

REPORT ON PARTICIPATION IN

Mega show - Part 2

27-29 Oct' 2014, HONG KONG

Official Expo Title: Asian Gift Mega Show (Part-2)

Edition: 12th Edition

Dates: 27-29 October 2014

Location: Hong Kong Convention &
Exhibition Centre, Hong Kong

1. Background :

India's export to South East Asian countries in 2013-14 was Rs.2,849 million (US\$ 47 million). The product profile of India's jute export basket are: Jute Sacking Bags, Hessian Bags and Yarn of multiple in the traditional sector and jute hand bags/shopping bags and carpets in the diversified sector.

The 12th edition of **MEGA SHOW (PART 2)** in Hong Kong sets the stage for the **GO GREEN!** promotion scheme unveiling **eco-friendly products** portfolio to the Asian market.

Globally, the market for Jute Shopping & Carry bags, Home Furnishings, Jute decoratives has developed into a complex network of value creation and processing and this network continues to refine its structure. The market for JDPs in South East Asia countries holds bright prospect and exposition of specialties including lifestyle jute products in such international events would create further business opportunities.

Hong Kong is renowned for its expansive skyline and deep natural harbor and became the major shipping port for mainland China facilitating trading with other countries. Both the World Trade Organization and Hong Kong contributed largely to the China export business. A revival of external and domestic demand in Hong Kong has led to a strong recovery and strengthened the competitiveness of Hong Kong exports.

Hong Kong is the world's eleventh largest trading entity, with the total value of imports and exports exceeding its gross domestic product. It is the world's largest re-export centre. Much of Hong Kong's exports consist of re-exports, which are products made outside of the territory, especially in mainland China, and distributed via Hong Kong. Even before the transfer of sovereignty, Hong Kong had established extensive trade and investment ties with the mainland, which now enable it to serve

as a point of entry for investment flowing into the mainland. Hong Kong's economy is dominated by the service sector, which accounts for over 90% of its GDP, while industry constitutes 9%. Hong Kong's largest export markets are mainland China, the United States, and Japan. Products include iron ore, Textile Goods, organic chemicals, copper and precious stones etc. are the major export items from India and major exports to India include Electrical machinery, machinery, organic chemicals, iron & steel and steel products.”

2. About The Show:

Kenfair International Limited is a renowned exhibition organiser in Hong Kong. Since its establishment in 1991, Kenfair has been delivering on its mission - to act as “the gateway to achieve business opportunities”. With over a decade’s development and growth, Kenfair International has now become an all-round trade service provider in the region and beyond - from exhibition organisation through trade publications, online sourcing website to business travel services.

Kenfair International’s flagship trade event is the annual Twin-fair, named the “Hong Kong International Toys & Gifts Show” and “Asian Gifts Premium & Household Products”, (also collectively known as the “Mega Show”. The event marked a

significant milestone by receiving the prestigious “UFI-Approved Event” recognition from the Global Association of Exhibition Industry (UFI). To further accommodate the huge sourcing demand during the late October, Kenfair launched the “Mega Show Part 2” in 2003. This show has gathered momentum as the best conclusion to the global big buyers’ year-end sourcing trip to the South China and Asia Pacific.

Ranked as one of the more popular consumer goods exhibition, this edition of Mega Show (Part-2) has offered a great opportunity for consumer goods companies ranging from Textiles to Household products to assess the potential and tap the Chinese market.

3. Special Features:

The edition of MEGA show (Part-2), is held in conjunction with the Home Interiors plus Home Improvement Fair and Office & Stationery Fair in the same premises. The Mega Show (Part-2) displayed the following features:

- Hall 3F - “Asian Housewares & Home Textiles” comprising a wide selection of housewares, home improvement items and home textile products.

- Hall 3G “Asian Giftware” presenting inspirational and design-led gifts and premiums as well as fashion accessories.
- Hall 5F & G - “Asian Stationery” featuring an abundant source of pen, print, back-to-school, paper and office supplies.
- Convention Hall - “Asian Home Décor & Outdoor Living” showing a varied array of interior décor, home decorative furnishing products and all kinds of outdoor living items.

4. Objective of participation:

The objective of NJB’s participation in Mega Show (Part-2)’14 was mainly to promote export sales of jute-based lifestyle products, viz. Jute promotional bags, Jute decoratives and home textile made-up items facilitating participation of jute exporters and to explore the market potential in Hong Kong - South China Asia sourcing circuit.

