



# India Pavilion at HONG KONG HOUSEWARE FAIR

19 - 22 April 2023 | Hong Kong

**Participate through EEPC India and enjoy substantial savings!**

## About the Exhibition

Hong Kong Houseware Fair is one of World's biggest fairs in these product categories. This is a truly international event with global participation & large product zone to showcase a wide array of products. For exhibitors it's an onsite exposure to maximize their marketing effectiveness and special activities to connect with the quality buyers proactively. There is a Specialized Zone Themes catering to Niche Product Segments and buyer forums & seminars facilitating to share Market Intelligence. The fair welcomes about 2300 exhibitors from 9 countries and 29,549 buyers. As modern consumers spend more on their dream homes, the HKTDC Hong Kong Houseware Fair presents a wealth of opportunity for leading suppliers to connect with buyers from across the world.

The international fair is attended by professional buyers consisting of Whole Sellers, Retailers, Importers, Departmental Stores, Mass Merchandisers, and Buyers, Buying House located in Hong Kong. The exhibition is leading houseware show in Hong Kong and become preferred purchasing platform for buyers to book large orders.

## Concurrent Events:

- HKTDC Hong Kong Gifts & Premium Fair
- HKTDC Hong Kong International Home Textiles and Furnishings Fair
- Hong Kong International Printing & packaging Fair

# Economic scenario of Hong Kong

The economy of Hong Kong is a highly developed free-market economy. It is characterised by low taxation, almost free port trade and a well-established international financial market. Hong Kong's economy dived into recession in the first half of 2022 as the wave of COVID-19 pandemic infections saw exports shrink further, a stalled recovery in private consumption and a continued drop in fixed investments. Significant moves, such as easing of anti-COVID restrictions is likely to revitalize Hong Kong's economy and will provide a significant boost to economic outlook. The normalization of international visitor flow is expected to lift the business confidence, attract domestic and global investment, and strengthen Hong Kong's status as a world trading and financial center.

## India – Hong Kong Bilateral Trade

India's relations with Hong Kong have been historical. Recent years have seen relations between India and Hong Kong expand rapidly. India-Hong Kong bilateral trade reached US \$ 30.08 billion in 2021-22. Exports from India to Hong Kong were worth US\$ 10.98 billion, an increase of 8.1%. India's imports from Hong Kong also increased by 25.9% to US\$ 19.09 billion. During 2021, India continued to retain its position as the 8th largest trading partner of Hong Kong.

## Trade in Engineering

India's engineering exports to Hong Kong for 2021-22 stood at US\$ 545.3million. India's major engineering exports to Hong Kong include Iron and Steel constituting almost 72% share in India's engineering exports to Hong Kong, other engineering export products include Electric Machinery and Equipment, Medical and Scientific Instruments, other Miscellaneous Engineering Items.

Given the profile of Stainless Steel houseware, the global stainless steel market is anticipated to register at a CAGR of around 5% during the forecasted period 2022-2027. The Stainless-Steel Market is segmented by various types of steel products including Cold Flat, Hot Coils, Cold Bars, Hot Bars, Hot Plate and Sheet, and Others. There has been abundant scope in Asia Pacific region. China holds the highest market share in this region. Even, Hong Kong is also globally recognised sourcing centre for houseware products. In terms of stainless steel houseware, India mainly exports most of its product to USA, UAE and UK. With enhancement in trade and opportunities, India can Increase its presence in countries like Hong Kong for the given sector.

## Opportunity for Indian Engineering Industry

In order to expand and grow engineering market especially among the North East Asian countries, Hong Kong has been a major hub especially for exhibitions and conferences. Trade fairs in Hong Kong are an important opportunity as they provide a platform for the buyers and sellers across the globe to come together and interact. India needs to promote its strengths, by participating through such trade fairs, B2B meets, and other export promotion activities.

With the advent of Hong Kong Houseware Fair, one of the world-renowned fair for houseware products, including tableware, kitchenware in Hong Kong, which will gather local and international participants for an in-person exhibition experience, offering the industry's latest trends, products, and practices and maintaining proper build-in relationship and networking, identifying existing and new products and suppliers. The event will play a major role for Indian exhibitors and distributors, opening doors to major growth opportunities in this industry.

## Product Profile

- Kitchenware & Tableware
- Stainless Steel Houseware
- Cookware & Cutlery
- Electronic Gadgets
- Home Appliances
- Bar Accessories
- Interior Decoration
- Home Accents
- Furniture
- Gardening & Outdoor products
- Storage solutions
- Bathroom Products
- Home Workspace
- Handicrafts



## Venue

Hong Kong Convention and Exhibition Centre,  
Wan Chai, (Harbour Road Entrance)

## Date

19 - 22 April 2023

### Note:

1. The above rate is subject to receiving of Government sanction for the event for organizing an India Pavilion. In the unlikely event of not receiving Government sanction, additional amount shall be required to be paid by the participants.
2. EEPC India reserves the right to reject an application for participation without assigning any reason.
3. In case of not receiving a minimum number of participants, EEPC India may decide not to participate in the show.
4. No subletting or sharing of space/ booth is permitted.

