



Media Invitation 採訪邀請

To Assignment Editor:

Houseware & Home Textiles Fairs Open Next Friday High-Quality Home Products from 2,600+ Exhibitors on Show

12 April 2018 – The 33rd HKTDC Hong Kong Houseware Fair and the ninth HKTDC Hong Kong International Home Textiles and Furnishings Fair will open next Friday (20 April) and continue through 23 April at the Hong Kong Convention and Exhibition Centre (HKCEC). The two fairs are expected to attract more than 2,600 exhibitors from 26 countries and regions, making it an ideal platform for companies to explore business opportunities in the housewares, home textiles and furnishings sectors.

Hong Kong Special Administrative Region (HKSAR) Under Secretary for Commerce and Economic Development **Bernard Chan** will be the Guest of Honour at the Joint Networking Reception for the fairs and the Celebration Ceremony for the Hong Kong Smart Design Awards 2018 (Home and Houseware Category), to be held on 20 April.

In view of last year's encouraging response, the main theme for this year's fair will continue to be "L.I.F.E", standing for Lifestyle, Interior, Feast and Enrich, the show's four major themed zones. Meanwhile, highlight zones will include the Hall of Elegance, World of Fine Dining, World of Fine Décor and Best of ASEAN, as the World of Building & Hardware and the Startup zone will also return. Start-ups, which are essential for the sustained development of an economy, will be in focus at this year's Houseware Fair. The show will feature start-ups from Hong Kong, the Chinese mainland, Taiwan and first-time participating country Bangladesh. Start-ups can discover further business opportunities by presenting their products and business ideas to buyers and investors at "Startup.Smart Launch" sessions at the two fairs.

To highlight the fair themes, the HKTDC will collaborate with NellyRodi, a well-known Paris-based trend-forecasting agency, to present four trend concept displays. A trend seminar will also be organised to unveil housewares trends for summer 2019. Furthermore, the two fairs will feature Product Demo & Launch Pad sessions, International Kitchenette and Latte Art performances, as well as a series of seminars exploring technology trends in the building industry and testing, certification and inspection services for houseware products.

A media tour of the fairs will be held on 20 April to spotlight selected interesting products.

You and your media representatives are cordially invited to attend the Media Tour and cover the fairs. Details are as follows:

Media Tour

Date: 20 April (Friday)
Tour Time: 2:30pm – 3:30pm

Hong Kong Trade Development Council 香港貿易發展局
38/F Office Tower, Convention Plaza, 1 Harbour Road, Wan Chai, Hong Kong
香港灣仔港灣道1號會展廣場辦公大樓38樓
Tel: (852) 2584 4333 Fax: (852) 2824 0249

www.hktdc.com



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Press Registration: Media & Webcast Centre (Expo Drive Entrance Hong Kong Convention and Exhibition Centre)

Host: Byron Lee, Senior Exhibitions Manager, HKTDC

Fair Schedule

Date	Opening Hours	Venue
20-22 April (Friday to Monday)	9:30am-6:30pm	Hong Kong Convention and Exhibition Centre (HKCEC)
23 April (Monday)	9:30am-5pm	Hong Kong Convention and Exhibition Centre (HKCEC)

Media Registration Counter: Hall 1E Concourse (Near Buyer Registration Counter), HKCEC

Media Centre: Expo Drive Entrance, HKCEC

Media representatives may register at either the Media Registration Counter or the Media Centre with their business cards and/or media identification.

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 Communications and Public Affairs Department:

Agnes Wat Tel: (852) 2584 4554 Email: agnes.ky.wat@hktdc.org

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

* The information on the event schedule is subject to change

20 April 2018 (Friday)

Houseware Product Demo & Launch Pad

Time: 11:00am – 12:00noon

Venue: Seminar Room, Hall 1A

Exhibitor: Jinjiang China Houseware Products Pavilion

International Kitchenette

Time: 12:30pm – 1:30pm

Venue: Activity Zone, Halls 3FG

Fascination // NellyRodi Trends Spotting for Summer 2019

Time: 2:00pm – 2:45pm

Venue: Seminar Room, Hall 1A

Speaker: Lea Czermak, Senior Creative Project Manager, Home & Luxury Department, NellyRodi

Language: English (With simultaneous Interpretation in Putonghua)

Home Textiles Product Demo & Launch Pad- Nantong Xinjiyuan Hotel Supplies Co., Ltd

Time: 2:30pm – 2:50pm
Venue: hktdc.com OASIS, Hall 3B
Exhibitor: Nantong Xinjiyuan Hotel Supplies Co., Ltd (Booth no: 3B-A02)

Pet Supplies Product Demo

Time: 2:30pm – 4:30pm
Venue: Product Launch Area, Hall 1E
Exhibitor: 1. Bliss Products (Booth no: 5B-E11)
2. Champwin Product (Booth no: 5B-E21)
3. Sunny Global Asia (Booth no: 5B-E13)
4. Sweet Best Products (Booth no: 5B-E04)
5. Mrorganic (Booth no: 5B-E25)
6. Xiamen Wonderful (Booth no: 5B-E17)