The participating jute exporters avail the opportunity to make a comprehensive presentation of their specialized products with a view to establishing new trade channels by exploring new markets. Asian Mega Show - the biggest specialized commodity fair, provides opportunity to the exporters to adapt new innovative designs on eco-friendly natural fibre

following the products displayed by the co-exhibitors in the Mega Show.

5. NJB's Participation in 12th edition of Mega Show (Part-2):

As per approved Annual Action Plan for 2014-15, NJB organized participation of jute exporters in Mega Show Part 2 with the presentation of jute diversified products like Jute Carry & Fancy Bags, Made-ups, Home Textiles, etc., both from Mill and informal sector.

• Preparatory Activities :

- (i) NJB booked 69 sq.mtr. furnished (5 booths of 12 sq.mtr each and 1 booth of 9 sq.mtr.) space and remitted the space rent in favour of M/s. Kenfair Intl., Hong Kong.
- (ii) Ken fair Intl., allotted 6 furnished booths with Booth Nos. 3F-A14, 3F-B24, 3F-C26, 3F-C28, 3F-C30, 3F-D29 in "Asian Housewares & Home Textiles" section of Hong Kong Convention & Exhibition Centre.
- (iii) On the basis of applications and export performance, following participants were considered for participation in Mega Show (Part-2) under NJB banner.

Sl. No	Participating Co.	Represented	Booth No./Size
1.	Gloster Limited, Kolkata	Mill Sector	3F-B24/12 sq.mtr
2.	Silktex Exports, Kolkata	Informal Sector	3F-A14/12 sq.mtr
3.	Shree Jute International (India), Srinagar (J&K)	Informal Sector	3F-C26/12 sq.mtr
4.	Lowell Designer's Craft, New Delhi	Informal Sector	3F-C30/12 sq.mtr
5.	Shamppa's Collection, Asansol	Informal Sector	3F-D29/9 sq.mtr

Besides NJB also put up a generic promotion booth (3F-C28) displaying a glimpse of jute diversified products along with pictorial presentation.

- **Advertisement & Publicity:**

- (i) NJB and its constituents' names appeared in the Website of the Mega Fair (Part-2) and also in the Exhibitors' directory published and circulated by the Fair Organiser.
- (ii) NJB's publicity literatures viz.: jute for packaging, lifestyle and jute geotextiles/agro textiles were distributed among visitors.
- (iii) Arranged Press Kit, with detailed write-up about Jute & jute products was placed in the Press centre, along with promotion brochures.
- (iv) Participants' list and was also given to the Press Officials.

- (v) A brief profile about the Jute participants in Mega Show with their contact details was made available to the business visitors.

The Fair Organiser also made extensive publicity and advertisement, prior to the event, through various media & through their partner Fairs, like –

- Advertising in popular industry-specific trade magazines.
- Advertising in major Hong Kong and China's newspapers.
- Advertising through billboards and banners at the Hong Kong International Airport and major railway terminals.
- Ad cards for luggage push-carts used at the Hong Kong International Airport.
- Outdoor publicity activities and massive hand-distribution of promotional leaflets and show-updates to buyers around the venue areas of Canton Fair (in China) and several other trade fairs in Hong Kong.
- Promotional E-mails and direct invitations to international buyers, importers, department stores, retail chains and specialty shops.
- Regular dispatch of show-updates and promotional emails and faxes to target buyers all over the world.

- Special press and media release to generate coverage for the show.
- Special visits to government trade bureaus, chambers of commerce, major importers, industry & trade associations to invite them to the show.
- Non-stop exposure and promotion at the fair official website www.mega-show.com and Kenfair's bi-annual MegAsia trade magazine.

Detail list of Jute participants in the Mega Show (Part-2)

Sl. No.	Participating Co.	Represented by	Products Exhibited
1.	GLOSTER LIMITED 21, Strand Road, Kolkata-700 001, India Tel: +91 33 2230 9601(4 Lines) Fax: +91 33 2231 4222 / 2210 6167 Email: info@glosterjute.com Website: www.glosterjute.com Booth No. 3F-B24	1. Ms. Manidipa Guha 2. Mr. Ayan Sarkar	<ul style="list-style-type: none"> ➤ Jute dyed fabrics ➤ Jute fancy bags ➤ Jute beach bags ➤ Jute made-ups & ➤ Juco bags
2.	SILKTEX EXPORTS 12c, Lord Sinha Road, Shyam Kunj, Ground Floor, Kolkata-700 071, India M: +91 9830035157/+913322828804 Fax: +91 33 2282 6870 Email: prashant@silktextindia.com Booth No. 3F-A14	1. Mr. Prashant Tibrawalla	<ul style="list-style-type: none"> ➤ Jute fancy bags ➤ Jute made-ups & ➤ Jute shopping bags

