

# POST SHOW REPORT

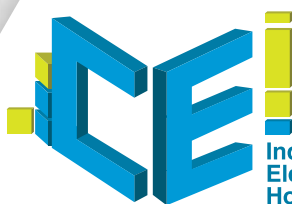


@ Home World Expo

**FUTURE LIVING**

[www.athomeworldexpo.com](http://www.athomeworldexpo.com)

## CONCURRENT SHOW



India Consumer  
Electronics &  
Home Appliances  
Exhibition

[www.ceifair.com](http://www.ceifair.com)

**22 | 23 | 24**

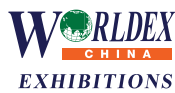
**November, 2018**

Bombay Exhibition Center,  
Mumbai

## Organised by



## Co-organisers



## Industry Partner



## Supporting Organisations



## Trade Support



## Media Partners



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**POST SHOW  
REPORT  
2018**



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## FACTS AND FIGURES

<b>Show</b>	<b>@Home World Expo - FutureLiving</b>
<b>Concurrent Shows</b>	<b>India Consumer Electronics &amp; Home Appliances Exhibition (CEI)</b> <b>The 16th China Products (Mumbai India) Exhibition</b>
<b>Dates</b>	22-24 November, 2018
<b>Venue</b>	Bombay Exhibition Center, Hall No. 3
<b>Concurrent Events</b>	Business networking conference – <b>China (Guangdong) – India Economic &amp; Trade Conference</b>
<b>Organisers</b>	SingEx Exhibition Pte. Ltd. – Singapore Worldex India Exhibition & Promotion Pvt. Ltd.
<b>Co-Organisers</b>	Worldex-Singex Exhibitions (Guangzhou) Co., Ltd.
<b>Industry Partner</b>	Federation of Indian Chambers of Commerce and Industry (FICCI)
<b>Supported by</b>	<ul style="list-style-type: none"> <li>• Bangladesh Handicrafts Manufacturers &amp; Exporters Association</li> <li>• Federation of Indian Export Organisations (FIEO)</li> <li>• Retailer Association of India (RAI)</li> <li>• IMC Chamber of Commerce and Industry (IMC)</li> <li>• India China Chamber of Commerce and Industry (ICCCI)</li> <li>• All India Industry Association (AIAI)</li> <li>• Small &amp; Medium Business Development Chamber of India</li> <li>• Association of Furniture Manufacturers &amp; Traders (India)</li> <li>• Franchising Association of India (FAI)</li> </ul>



## FACTS AND FIGURES

### Supported by

- Franchising Association of India (FAI)
- Electronic Security Association of India (ESAI)
- Federation of Rajasthan Trade & Industry (FORTI)
- Women Entrepreneurs Consortium of India (WECI)
- Buy For Me (BFME)
- Udaipur Chamber of Commerce & Industry (UCCI)
- Jodhpur Handicrafts Exporters Association (JHEA)
- Indian Importers Chambers of Commerce & Industry (IICCI)
- All India Stainless Steel Industries Association (AISSIA)

### Media Partners

- Dogs and Pups Magazine (India)
- Buddy Life (India)
- 99 Lighting & Solar – Journal (India)
- CW Interiors (India)
- Zingy Homes (India)
- Interiors & Décor (India)
- Asia Trade Hub (India)
- Ambiente (India)
- Buy For Me (India)





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## FACTS AND FIGURES

<b>Country Pavilions</b>	India, Thailand, China, Bangladesh & Hong Kong.
<b>Number of Booths</b>	250+ Booths
<b>Exhibitors' Profile</b>	Décor, Decorative Furniture, Tableware & Glassware, Kitchen Essentials & Bathroom Accessories, Smart Lighting, Wellness, Pet Supplies, Adventure & Fitness
<b>Buyers</b>	9400+
<b>Buyers' Profile</b>	Retailers, Architects & Interior Designers, Large Format Retailers, E-Tailers, Importers, Retail Chain Aggregators, Buying & Trading Houses, Distributors & Dealers, Wholesalers & Agents, Corporate Sourcing Heads, Government Procuring Agency, Trade Association, Brand Owners, SME & MSME, Manufacturers, Franchisors.
<b>Buyers' Countries</b>	India, Thailand, China, Bangladesh, Hong Kong, Malaysia, UAE, West Indies, Nepal, Qatar, Turkey, United State of America, United Kingdom, Japan, Vietnam, Australia.
<b>Admission</b>	For Professional Trade Buyers with Valid Business Cards Only.





