

The Region's **19th** World Expo & Conference

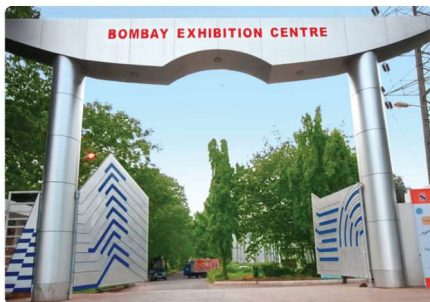


India's Annual Business & Trade Fair for:

- Textiles - Cotton, Silk, Jute, etc.
- Interiors - Offices & Homes
- Gifts & Lifestyle Products
- SSI & Rural Industries
- Natural Products
- Home Decor
- Handicraft
- Handloom
- Furniture
- Services
- Design
- MSME
- Khadi & more



**13 - 15 MARCH 2024, BEC
NESCO, GOREGAON (E), MUMBAI**



SPECIAL THANKS



MINISTRIES OF GOVERNMENT
OF INDIA & THE STATES



THE CHAMBER FOR IMPORT,
EXPORT & HEALTH

Concurrent Show



www.ihfindia.in



MUMBAI 2020: INDIA'S EXCLUSIVE B2B EVENT

The COVID pandemic had ensured brakes for a while, but India is now ready to reboot & unlock. As normalcy returns, businesses cannot wait for the vaccine and need to slowly, but steadily - RESTART. Thankfully, **The 18th Edition of IHF INDIA 2020 - INTERIORS, HOME & FURNITURE World Expo & Conference** was scheduled like last year from **3 - 5 December 2020** and so it will be at the same venue - **Bombay Exhibition Center, Goregaon East, Mumbai**. It is the ultimate exclusive Home & Lifestyles business event for every brand or stakeholder in the houseware industry to meet and interact. The idea being to sell, source, market & survey the latest in decor & design.

What makes this one different? A firm resolve to make the Aatmanirbhar Bharat dream - a Reality. How?

By ensuring from over 500 cities & towns - More action. More sales. More contacts. More business. More networking. More Learning ... And to get this done, we have - More marketing & media. More & better quality target-audience. More architects, designers, decorators & experts. More professionals, institutional buyers and key purchasers from the industry & trade. More foreign & Indian business visitors for luxurious & premium lifestyle products. More MNCs, manufacturers, market-leaders, distributors, wholesalers, importers, exporters, producers, retailers, traders, etc. So what are you waiting for? Decide to exhibit and benefit from the early-bird rates upto September 2020



PEDIGREE

IHF INDIA 2020 is a trade show that does not claim to be the biggest. Rather, it's a mega business event where innovation, branding & the latest trends dominate. The expo is positioned to address the needs of Indian/Foreign businesses & can open avenues for you to the multi-crore indigenous market. It is also a specialized international expo, showcasing MNCs & Indian market leading brands. Meet your target audience in the ideal plush ambience of a star business environment.

Producers, Associates, Partners & Media

IHF INDIA 2020 comes to you from - The Trinity Group, who are pioneers in India and foreign countries of international B2B expos & conferences with over 25 years of expertise. This event has been supported by The Chamber for Import, Export & Health Registered for Promotion of Commerce, with Government of India & State Government agencies, associations & media too.



Trinity's 2019 Edition of IHF INDIA World Expo & Conference

PARTNERS, SPONSORS & ASSOCIATES

Exhibitors are our Partners, but for those majors who seek bigger branding and exposure, we have Sponsorships with varying degrees of branding possible - from maximum to minimum depending value of contribution. We have packages - Ranging from Rs. 1 - 10 Lakhs for Logo Presence or Online Promos in our wide in-venue, outdoor, print & web campaigns such as Awards, EDMs, Invites, Banners, Posters, Hoardings, Advertisements, Online, Awards, etc. which are customised as per your budget. . Do get in touch for more info.



IT DOES NOT GET BIGGER THAN THIS !