Latte Art Performance

Time: 3:00pm – 3:45pm
Venue: Activity Zone, Halls 3FG

Connect and Optimize – The Tech Trend in the Building Industry

Time: 3:15pm – 4:15pm
Venue: Seminar Room, Hall 1A
Speakers:
Wong Hok Tai, Head of Marketing & Director, Measuring Tools, Asia Pacific, BOSCH
Lucas Aung, Aung Phylo Hlaing, Managing Director, AVIVA Interiors Co Ltd
Language: English (No simultaneous interpretation would be provided)

Startup.Smart Launch

Time: 3:30pm – 4:00pm
Venue: Open Forum, Hall5D
Exhibitor: 1. Pixofy (Booth no: 5D-A16)
2. ARKY Design Co. Ltd. (Booth no: 5D-A14)
3. ConnectAR (Booth no: 5D-A22)

Joint Networking Reception and Celebration Ceremony of Hong Kong Smart Design Awards 2018 (Home and Houseware Category)

Time: 6:00pm – 7:30pm
Venue: Terrace Panorama, Level 5, HKCEC
Guest of Honour: HKSAR Under Secretary for Commerce and Economic Development
Bernard Chan

21 April 2018 (Saturday)

Buyer Forum – Opportunities in Australian, Brazilian and Turkish Markets



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Time: 10:30am – 11:15am
Venue: hktdc.com OASIS, Hall 3B
Speakers: Carlos Yeung, Homewares Category Manager, Catch Group, Australia
Jose Eduardo Trucharte, Director of Aramado.com, Brazil
Cosku Ozan Kurtulus, GM / Partner, Sude Ic ve Dis Tic Ltd Sti, Turkey

Houseware Product Demo & Launch Pad

Time: 11:00am – 12:00noon
Venue: Seminar Room, Hall 1A
Exhibitor: Yangjiang China Hardware Knives & Scissors •Inheritance and Innovation

Startup. Smart Launch

Time: 11:30am – 12:00nn
Venue: Open Forum, Hall 5D
Exhibitor: 1. Guangzhou Fuyin Electronics (Booth no: 5D-A10)
2. Koo's (Booth no: 5D-A15)
3. Maxcare Trading (Booth no: 5D-A21)

International Kitchenette

Time: 12:30pm – 1:30pm
Venue: Activity Zone, Halls 3FG

WGSN Presents: Lifestyles of the Future

Time: 2:00pm – 2:45pm
Venue: Seminar Room, Hall 1A
Speakers: Anupreet Bhui, Senior Editor, WGSN
Language: English (With Simultaneous Interpretation in Putonghua)

Houseware Product Demo & Launch Pad -Thai Lifestyle Products from Thailand SME IDOL 2018

Time: 3:00pm – 3:45pm
Venue: Product Launch Area, Hall 1E

WoBH Product Demo & Launch Pad

Time: 3:15pm – 4:35pm
Venue: Open Forum, Hall 5D
Exhibitor: 1. Kimbo International (Booth no: 5E-D30)
2. New Pearl Ceramic (Booth no: 5E-A16)
3. Richland Group Ltd (Booth no: 5E-D23)
4. Zizsoft Ltd (Booth no: 5E-D27)

Latte Art Performance

Time: 4:00pm – 4:45pm
Venue: Product Launch Area, Hall 1E

22 April 2018 (Sunday)

Buyer Forum - Opportunities in India & Myanmar

Time: 11:30am – 12:00nn
Venue: Open Forum, Hall 5D
Speakers: Rajiv Merchant, Indian Home Variations & Distributions LLP
Kyaw Htike, Founder, Myanmar Hotel Supply
Language: English (No simultaneous interpretation)

Testing, Certification and Inspection Services for Houseware Products

Time: 11:30am – 12:15pm
Venue: Product Launch Area, Hall 1E
Speakers:
John Wong, Technical Services Manager, SGS Hong Kong Ltd
Sammie Li, Manager, Central Chemical Laboratory, Intertek HK
Language: English (No simultaneous interpretation)

International Kitchenette

Time: 12:30pm – 1:30pm
Venue: Activity Zone, Halls 3FG

WoBH Product Demo & Launch Pad

Time: 2:00pm – 3:00pm
Venue: Open Forum, Hall 5D
Exhibitors: 1. Hay Nien (Booth no: 5E-A20)
2. Paintworks (Booth no: 5E-C31)
3. V-PRO Construction Material (Booth no: 5E-A30)

Houseware Product Demo & Launch Pad

Time: 3:30pm – 4:00pm
Venue: Product Launch Area, Hall 1E
Exhibitor: MIRO Co Ltd (Booth no: 3E-C03)

Latte Art Performance

Time: 2:30pm – 3:15pm
Venue: Activity Zone, Halls 3FG