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## SHOW SUMMARY

**@Home World Expo – Future Living** along with **India Consumer Electronics and Home Appliances Exhibition** and **The 16th China Products (Mumbai India) Exhibition** took place at Bombay Exhibition Center, Goregaon, Mumbai, on 22nd - 23rd - 24th November 2018. The inaugural edition was a grand success with international and domestic presence.

### ABOUT @HOME WORLD EXPO



India's latest home and design exhibition is a unique hotspot for interior trends and design highlights including domestic and international exhibitors and brands. @Home presents a world of diversity in Home Décor, Furniture and Home Dining areas. It offers a comprehensive overview as well as provides insights into the market.



@Home is where aesthetics and commerce come together, creating a unique business hub for Indian and international exhibitors.



Visitors greatly appreciate one-on-one interactive meetings and the customised advice, which has become all the more relevant in today's digital and anonymous business environment.



Visitors enjoy the beautiful and varied designs showcased in various design showcases. A truly international platform, @Home is positioned as a strategic converging event for manufacturers from all over the world who would like to showcase their comprehensive range of products and designs to India's top importers, chain stores, hyper markets, trading houses, e-retailers, agents and distributors.



@Home is a focused integrated platform for products, offering comprehensive solutions and fulfils all requirements via focused sectors. @Home will see companies present the latest homeware concepts, trends, technology, innovations and equipment.



The @Home platform invites you to participate in international country pavilions, launch your latest products and innovations and expand your business network into India – one of the world's largest and fastest growing consumer markets.



In India's huge domestic market @Home will help you identify potential business partners, showcase new novelties for target groups, meet and network with large trading houses, discover new selling opportunities and enhance your brand image.



@Home, as a global convergence hotspot with international exhibitors makes it a truly international B2B sourcing event for the discerning Indian buyer.



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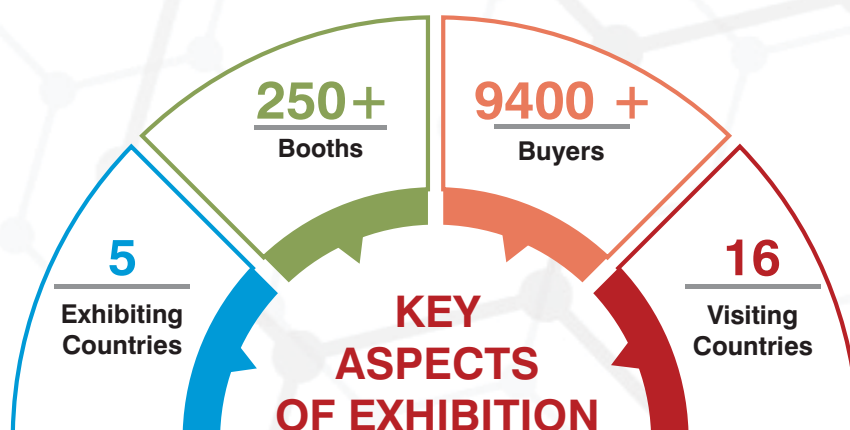
## SHOW SUMMARY

### OPENING CEREMONY

@Home World Expo – Future Living along with India Consumer Electronics and Home Appliances Exhibition and The 16th China Products (Mumbai India) Exhibition was inaugurated by Mr. Huang Haiguang, Vice Inspector, China Council for the Promotion of International Trade Guangdong Committee; Mr. Wiwat Hirunpruk, Director of Business Development Department, Thailand Textile Institute; Mrs. Zhao Caixia, Director, Economy Development and Promotion Center of Economic Service Bureau of Shenzhen Guangming New District; Mr. Qi Yilong, General Manager, Worldex-SingEx Exhibitions (Guangzhou) Co., Ltd; Mr. Wen Zhibin, Vice General Manager, Worldex-SingEx Exhibitions (Guangzhou) Co., Ltd.; Mr Rajesh Bhagat, Managing Director, Worldex India Exhibition & Promotions Pvt. Ltd.; Mr. Shi Yadong, General Manager, Shenzhen CZE World Trade Exhibition Co., Ltd.; Mr. Zhou Yonhyang, Integrated Department of Economy Development and Promotion Center of Economic Service Bureau of Shenzhen Guangming New District; Mr. Deepak Mukhi, Head, FICCI - Maharashtra State Council – Federation of Indian Chambers of Commerce and Industry; Mr. Deepak Pasricha, Senior Assistant Director – East Asia, Federation of Indian Chambers of Commerce and Industry; Mr. Kumar Rajagopalan, CEO, Retailers Association of India; Ms. Saakshi Kulkarni, Director, SME Chamber of India; Mr. Ravi Dalmia, Hon Treasurer, India China Chamber of Commerce & Industry; Mr. Chirag Shah, Proprietor, Yash Electronics; Mr. Sunil Agarwal, Partner, Vinod Cookware.

