

To Assignment Editor:

Fairs to Spotlight Houseware, Textiles, Gifts and Print Products *Press Conference to Showcase Latest Offerings and Key Market Trends*

7 April 2016 – More than 7,100 exhibitors from 42 countries and regions are expected to take part in four major trade fairs opening this month: the HKTDC Hong Kong Houseware Fair and the HKTDC Hong Kong International Home Textiles & Furnishings Fair take place on 20-23 April at the Hong Kong Convention and Exhibition Centre (HKCEC); the HKTDC Hong Kong Gifts & Premium Fair will be held at the HKCEC from 27-30 April while the Hong Kong International Printing & Packaging Fair (27-30 April) will be held at AsiaWorld-Expo. The four fairs, which are important platforms for the industries to source and showcase their products, attracted over 11,000 global buyers last year.

Fair organiser the Hong Kong Trade Development Council (HKTDC) will hold a press conference on Thursday, 14 April, to announce details of the four fairs and update the media on the latest trends in the market. Some of the fairs' products will also be on display at the press conference. We cordially invite you or your representative to cover the press conference. Details as follows:

Date: 14 April (Thursday)

Time: 2:30pm-4pm

Venue: HKTDC SME Centre, G/F, HKCEC, 1 Expo Drive, Wan Chai

Speakers: **Benjamin Chau**, Deputy Executive Director, HKTDC
Jeffrey Lam, Chairman, Fair Organising Committee, Houseware Fair, Home Textiles & Furnishings Fair and Gifts & Premium Fair
Benson Pau, Vice Chairman, Hong Kong Exporters' Association

Remarks: The press conference will be conducted in Cantonese; questions in English and Putonghua are welcome.

Media Enquiries






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

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Selected fair products to be presented at the press conference include:



The Aroma Diffuser - Sha is made of purple clay and features handmade craftsmanship with ancient designs. It diffuses essential oil using ultrasonic technology and creates a serene atmosphere with built-in soothing music & soft LED colours

	<p>The Vector modular wine rack is a local design inspired by geometric structural support used in architecture, technically known as pyramidal lattice truss. The stackable vector requires little material while maximising container space. The product won the “Good Design Award 2015” presented by the Japan Institute for Design Promotion</p>
	<p>These towels were made with Chinese hemp fabrics blended with cotton. Hemp has a long history in the Chinese textile industry. It requires no pesticides or herbicides and is regarded an eco-friendly material</p>
	<p>This easy-to-use indoor gardening gadget is designed by Sebastian Jansson, who was awarded the “Promise of the Year Award” at the Muoto 2013 Gala in Finland. Its active growing technology enables the plant to grow three times faster than normal</p>
	<p>This USB powered mood light Death Star is equipped with a touch switch feature. It is a must-have collectible for Star Wars fans</p>
	<p>The flameless cooking system is lightweight and handy. It is capable of heating food up to 95 degrees, making it an ideal cooking tool for hikers and travelers</p>

Fair Websites

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

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

Gifts & Premium Fair: <http://www.hktdc.com/hkgiftspremiumfair>

Printing & Packaging Fair: <http://www.hkprintpackfair.com>