed in the Exhibitor’s Manual, which will be sent after you confirm your booth space.

- **Security Deposit:** Exhibitor are required to pay 5% of the booth value or minimum Rs 10,000/- (whichever is higher) as security deposit, along with their final payment. Pending dues, if any, will be deducted by the organisers before refunding the same.