### SEMINAR

A business networking conference was organised by China Council for the Promotion of International Trade (CCPIT) on 22nd November 2018. The topic of the Business Networking Conference was China (Guangdong) – India Economic & Trade Conference. The keynote speakers were Mr. Liu Rizhi, Vice Chairman of Chinese People's Political Consultative Conference (CPPCC) Guangdong Committee; Mr. Deepak Mukhi, Head, FICCI – Maharashtra State Council – Federation of Indian Chambers of Commerce and Industry; Mr. Chandrakant Salunkhe, Founder President, SME Chamber of India.





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## EXHIBITOR FEEDBACK

### @HOME WORLD EXPO

**Wiwat Hirunpruk, THTI (Thailand)**

*"On the first day itself we had over 30 positive inquiries with regards to buying and selling our fabric. On this international platform buyers are attracted seeing Thailand and its products here and are interested in doing business with us."*

**Shameem Jahangir, SJR Crafts Ltd. (Bangladesh)**

*"This is a good platform. We actually came here to learn about the market but the response we are getting is so positive that we are planning to exhibit next year and also bring other companies from Bangladesh to participate in 2019."*

**Rishi Hara, Union Home Furniture**

*"It is our first visit to this show and we are quite happy to have come here. It gave us exposure to traffic that's coming in from local Mumbai and other parts of India such as store owners & interior design firms. We exhibit all over the world and we like the fact that you are giving a platform where Indian art and materials are put on display for Indian people instead of being exported right away. People are surprised that this kind of quality is available in the Indian market and are pleased to see us and our products here."*

**Ashwin Vora, Avon Appliances Pvt. Ltd.**

*"We like the footfall and buyers who visited us at this show. We had retailers, e-commerce companies and wholesalers coming and visiting us here."*

**Nehal Ganatra, Bhalaria Metal Craft**

*"You have created a unique concept where producers from the world's two great industrial nations are exhibiting their products on a common platform. For us, the positive is that we have had genuine business people coming in confirming that this show is a genuine B2B exhibition."*

**Ajay Agarwal, Vinod Cookware**

*"Our experience is good as we have had new customers coming in. The good part is that previously these customers only used to visit Chinese companies but are now also coming to us. Buyers who were not sure whether Indian companies could match up to Chinese standards in terms of quality and volume came to know that Indian companies can match up to international standards. Even people who were not into cookware got interested after visiting and have decided to tie up with us for marketing schemes, dealer production schemes, etc. Thus we have extended our platform from just retail into other areas as well."*

**K. K. Singh, Urban Carnival**

*"This is an excellent platform for the domestic market as we had good response from buyers as well as interior designers visiting us. Overall genuine inquiries were generated at this show."*

**Nishant Karande, Bhanoba Enterprises**

*"We have received good response with genuine buyers coming to interact with us including supermarkets, retailers, wholesalers, etc."*



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## BUYER FEEDBACK

**Lyndon Pinto**, Business Manager –  
International Sourcing, Future Retail Ltd.

*"I liked the diversity and different industry categories here. I was able to meet with footwear, yoga accessories and fabric manufacturers from different parts of China at this one location itself, so I am quite pleased with this show."*

**Ray Ng**, Managing Director, WLS Furnishing Sdn Bhd, Malaysia,

*We really appreciate your hard work in organizing such a great event. This event was very useful in enhancing our supplier base and request you to organize the similar events in future with more number of suppliers and product range.*

**Ibrahim Hossen**, Director Sales, Youth Technology, Bangladesh

*This is a good initiative by Worldex India to bring all suppliers from across Asia and India on one platform to create business opportunities for businessmen. We met many quality suppliers here and are in the process of initiating business with them.*

**Aniruddha Yadav**, Business Head, Avelar Trading LP Ltd., UAE

*I am very happy I came to the show as it is well organized, well planned and most importantly for me it is a one stop solution for retailer.*