3.	<p>SHREE JEE INTERNATIONAL (INDIA) 4, Fairlie Place, 1st Floor, Room No.101, Kolkata - 700 001, India Tel: +91 33 2231 6223 Fax: +91 33 2231 6224 Email: shreejeeint@vsnl.net Website: www.shreejeeinternational.com</p> <p>Booth No. 3F-C26</p>	<p>1. Mr. Vinay Jindal 2. Ms. Prerana Jindal</p>	<ul style="list-style-type: none"> ➤ Jute shopping bags ➤ Jute promotional bags ➤ Jute ladies bags
4.	<p>LOWELL DESIGNER'S CRAFT A-1/7, Dekora House, Krishna Nagar, Delhi - 110051, India M: +919250835872 / Tel: +91 11 22004752 Fax: +91 11 22004752 Email: info@lowellcraft.com Website: www.lowellcraft.com</p> <p>Booth No. 3F-C30</p>	<p>1. Mr. Yashwant Gupta 2. Ms. Seema Gupta</p>	<ul style="list-style-type: none"> ➤ Jute shopping bags ➤ Jute promotional bags & accessories ➤ Jute designers' bags in combination with textiles fabrics. ➤ Embroidery handcrafted bags.
5.	<p>SHAMPPA'S COLLECTION Sananda Apartment, Ground Floor, Lower Chelidanga, Asansol - 713 304, Dist.- Burdwan, West Bengal, India M: +91 9434662677 Email: shamppas@gmail.com Website: www.shamppascollection.com</p> <p>Booth No. 3F-D29</p>	<p>1. Ms. Sampa Banerjee 2. Mr. Debdas Banerjee</p>	<ul style="list-style-type: none"> ➤ Jute curtains ➤ Jute cushion covers ➤ Jute table mats ➤ Jute blended cloths

• Visitors to the Jute Pavilion:

Visitors' turn out to the generic promotion/information Booth and the flow of the buyers to individual jute stalls was satisfactory. Visitors enquiring for Jute materials like Jute Geo-Textiles, Jute Mattings, Jute Wall decoratives, Jute fabrics, etc.,

were provided with right supplier source. Some of the buyers were keen to know jute as environment/natural products and they were given write-up/information on jute and guided to browse websites of various Indian organisations for development of jute.

- **Participants' Feedback:**

The diversity of Jute products displayed by the participants made a good impression to the trade visitors. Participants reported to have booked satisfactory business transactions apart from receipt of serious enquiries and forging useful contacts for future business relationship.

The summary of responses from the Jute participants are listed below:

- **According to M/s. Gloster Limited:**

Participation in 2015, yet to be decided, subject to confirmation of Business. Participation in MEGA Show is Productive. Business under Negotiation: US\$: 60,000

- **According to M/s. Silktex International:**

Satisfied with the types of buyers visited their stall. Participation in this Fair is good. Interested to participate, in MEGA show,

2015 also. Business under Negotiation: USD : 22000 Business Finalized: US\$: 8,000

- [According to M/s. Sreejee International:](#)

MEGA'10 is Good show. We may participate in October 2015 show. Business under Negotiation: US\$ 30,000.

- [According to M/s. Lowell Designer Craft:](#)

Fair is good. Planning for participation should be decided at earliest. Last moment confirmation for participation have less time to arrange for latest sample & other requirements to attend. Yes will try again for participation in Mega (Part 2) Oct' 2015 show. Business under Negotiation: US\$: 2,000

- [According to M/s. Shamppa's Collection:](#)

Good place to get international orders under one roof. Various products displayed so that one can know the choice of the buyers. Wish to participate in Mega Show 2015. Business under Negotiation: Under Process

- [Business turnout:](#)

- [Immediate / Preliminary :](#)

Following participation, 5 Jute exporters reported to have booked business valued at US\$ 8,000 on the spot and

negotiated business of US\$ 1,14,000. This is revealed from the first activity report of the participants. Following table will give details of volume of business:

