

To Assignment Editor:

Trade Fairs To Spotlight Housewares, Home Textiles, Gifts And Printing & Packaging Products

Press Conference to Showcase Offerings and Market Trends

5 April 2017 – More than 7,200 exhibitors from 36 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 and Furnishings Fair will take place from 20 to 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 to 30 April while the concurrent Hong Kong International Printing & Packaging Fair (27-30 April) will be staged at AsiaWorld-Expo. These four important marketing and sourcing platforms attracted more than 110,000 global buyers last year.


The fair organiser, the Hong Kong Trade Development Council (HKTDC), will hold a press conference at Harbour City on Tuesday, 11 April, to announce details of the four fairs and update the media on the latest market trends. Select products will also be on display at the press conference. The public are welcome to visit a product showcase to be staged at Harbour City on 11 and 12 April.

We cordially invite you or your representative to cover the press conference. Details as follows:

Date: 11 April (Tuesday)
Time: 3pm-4:30pm
Venue: Ocean Terminal Main Concourse, Harbour City, Tsim Sha Tsui
Emcee: Bella Lam
Speakers: **Benjamin Chau**, Acting Executive Director, HKTDC
Jeffrey Lam, Chairman, Fair Organising Committee, Houseware Fair, Home Textiles and Furnishings Fair and Gifts & Premium Fair
Benson Pau, Chairman, The Hong Kong Exporters' Association

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

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

| | |
|---|---|
|  | <p>Purple Clay Coffee Set</p> <ul style="list-style-type: none"> • YiXing purple clay (Zisha clay) is a unique variety of natural clay from the Chinese mainland • Its fine and sandy texture helps retain the temperature of the beverage held in the container longer than ordinary ceramics • Teapots and coffee sets made of purple clay are highly prized because their unglazed surface absorbs traces of the beverage, creating a more complex flavour |
|---|---|

| | |
|---|---|
|  | <p>Bamboo Foldable Chair</p> <ul style="list-style-type: none"> Presented by Hong Kong exhibitor Bamboo International Holding Co Ltd, one of the exhibitors in the new “World of Building & Hardware” zone at the Houseware Fair Bamboo is an environmentally friendly material with strong regenerative ability |
|  | <p>Natural Indigo Hand Block Printed Cushion Covers</p> <ul style="list-style-type: none"> The traditional “hand block printing” technique is used Wooden blocks are carved with patterns, dipped into the dye and stamped on the cloth |
|  | <p>Multi-function Smart Skincare Bottle</p> <ul style="list-style-type: none"> A flexible design enables the user to carry and use toner or lotion anytime to keep the skin hydrated A built-in skin moisture detector featuring Bluetooth phone connection measures skin moisture in just five seconds |
|  | <p>JIGZLE® DIY furniture</p> <ul style="list-style-type: none"> New product series from local brand Team Green JIGZLE® DIY furniture in interesting animal design, functional and ideal as office and home decorations |
|  | <p>Scented Soy Wax Sachet</p> <ul style="list-style-type: none"> Various colours and scents are available and customisable Exhibitor at the “Startup Zone”, which will make its debut at the Gifts & Premium Fair |

Fair Websites

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

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

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

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

Media Enquiries

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

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