## TOP VISITED BRANDS





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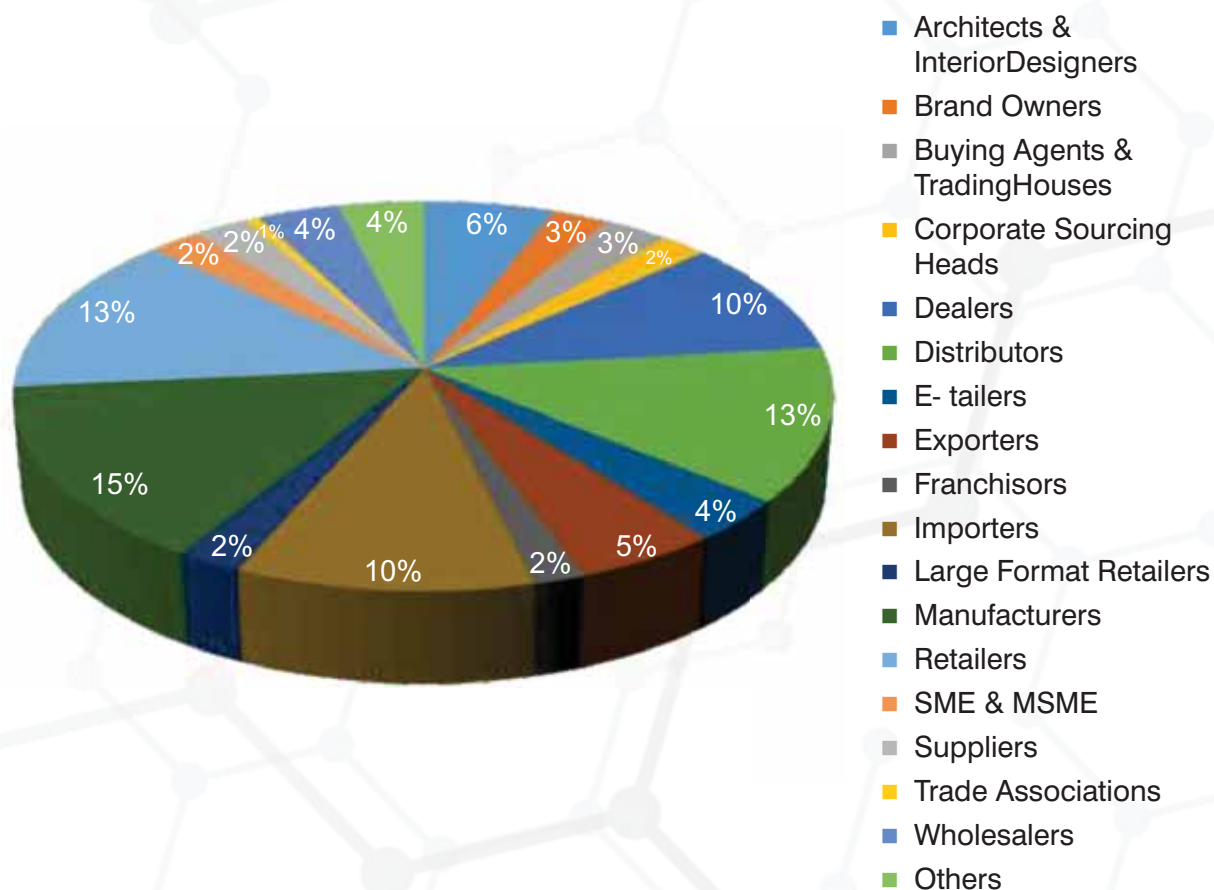