HIGHLIGHTS

- 3 Business Days
- World Class Venues
- 5000 Key Purchasers
- Industry's Best Awards
- Demos, & Displays
- Professionals Luncheon Networking
- Conference, Seminars & Workshops
- International Marketing & Delegates
- Allied Industries & Product Launches
- Gala Dinner for Industry's Who's Who
- Cutting-edge Technologies & Machines
- World Market Leaders & Industry Brands
- Interaction with Government & Stakeholders
- Meetings with Members of Associations, etc.
- Thousands of Buyers & Visitors over 3 Days



EXHIBITOR PROFILE

- Textiles - Cotton, Silk, Jute, etc.
- Interiors - Offices & Homes
- Gifts & Lifestyle Products
- SSI & Rural Industries
- Natural Products
- Home Decor
- Handicraft
- Handloom
- Furniture
- Services
- Design
- MSME
- Khadi
- Pet Products & More
- Houseware, Tableware & Kitchenware
- Bathrooms, Bedrooms & Sleeping Systems
- Lamps, Lighting & Smart Automation
- Furnishing, Fittings & Fixtures
- Carpets, Rugs, Walls & Floorings
- Fashion Jewellery & Wear
- Handcrafted Garments & Clothes
- Christmas & Festive Decor
- Candles, Incense & Aromatics
- Gifts, Giftwraps & Decorations
- Toys, Sports Goods & Hobbies
- Cane & Bamboo Products
- Stationery & Paper Products
- Bags, Luggage & Leather, etc.



WHY EXHIBIT?

- Institutional Buyers, Importers, Exporters, Industry & Trade, etc. will be there
- It combines the benefits of internet, direct marketing & media.
- Almost anyone interested in your product will be there.
- Exhibitions are a marketing medium like no other.
- Your target-audience comes to you in thousands.
- It's most cost-effective & better than advertising.
- Brand & market with face-to-face networking.
- It can be a game changer for your business.
- Set-up Franchise or distribution channels.
- Launch products & evaluate response.
- Set up shop in a 5 star like ambience.
- Reinforce your brand & get recall.
- A year's business in 3 days!
- Be known internationally. And Many More Reasons



SPECIAL THANKS



President of Mauritius & CMD of Impex Chamber



Sri Lankan Minister & Kerala Health Minister



India's Minister Shripad & Celebrity Chef V Inamdar



India's Minister R Teli & Congo Ambassador



India's Tourism Minister Prahlad Singh Patel



WHY VISIT

- Benefit from Offers
- It's an Industry Event
- Get the Latest Updates
- Venture into New Markets
- Sign Joint-Ventures / Tie-ups
- Benefit from Product Launches
- Expand Your Business Portfolio
- Check-out the International Edge
- Network with Industry Specialists
- Attend Demos & Collect Samples
- Connect with the Market-Leaders
- Meet One-on-One with Professionals
- Survey & Evaluate Market Conditions
- Witness New Technologies & Equipment
- Source or Offer Raw Materials & Supplies
- Be There for Free Workshops & Presentations
- Sign-up Joint-Ventures with Indigenous Business
- Learn, Educate & Keep Abreast of Developments
- Interact with MNCs, Suppliers, Distributors & Retailers
- Save Time, Costs, Energy & Resources with Initiatives



VISITOR PROFILE

- Architects • Builders • Bulk Purchasers • Business Development • Ceos/Owners • Channel Partners • Cmds/Directors
- Contractors • Corporate Buyers • Decorators • Departmental Stores • Designers • Developers • Distributors • Engineers
- Exporters • F & B Managers • Facility Owners • Foreign Buyers • Furnishers • Gift Buyers • HNI End-users • Home Stores • Hoteliers • Housekeepers • Hyper Markets • Importers • Institution Heads • Interior Designers • Lifestyle Buyers
- Malls & Marts • Merchandisers • Online Shops • Procurement Managers • Professionals • Retailers • Sourcing Agents
- Specialty Retailers • Suppliers • Trade Representatives • Traders • Traditional Outlets • Wholesalers • & More.



SPECIAL THANKS



India's Minister Suresh P & Dr. Nagendra, PM's Guruji



Governor of Maharashtra & Impex Chamber Mg. Dir.



Governor of Goa, Dr. M. Sinha & Chamber MD



President of Chamber of Commerce welcomed



Hotels & Restaurants Association President



MULTI-PRONGED WORLD MARKETING

This mega show is being promoted aggressively both Offline and Online, which is the new age media and most effective. Our mega media campaigns include - advertising in national & regional dailies, special invitations, outdoor publicity, digital marketing, social media, cable TV, radio, etc. All relevant professional/ industry / trade association members are also informed & specially invited.