Sl. No.	Participating Co.	No. of visitors	No. of Enquiries received	Business Finalised (USD)	Business under Negotiation (USD)	Visitors from countries
1	Gloster Ltd., Kolkata	30	20	-	60,000	Spain, Malaysia, U.K, UAE, U.S.A, Ireland, Denmark & Korea
2	Silktex, Kolkata	16	12	8,000	22,000	S. Africa, Germany, Australia, Canada, USA, U.K, France & Italy
3	Sreejee Intl., Srinagar	25	25	-	30,000	Hong Kong, USA, UK, Germany, Spain & Greece
4	Lowell Designers, Kolkata	50	10	-	2,000	France, Spain, Hong Kong, Japan, U.K., USA
5	Shamppa's Collection, Kolkata	3	3	-	-	France, Mexico, Hong Kong
	Total :			US \$ 8000	US \$ 1,14,000	

6. Assessment of the Fair :

The total number of exhibitors in Mega Fair were 596, of which 327 exhibitors were from China, 120 from Hong Kong , 94

from Taiwan, 24 from India, 9 from Vietnam, 7 from Philippines and other exhibitors were from South Korea, Bangladesh, Pakistan, Thailand, Indonesia, U.K., Belgium and Denmark.

The 3-day show attracted a total of 13,437 buyers and professional traders from 110 countries and region. Significant turnout of buyers were from Hong Kong (4748), China (1557), USA(849), Japan(615), Germany (432), Australia (387), UK(373), Italy (307), France(302), Canada(283).All these 10 countries accounted for (9849 buyers) 73% total buyers visited the Fair. Considering significant buyers turnout from Europe, it is relevant to quote the new “Green” initiatives proposed and implemented within the EU, will likely become a universal norm of green development. According to the Europe 2020 strategy recently put forward by the European Commission, the EU is striving for sustainable growth by promoting a more resource efficient, greener and more competitive economy.

While the EU economy is still struggling to recover from the global recession, European consumers are increasingly thinking “green” in their buying decisions. According to a survey, more than 90% of them have had the experience of buying environmentally friendly products. Their increasing willingness to pay a premium for green products also tells manufacturers to

think beyond price and quality and make green products more than like-for-like alternatives. European consumers have developed preference for green-products, leaving a greater burden of proof on the sellers to prove the value of their green offerings through widely recognised Eco-labels.

From the year, 2010, it is a key period for companies manufacturing in, exporting to, or distributing in the EU to strictly comply with new mandatory green manufacturing rules. This not only reflects the higher importance of environmental performance of a product placed by European consumers, but also sheds new light on the pursuit of green consumerism with implications for manufacturers to develop green products for more sustainable consumption.

According to estimation made by Kenfair - the Fair Organiser that Mega Show attracted 13,437 buyers and professional traders from 110 countries and regions. The feedback received from the buyers was that Mega Show (Part 2) fits their sourcing programme for house ware, home decor items. The right timing of the Part 2 Show perfectly fits their trip to the Canton Fair. The event had a satisfactory visitors' turnout.

7. Hong Kong Going “GREENER”:

Use of plastic bags in Hong Kong has come down drastically - by nearly 90 percent - in the last one year, since the ban by Hong Kong Government was put into force in July 2009 through a “plastic-bags-fine” scheme. The fine on plastic shopping bags is the first such scheme implemented under the state’s “Product Eco-responsibility Ordinance”, and covers about 3,000 chain supermarkets, convenience stores and health and beauty stores. According to Mr. Edward Yau, Hong Kong’s Environment Secretary, “Many people are putting green living into practice by using fewer plastic shopping bags and bringing their own Bag”. Noting that indiscriminate use of plastic shopping bags had always been one of Hong Kong’s major waste-management problems, Mr. Yau asked citizens to continue not asking for plastic shopping bags and to think twice before disposing them of.

Many other organisations have also started demonstrating the ill effects of use of Plastic bags, and create awareness among the General Public.

8. Conclusion:

Here is the opportunity for jute. The target group needs to be identified who could take up the responsibility of popularising natural environment products in various sectors. It is believed that continuous and consistent implementation of market promotion activities in association with the identified stakeholders will bring home the best results. Hong Kong being an important centre for international trade, would be the appropriate hub for expansion of business on environment natural products. Indian jute industry may come up to grab the opportunity by building up a sound supply base of jute innovative products in conformity with new mandatory green manufacturing rules of EU and Eco responsibility ordinance scheme of Hong Kong.

National Jute Board (NJB) may continue to facilitate participation of such jute manufacturer exporters in bigger scale. Efforts may also be made for splendid display of environment friendly jute products in the well decorated. Indian Jute Pavilion highlighting positive attributes of jute in association with the international business stakeholders and environment group.