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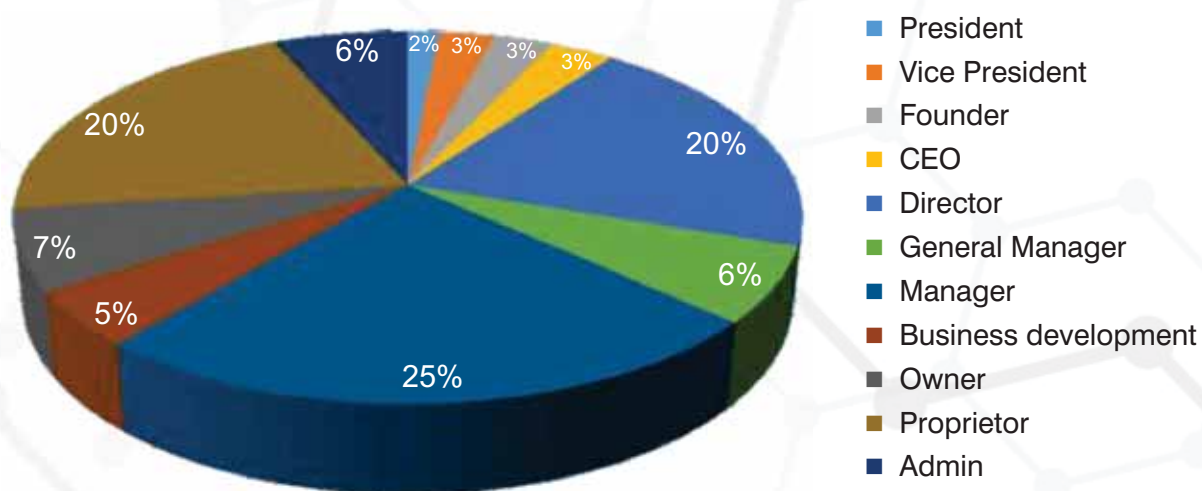
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## BUYER REPORTS