English Newspapers



Special Invitations



Radio FM



Outdoor Publicity



Online Marketing



Business Visits



Social Media & Telecom



Associations & Chambers



Media Briefings



Vernacular Dailies



TV & Cable Channels



In Venue Displays



AWARDS & RECOGNITIONS



Trinity has annually over the years recognized the achievements of and felicitated the Who's Who of this industry, especially influencers or purchase decision-makers and those who have excelled in all related spheres of activity. This year will be no different, so do send us nominations of those you feel should be awarded.



COST EFFECTIVE TARIFFS

Raw Space - ₹ 16,500/- per sq.mtr

Built-up Shell - ₹ 17,000 /- per sq mt

Overseas Exhibitors (Tariffs in US \$ or Euros)

- Space - US \$ 200 or Euro € 170 per sq mt.
- Shell - US \$ 215 or Euro € 185 per sq mt.

Shell includes table, chairs, lights, panels, carpet, fascia, waste basket, plugpoint, etc.

15 - 20 % Premium on Corner Stands.

GST @ 18% applicable.

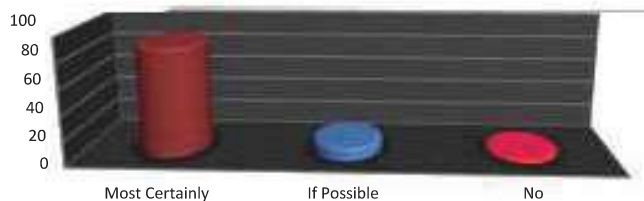


POST SHOW SURVEY



VISIT NEXT EDITION?

- Most Certainly 87 %
- If Possible 10 %
- No 3 %



VISITOR RESPONSE

- Well Satisfied 82 %
- OK & Satisfied 15 %
- Dissatisfied 03 %



DEMOGRAPHICS

- Maharashtra 43 %
- Karnataka 12 %
- Goa 27 %
- Gujarat 8 %
- South India 6 %
- North India 2 %



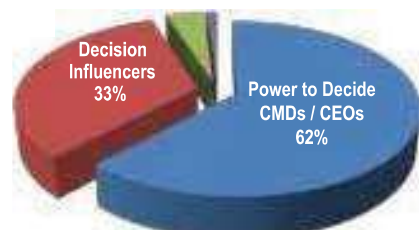
BUSINESS VISITORS

- MD / Director / Owner 47 %
- GM / Purchase / Retail 18 %
- B2B, Trade & Industry 15 %
- Procurement Managers 14 %
- Professionals & Others 6 %



DECISION POTENTIAL

- Power to Decide / CEO 62 %
- Decision Influencers 33 %
- Future Decisions 4 %
- No Power 1 %



The Chamber for Import, Export, Traditional & Integrated Health - Registered under the Companies Act, 2013 for Promotion of Commerce and not-for-profit purposes is registered under the Union Ministry of Corporate Affairs & other relevant Government of India agencies. The Chamber's main aims of The Chamber pursuant to its incorporation are:

1. To represent & promote stakeholders like manufacturers, professionals, importers-exporters, dealers-distributors...
2. To promote bilateral relations between India and other countries to increase:
2a - Foreign exchange, 2b - Better sourcing, 2c - Indigenous production, 2d - Export promotion, 2e - Import substitution, 2f - Knowledge sharing, 2g - Technology upgradation, 2h - Cost-effective technologies, 2i - Pollution-free equipment, etc.
3. The Chamber is to undertake activities like: 3a - Organizing events, (expos, tours, seminars, workshops, conferences); 3b - Liaising with stakeholders (Government & authorities/organizations in India & overseas); 3c - Recognizing & honouring individuals & organizations for achievements with awards, certificates, etc.

More info: www.impexandhealthchamber.com and for Trinity Group: www.trinityworld.biz

Professional Producers



**3 GUINNESS
WR HOLDERS**

PROMOTED BY

TRINITY
ISO 9001:2015

Certified by  **ANSI** ICV
**American National Standards Institute
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ASSOCIATE
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