



Media Invitation 採訪邀請

To Assignment Editor:

Opening Monday: Asia's Largest Houseware Fair & Textile Fair Financial Secretary John Tsang as Guest of Honour

15 April 2015 – Nearly 2,400 exhibitors from 36 countries and regions will take part in two major trade fairs opening next Monday, 20 April, and continuing through 23 April at the Hong Kong Convention and Exhibition Centre (HKCEC).

Highlights of the 30th HKTDC Hong Kong Houseware Fair, the largest trade show of its kind in Asia, include Hall of Elegance and Avenue of Inspiration, which will showcase innovative houseware items while the World of Pet Supplies zone will feature a variety of unique pet products. Five new zones will be launched at the fair: Bath, Beauty & Healthcare; Wine Tools & Accessories; Storage Solutions; Festive decor; and Home Cleaning.

The sixth edition HKTDC Hong Kong International Home Textiles & Furnishings Fair will feature the Hall of Glamour with a wide range of high quality textile products from towels to bedding and carpets. There will be group pavilions from the Chinese mainland and India.

John Tsang, Financial Secretary of the Hong Kong SAR Government, will be the guest of honour at the opening ceremony (20 April). During the fair, a number of seminars, product demonstrations and buyer forums will be open to media.

You and your media representatives are cordially invited to cover the fair and related events. Details are as follows:

Venue: Hong Kong Convention and Exhibition Centre (HKCEC)

Date	Opening Hours
20-22 April (Monday to Wednesday)	9:30am-6:30pm
23 April (Thursday)	9:30am-5pm

Press Registration Counter: Harbour Road Entrance (on the way to Hall 1), HKCEC

Media Centre: Expo Entrance, HKCEC

Media may register at either the Press Registration Counter or the Media Centre; please bring working pass and name card.

Fair Websites

Houseware Fair: <http://www.hktdc.com/hkhousewarefair>

Home Textiles & Furnishings Fair: <http://www.hktdc.com/hkhometextilesfair>

Media Enquiries

Please contact the HKTDC's Communication and Public Affairs Department:

Joe Kainz Tel: (852) 2584 4216 Email: joe.kainz@hktdc.org



Hong Kong Houseware Fair
Hong Kong International Home Textiles & Furnishings Fair
Event Schedule

20 April, 2015 (Monday)
Opening Ceremony Time: 10am – 10:30am Venue: Expo Drive Entrance, HKCEC Guest of Honour: John Tsang, Financial Secretary of the HKSAR Government Margaret Fong, Executive Director of HKTDC
Houseware Product Demo & Launch Pad Time: 11:30am – 12:30pm Venue: Product Launch Area, Hall 1E, HKCEC
hktdc.com Networking Reception Time: 12:00nn – 12:30pm Venue: Small-Order Zone, Expo Drive Entrance
International Kitchenette Time: 12:30pm – 1pm Venue: Activity Zone, Hall 3FG, HKCEC
Buyer Forum – Opportunities in the Mature Market Time: 2:30pm – 3:30pm Venue: Product Launch Area, Hall 1E, HKCEC Speakers: Joy Wang, Brand Merchants Manager, Sourcing Supply Chain, LightInTheBox Holly Moroney, Category Manager – Home & Living, MySale Group PLC (Australia) Language: English and Putonghua
Pet Supplies Industry Forum – Effective E- Marketing Strategies for Promoting your Pet Products Time: 2:30pm – 3:15pm Venue: Atrium, Hall 1A, HKCEC Speakers: Au Yeung Ka-chun, Hong Kong Small and Medium Enterprises Association Language: Cantonese / Putonghua (No interpretation provided)
Home Textiles Product Demo & Launch Pad Time: 3pm – 4pm Venue: OASIS, Hall 3B, HKCEC
Joint Networking Reception Time: 6pm – 7:30pm Venue: Terrace Panorama, Level 5, HKCEC

21 April, 2015 (Tuesday)
“Smart Design Homeware” Product Demo Time: 10:30am – 11:50am Venue: Product Launch Area, Hall 1E, HKCEC
Buyer Forum – Opportunities in Australian & Taiwanese Markets Time: 11am – 12noon Venue: Beauty Zone, Hall 5BC, HKCEC Speakers: Carlos Yeung, Homewares Category Manager, CatchOfTheDay.com.au (Australia) Eric Lin, CSO, Rokuinkan Co., Ltd. (Taiwan) Language: English and Putonghua
International Kitchenette Time: 12:30pm – 1pm Venue: Activity Zone, Hall 3FG, HKCEC
Pet Supplies Parade I Time: 2pm – 2:15pm Venue: Atrium, Hall 1A, HKCEC
Seminar on “Smart Homeware Trend” Time: 2:30pm – 3:30pm Venue: Product Launch Area, Hall 1E, HKCEC Speaker: Fumio Takashima, President & CEO, BALS Corporation Brad Maurer, International Sales & Marketing Manager, Breville Language: English (No interpretation provided)
Beauty Indulgence Session Time: 3pm – 4pm Venue: Beauty Zone, Hall 5BC, HKCEC Speaker: Cecilia Pritchard, Lecturer, Department of Fashion Image Design, Hong Kong Design Institute
“Bath, Beauty and Healthcare” Party Time: 4:30pm – 5:30pm Venue: Beauty Zone, Hall 5BC, HKCEC

22 April, 2015 (Wednesday)

Buyer Forum - Opportunities in Chinese & British Markets

Time: 10am – 11am

Venue: OASIS, Hall 3B, HKCEC

Speakers: Zicheng Yang, Senior Vendor Manager (Bedding) & Direct Import Project Manager (Home), Amazon.CN

Stanley Cheung, Senior Merchandiser, Home Retail Group (Hong Kong) Ltd (UK)

Language: English and Putonghua

Seminar on “Tools for Sustainability and Innovation in the Textile Industry by Oeko-Tex®”

Time: 11:30am – 12:15pm

Venue: OASIS, Hall 3B, HKCEC

Speaker: Jean-Pierre Haug, COO of Testex AG & Secretary General OEKO-TEX®

Language: English

Seminar on “Tapping into ASEAN Market”

Time: 11:30am – 12:30 pm

Venue: Product Launch Area, Hall 1E, HKCEC

Speakers: Benson Pau, Founder & Managing Director, Wings and Vice Chairman, HK Exporters' Association

Jacqueline Yuen, Economist (Asian and Emerging Markets), HKTDC

Language: English / Cantonese

International Kitchenette

Time: 12:30pm – 1pm

Venue: Activity Zone, Hall 3FG, HKCEC

Pet Supplies Parade II

Time: 2pm – 2:15pm

Venue: Atrium, Hall 1A, HKCEC

Seminar on “Updates for Regulatory Requirements and Testing Services for Tableware”

Time: 2:30pm – 3:15pm

Venue: OASIS, Hall 3B, HKCEC

Speakers: Candy Chan, Sales and Marketing Manager, Hong Kong Standards and Testing Centre

Zoe Yeung, Technical Development Manager, SGS (Hong Kong) Limited

Language: English