### Buyers' Nature of Business

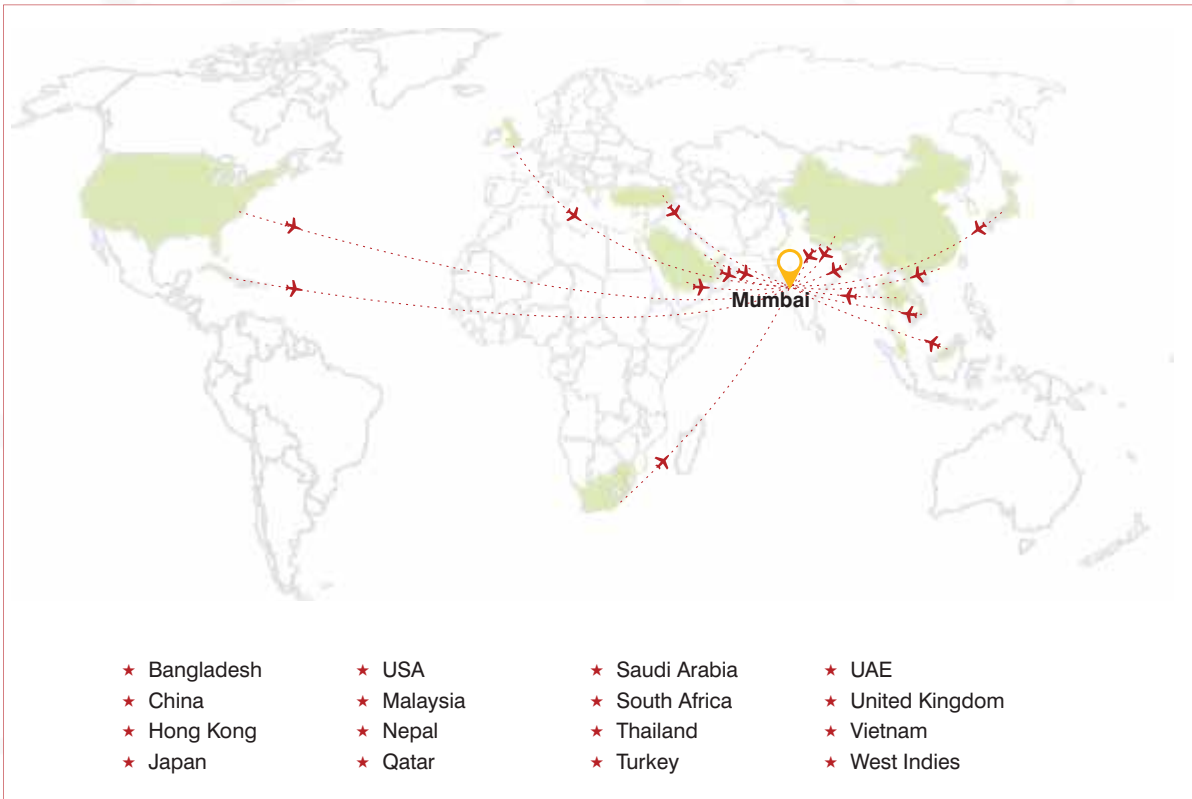


### Buyers' Profile

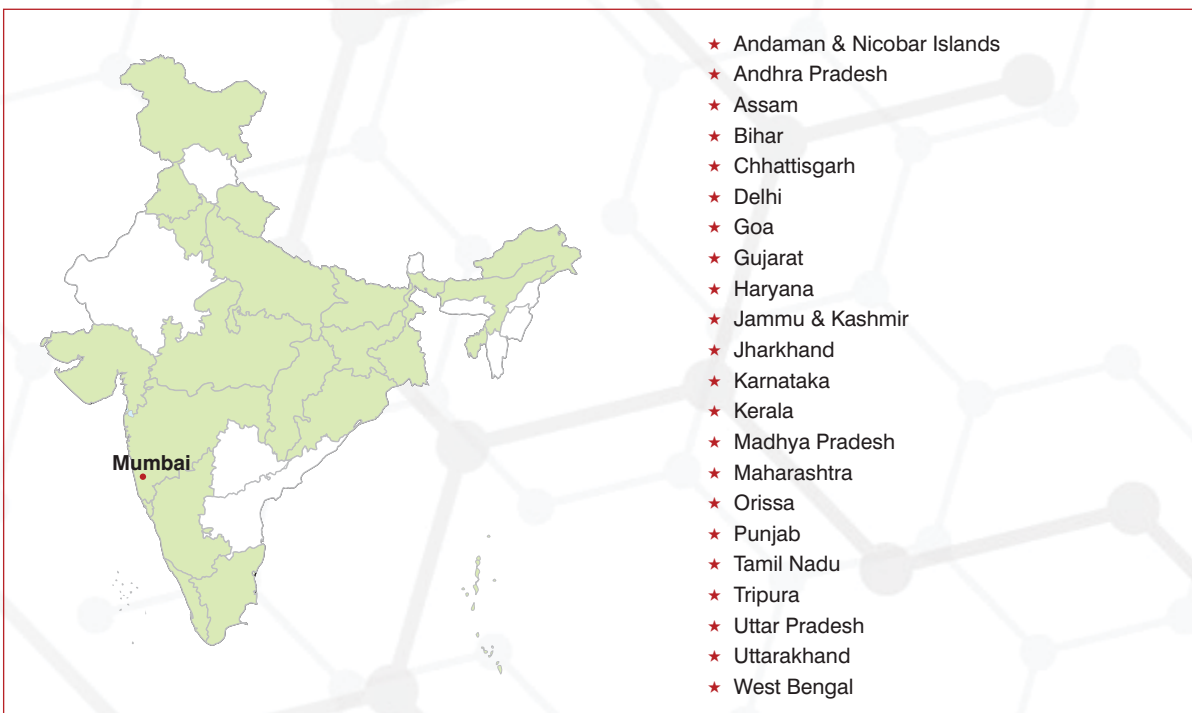


## BUYER REPORTS

### International Buyers from 16 Countries



### Buyers from 21 Indian States



## PHOTO GALLERY

### OPENING CEREMONY



(From R to L) **Mr. Naz Wen**, Vice GM, Worldex Singex Exhibitions Co., Ltd.; **Ms. Arti Bhagat**, Director, Worldex India Exhibition & Promotion Pvt Ltd.; **Mr. Wiwat Hirunpruk**, Director of Business Development Department, Thailand Textile Institute; **Ms. Saakshi Kulkarni**, Director, SME Chamber of India; **Mr. Kumar Rajagopalan**, CEO, Retailers Association of India; **Mr. Qi Yilong**, GM, Worldex-SingEx Exhibitions (Guangzhou) Co., Ltd; **Mr. Rajesh Bhagat**, MD, Worldex India Exhibition & Promotion Pvt Ltd.; **Mr. Huang Haiguang**, Vice Inspector, China Council for the Promotion of International Trade Guangdong Committee; **Ms. Zhao Caixia**, Director, Economy Development and Promotion Center of Economic Service Bureau of Shenzhen Guangming New District; **Mr. Shi Yadong**, GM, Shenzhen CZE World Trade Exhibition Co., Ltd.; **Mr. Ravi Dalmia**, Hon Treasurer, India China Chamber of Commerce & Industry; **Mr. Zhou Yonhyang**, Integrated Department of Economy Development and Promotion Center of 'Economic Service Bureau of Shenzhen Guangming New District'; **Mr. Deepak Mukhi**, Head, FICCI - Maharashtra State Council - Federation of Indian Chambers of Commerce and Industry; **Mr. Chirag Shah**, Proprieter, Yash Electronics; **Mr. Deepak Pasricha**, Senior Assistant Director – East Asia, Federation of Indian Chambers of Commerce and Industry; **Mr. Sunil Agarwal**, Partner, Vinod Cookware.;



Welcome remarks by **Mr. Rajesh Bhagat**, Managing Director, Worldex India Exhibition & Promotion Pvt. Ltd. & Organiser of the Show



Lamp Lighting Ceremony



VIP Tour of the Exhibition



**Mr. Wiwat Hirunpruk**, Director of Business Development Department, Thailand Textile Institute with **Ms. Arti Bhagat**, Director - Worldex India Exhibition & Promotion Pvt. Ltd.

