

**Canadian Buying Mission to the Hong Kong Houseware Fair – The largest houseware trade fair in Asia,
April 21 – 24, 2008**

Organised by the Hong Kong Trade Development Council (HKTDC), the 23rd edition of the Hong Kong Houseware Fair will take place from April 21 to 24, 2008 at the Hong Kong Convention and Exhibition Centre. To assist Canadian buyers' preparations for their visit to this trade fair, HKTDC Toronto Office is organizing a Canadian Buying Mission to the event.

"Hong Kong is a world-renowned sourcing centre for all kinds of houseware products in a wide variety of materials, including tableware, kitchenware, non-electric domestic cooking/heating appliances and sanitary ware. Its effectiveness as a sourcing hub has help make the Hong Kong Houseware Fair the largest of its kind in Asia," said Andrew Yui, Director, Canada, HKTDC.

Over 2,500 exhibitors from 34 countries and regions are expected to join this annual event, including 15 pavilions from Australia, the Chinese mainland, Germany, India, Indonesia, Italy, Korea, Macau, Malaysia, Philippines, Taiwan, Thailand, Turkey, USA and Vietnam, adding tremendous diversity to the high volume of products on display.

In response to market demand, a new zone - Paintings, Objets d'Art and Art Supplies - is being introduced for the 2008 edition. In this new zone, buyers can find a whole range of paintings, including works in both Chinese and Western styles, 3D pictures, metal and plastic wall pictures, posters, prints, tapestries, frames and wooden wall plaques. Objets d'Art such as antique reproductions, crystal decorations, glass and porcelain figures & decorative articles, brass figurines & animals, jade carvings and sculptures will also be shown. For art supplies, wooden artist's boxes, artist's canvas, colouring pens, crayons, wooden easels, kid's dough, paint brushes, sponge dishes, plastic water colour dishes and water colours for painting will be exhibited.

For buyers seeking the top level of excellence, the Hall of Elegance is the zone to visit. In this refined surroundings, buyers can find branded products and designer collections in a relaxed and professional atmosphere. For extraordinary premium home living items, Posh Corner is the section. In response to the growing trend of keeping pets, the 2007 fair responded by adding the theme zone Pet Supplies. In 2008, the zone will return and showcase products such as aquarium sets, pet accessories and toys.

"The Hong Kong Houseware Fair has always been a popular trade event for Canadian buyers, for example, at the event last year (2007), we received a total of 602 Canadian buyers from across Canada," said Andrew Yui, Director, Canada, HKTDC. For further information about the 2008 Canadian Buying Mission or for registration, interested parties please contact HKTDC Toronto Office, Jill Chien, at Tel: (416) 366-3594 or email: jill.chien@tdc.org.hk