## Participation Charges

- **Booth size: 9 sqm**  
One side open (built-up booth):  
INR 36,000 per sqm.
- 10% extra for two sides open booth  
(subject to availability)

## COVID-19 Protocol & Travel Advisory

The HKSAR Government has lifted the post-arrival nucleic acid testing requirement and the Provisional Vaccine Pass arrangement.

**COVID-19**

Protocol & Travel Advisory



## Re-imbursement of Airfare

Up to Rs. 75,000 may be reimbursed to eligible participants in terms of the MAI guidelines. However, this shall be subject to receiving of specific Govt. approval for such assistance for events of 2023-24. The T&C must be abided by for eligibility towards such re-imbursement. For detailed guidelines please click the following link:

**Guidelines for Reimbursement of Airfare**



**Note:** EEPC INDIA can only recommend for issuance of VISA to the extent that the concerned person is a participant at the subject exhibition and that the person in question has been certified by the participating organisation to be their representative. The Foreign Embassy/ Consulate where the applicant submits the VISA application is expected to follow their usual procedural checks before granting the VISA in question and EEPC INDIA shall not be responsible in any manner whatsoever for non-issuance of VISA by the concerned authorities. This would mean that the prospective participant will be fully liable for the total charges payable to EEPC INDIA even if they do not obtain the VISA for any reason whatsoever.

## Mode of payment

- Please pay online through the following Payment Gateway :  
**PayU OR**
- Pay through RTGS/NEFT in INR as per the following details :  
Name of the Bank : HDFC BANK LTD  
Branch : Central Plaza  
Address of Bank : 2/6, Sarat Bose Road,  
Kolkata 700 020  
Account Number : 00142090000452  
Account Name : EEPC INDIA  
NEFT Code : HDFC0000014  
**OR**
- UPI ID: eeplindiaacpromotion.76041638@hdfcbank  
**OR**
- Demand draft favouring "EEPC INDIA" along with the duly filled-up Application Form

## Booth display:

**Participation charges includes the following services:**

- One Table
- Three chairs
- Three Spot Lights (yellow light)
- Two long arm spot light (yellow light)
- Two wooden selves
- A Ceiling beam
- Three Cabinet
- Carpet & waste-bin
- Fascia Name



# Submission of application

Interested members are requested to fill in the online Application Form latest by **27 February 2023** at the following link:

[Click For Application Form](#)



Please go through the "**Mode of Payment**" section of this Circular for payment details.

## Selection criteria

Since limited space is available, selection of participation will be done strictly on first-come, first-served basis.

## Benefit to the member-exporters

EEPC India is proposing to organise this event under the MAI Scheme of Ministry of Commerce & Industry, Government of India. The rates mentioned above are subsidized in comparison with the normal rates offered by the Fair Authorities and is in anticipation of receiving the government approval.

## Cancellation of participation

Please note that no request for cancellation and/ or refund including of advances, if any and/ or adjustment thereof shall be accepted for any reason whatsoever. Once the application form and/ or advance/ part payments are accepted by EEPC India the participant remains liable to pay in entirety the amounts due from them on account of the event. In case members are not able to travel due to travel restrictions/advisory by Government of India or Hong Kong then the amount paid will be adjusted toward the participation in the next edition.

## Force Majeure

If a Force Majeure Event like war, act of God, natural calamities, governmental directives, civil commotion, epidemic, pandemic, etc. or alike events occurs inasmuch as that the fair authorities/ organizers consider that it is illegal, impossible, inadvisable or impracticable for the physical, onsite and in-person (i.e. 'live') elements of the Event to be staged, then in such situation and/ or circumstances the decision of the fair authorities shall be final and binding upon EEPC India and all its co-exhibitors/ participants. In such situation and/ or circumstances, if the fair authorities, organizers or the vendors appointed for providing diverse services related to the Event in question does not refund the monies paid by EEPC India and/ or does not otherwise absolve EEPC India from its contractual obligations then in such case the Co-exhibitors / participants remain liable to pay to EEPC India the contracted participation charge in full and shall not receive any refund from EEPC India of the amounts paid by the co-exhibitors/ participants. Further, if the fair authorities, organizers or the vendors, so appointed for the Event binds or rolls over EEPC India's participation in the future editions of the same Event in question, then automatically the participation of the co-exhibitor/ participant shall also be carried forward to such future editions of the Event and the amounts paid by them shall be given a credit for the successive edition. However, if there is any increment in the participation fees fixed by the fair authorities, organizers or in any other charges, budgets, etc. then such increased amount has to be paid by the co-exhibitor/ participant without any demur based on the space and booth booked by the co-exhibitor/ participant. In any event, a co-exhibitor/ participant cannot decrease the space or the booth size booked by them for the originally scheduled Event.

*Note: Regarding goods taken out of India for exhibition or on consignment basis for export promotion, participants may refer to Circular No. 108/27/2019-GST dated 18.07.2019 of the Central Board of Indirect Taxes and Customs (CBIC) which is the statute in the matter.*

[Contact details](#)



[www.eepcindia.org](http://www.eepcindia.org)

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