## PHOTO GALLERY

### REGISTRATION





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## PHOTO GALLERY

### BRANDS @ EXHIBITION





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## PHOTO GALLERY

### BRANDS @ EXHIBITION





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## PHOTO GALLERY

### EXHIBITION





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## PHOTO GALLERY

### EXHIBITION





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## PHOTO GALLERY

### EXHIBITION





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REPORT**MEDIA COVERAGE****TRADE MAGAZINES**

Magazines	Issue	Country
Safe Secure	Sept-18	India
Lighting India	Sept-Oct-18	India
Furniture Design & Technology	Sept-Oct-18	India
Popular Plastics & Packaging	Oct-18	India
Electronics Maker	Oct-18	India
Electronics Bazar	Nov-18	India
Food & Beverages Processing Magazine	Oct-18	India
Processed Food Industry	Nov-18	India
FHRAI	Oct-18	India
Bruhat Bangalore Hotels Association (Regd.)	Nov-18	India
Engineering Review	Oct-18	India
BAI	Oct-18	India
Hotel Business Review	Sept-18	India
Dogs and Pups Magazine	July-Sept-18; Sept-Nov-18	India
Buddy Life	July-Sept-18; Sept-Nov-18	India
99 Lighting & Solar - Journal	Sept-18	India
Interiors & Décor	Aug-Sept-18; Oct-Nov-18	India
Business Digest	Oct-Nov 18	India
IMC Annual Report	Oct-18	India

**NEWSPAPERS**

Publication	Edition	Date
Times of India	Kolkata	22-Oct-18
Times of India	Mumbai	23-Oct-18
Times of India	Delhi	23-Oct-18
Times of India	Bengaluru	23-Oct-18
Times of India	Chennai	23-Oct-18
Times of India	Pune	23-Oct-18
Times of India	Jaipur	23-Oct-18
Times of India	Hyderabad	26-Oct-18
Times of India	Kolkata	19-Nov-18



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Publication	Edition	Date
Times of India	Mumbai	20-Nov-18
Times of India	Delhi	20-Nov-18
Times of India	Bengaluru	20-Nov-18
Times of India	Chennai	20-Nov-18
Times of India	Pune	20-Nov-18
Times of India	Mumbai	21-Nov-18
Times of India	Mumbai	22-Nov-18
Times of India	Jaipur	20-Nov-18
Economic Times	Kolkata	23-Oct-18
Economic Times	Jaipur	23-Oct-18
Economic Times	Pune	24-Oct-18
Economic Times	Mumbai	25-Oct-18
Economic Times	Bengaluru	25-Oct-18
Economic Times	Chennai	25-Oct-18
Economic Times	Hyderabad	25-Oct-18
Economic Times	Delhi	26-Oct-18
Economic Times	Mumbai	15-Nov-18
Economic Times	Bengaluru	15-Nov-18
Economic Times	Chennai	15-Nov-18
Economic Times	Hyderabad	15-Nov-18
Economic Times	Delhi	16-Nov-18
Economic Times	Kolkata	20-Nov-18
Economic Times	Jaipur	20-Nov-18
Economic Times	Mumbai	21-Nov-18
Economic Times	Mumbai	22-Nov-18
Economic Times	Pune	21-Nov-18
Gujarat Samachar	Mumbai	23-Oct-18
Gujarat Samachar	Surat	23-Oct-18
Gujarat Samachar	Rajkot	23-Oct-18
Gujarat Samachar	Ahmedabad	23-Oct-18
Gujarat Samachar	Kutch	23-Oct-18
Gujarat Samachar	Vadodara	23-Oct-18
Gujarat Samachar	Mumbai	19-Nov-18
Gujarat Samachar	Surat	19-Nov-18
Gujarat Samachar	Rajkot	19-Nov-18
Gujarat Samachar	Ahmedabad	19-Nov-18



