

EPCH sets up IHGF Delhi Fair-Spring 2019 publicity booth at French Show

Asian Gifts & Housewares Show, Paris, France; 27th - 29th November 2018



As part of its promotions and publicity towards IHGF Delhi Fair-Spring 2019, EPCH put up a publicity booth at the Asian Gifts & Housewares Show (AGHS), held from 27th to 29th November at Parc des expositions Paris Nord Villepinte, Paris, France. Publicity and promotional literature as well as bags, stationery, etc. were given away to visitors to the EPCH booth at the show.

AGHS is an important business event in Paris has been launched as an exclusive showcase for Asian suppliers to put on display, their latest and best products for Asian as well as European audience. This 2018 edition brought together a good selection of Asian-based producers ready to meet with volume importers, department stores, retail chains, mail order houses and distributors from France and all across Europe. It is said to have provided exhibitors with an ideal launch pad to show their new products to buyers several months prior to the traditional January-February sourcing timeslot. The show also meets the new sourcing pattern with shorter and more frequent buying cycles and smaller order quantities. ■