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Publication	Edition	Date
Gujarat Samachar	Ahmedabad	19-Nov-18
Gujarat Samachar	Kutch	19-Nov-18
Gujarat Samachar	Vadodara	19-Nov-18
Gujarat Samachar	Mumbai	21-Nov-18
Gujarat Samachar	Mumbai	22-Nov-18
Business Standard	Mumbai	22-Nov-18
Hindustan Times	Mumbai	22-Nov-18

**ONLINE BANNER**

Link	Country
<a href="http://www.10times.com">www.10times.com</a>	India
<a href="http://www.b2btradeshows.net">www.b2btradeshows.net</a>	India
<a href="http://www.expocheck.com/en">www.expocheck.com/en</a>	Germany
<a href="http://www.expohour.com/events/Nov">www.expohour.com/events/Nov</a>	India
<a href="http://internationalfair.in">http://internationalfair.in</a>	India
<a href="http://www.tradeindia.com/TradeShows">www.tradeindia.com/TradeShows</a>	India
<a href="https://www.tsnn.com">https://www.tsnn.com</a>	USA
<a href="http://www.tofairs.com">www.tofairs.com</a>	India
<a href="http://www.clocate.com">www.clocate.com</a>	Israel
<a href="http://www.showsbee.com">www.showsbee.com</a>	China
<a href="http://www.townscript.com">www.townscript.com</a>	India
<a href="http://www.meraevents.com/dashboard">www.meraevents.com/dashboard</a>	India
<a href="http://www.tradeshowalerts.com">www.tradeshowalerts.com</a>	India
<a href="http://www.indiaeve.com">www.indiaeve.com</a>	India
<a href="http://www.eventbrite.com">www.eventbrite.com</a>	USA
<a href="http://www.jimtrade.com">www.jimtrade.com</a>	India
<a href="http://www.eventsget.com">www.eventsget.com</a>	India
<a href="http://www.eventmaxima.com">www.eventmaxima.com</a>	India
<a href="http://www.99business.com">www.99business.com</a>	India
<a href="http://www.hook2events.com">www.hook2events.com</a>	India
<a href="http://www.expodatabase.com/service/kontakt">www.expodatabase.com/service/kontakt</a>	Germany



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## MEDIA COVERAGE

### NEWSPAPERS

#### THE TIMES OF INDIA

22nd October, 2018, Kolkata



23rd October, 2018, Kolkata



#### Business Standard

22nd November, 2018, Mumbai



#### hindustantimes

22nd November, 2018, Mumbai



23rd October, 2018, Bhavnagar, Vadodra, Bhuj,  
Ahmedabad, Rajkot, Surat & Mumbai





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## MEDIA COVERAGE

### TRADE MAGAZINES





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## ONLINE MEDIA

### PRESS RELEASE





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## ONLINE MEDIA

## PORTALS/WEB BANNERS



## Dogs &amp; Pups



Retailers Association of India (RAI)





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## SOCIAL MEDIA CAMPAIGN

### FACEBOOK POSTS





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## SOCIAL MEDIA CAMPAIGN

### INSTAGRAM POSTS



## HOARDINGS





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**14-15-16**  
**November 2019**  
Bombay Exhibition Center  
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## Our Network

Italy

China

South Korea

Pakistan

Nepal

Taiwan

India

Bangladesh

Hong Kong

Thailand

Sri Lanka

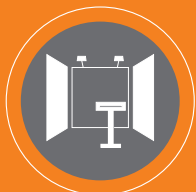
Singapore

**Worldex India** A vertically integrated company and a one-stop solutions provider. We offer a large range of services and also deliver independent services for optimum results.

**Worldex India** is also South Asia Consultant of Hong Kong Trade Development Council (HKTDC). Also represents China Council for the Promotion of International Trade (CCPIT) & Taiwan Textile Federation (TTF) for their trade promotion activities in South Asia Region.

## Gateway to Global Trade

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### Exhibitions

Show Organisers  
Show Management  
Consultants  
Show Representatives  
Stand Construction  
Vendor Management  
Design & Printing  
Logistics Support

### Our Core Services



### Marketing

Trade Exhibitions  
Buyer-Seller Meets  
Business Missions  
Business Matching  
Seminars & Conferences  
Social Media  
Digital Marketing  
Telemarketing  
Online Promotions



### Trade Promotions

PR Management  
Print Advertising  
Website Designs  
Mobile Apps  
Interactive Media  
Publications  
E-commerce



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