



BIG+BIH OCTOBER

TRADE: 14-17 OCTOBER 08/10.00-18.00 HRS.
PUBLIC: 18-19 OCTOBER 08/10.00-21.00 HRS.
AT THE CHALLENGER, IMPACT,
MUANG THONG THANI
www.bigandbih.com

POST SHOW REPORT



**BANGKOK INTERNATIONAL GIFT FAIR 2008 AND
BANGKOK INTERNATIONAL HOUSEWARE FAIR 2008**



A Blissful Event for Exhibitors of BIG&BIH-October 2008

Despite worries of the global economic recession and the instable political situation in Thailand, the **26th Bangkok International Gift Fair and Bangkok International Houseware Fair**, also known as **BIG&BIH-October 2008** has finally come to a close on October 19th this year with several success stories.

According to a survey conducted by the fair organizer, the Department of Export Promotion (DEP), the Ministry of Commerce, around 50% of exhibitors revealed that the fair has been a success for them as they received orders from buyers and having the chances to meet with potential new customers and promote their new products.

“This is the first time we introduce our products to the market. We chose to launch our products at BIG&BIH because we know that there are representatives from hotels and resorts coming to source new products at the fair,” said Ms. Saowaluck Makkhong, Managing Director of **MS Natural Design Co., Ltd**, a producer of palm tree trunk vases.

“We are very happy to see that so many people are interested in our products. Buyers from Hong Kong and Brazil have placed orders on the very first day, which already exceeds our expectation,” she added.

While a regular exhibitor like **Jada (1969) Co., Ltd.**, who has been participating in the fair for ten years, is delighted to have the chance to meet with its potential buyers.

“Every year, we get new inspiration from the clients, who help us develop our products. We have come a long way during the past ten year and we will continue to exhibit at BIG&BIH,” said the company’s Sales Manager, Ms. Nualanong Kothanoot.

DEP also revealed that the Fall edition of BIG&BIH 2008, held on October 14-19, was participated by a total 14,787 trade visitors, including 2,759 international buyers from 78 countries around the world.

Ms. Tricia Pontin and Ms. Lonie Bell, Co-Managing Director of **2 Funky 2 Co., Ltd.** from Australia who first visited BIG&BIH last month said that although there had been warning from the Australian government of the political situation in Thailand, it did not affect their decision to visit the fair.

“We come to buy home decorative items for our store in Australia, and we are very satisfied with the products we see here. There are plenty of hip and unique products and we will definitely come back again next year,” they added.

Mr. Maurice Halliday, Managing Director of **Broadstowe Textiles Co., Ltd.** in UK who has been visiting BIG&BIH for over ten years also said that he had found some new items every single time and that he always looks forward to coming back here.

“Thai designers have never failed to create something fresh and different, and I really like it.”

The next edition of BIG&BIH will be held on April 21-26, 2009 at the Hall 1-8, IMPACT, Muang Thong Thani. The first four days (April 21-24) are reserved for trade talks only, while April 25-26 are opened for the public.



What they said about 'BIG&BIH-October 2008'

Exhibitors



Mr. Ake Yakop
Sales Officer
S. Better Trading Co., Ltd.
Thailand

"We have been participating in BIG&BIH for so many years now, and we will keep coming back because of the good reception we get from the fair's visitors. Our company sells home textile products such as pillow cases, duvets, and bed sheets that prevent allergies. Our main customers are from Australia, and New Zealand, but this year, we had the chance to meet with local buyers as well."



Ms. Nguyen Huong Giang
Owner
Thang Long Investment Travel and Service Joint
Stock Co.
Vietnam

"We are one of Vietnam's major producers of handmade gifts and handicrafts. This is the second time we join BIG&BIH. Our first time was in April and it went very well for us. We have met more customers this time, especially from India and U.S.A."



Ms. Nualanong Kothanoot
Sales Manager
Jada (1969) Co., Ltd.
Thailand

"We have been the designer and manufacturer of housewares and small furniture since 1969, and we have been participating in BIG&BIH for 10 years. Every year, we learn and have inspiration from the clients, who help us develop our products. We will continue to exhibit in BIG&BIH, although we have to face reality that during the global recession, we would not have as many orders as many years ago."



Mrs. Naphas Manosudprasit
Manager
Erawan Design Ltd., Part.
Thailand

"We are designer and manufacturer of unique wooden home decorative products. We have been participating in BIG&BIH for more than five years now, and this year, we get very good reception from buyers from U.S.A. and many European countries. We receive orders from a big chain store in America, and we have also been contacted by new clients, who want to come and see our products at the fair."



Ms. Saowaluck Makkhong
Managing Director
MS Natural Design Co., Ltd.
Thailand

"We chose to launch our products at BIG&BIH because we know that there are representatives from hotels and resorts coming to source new decorative products at the fair. So far, we are very happy to see that so many people are interested in our products. Buyers from Hong Kong and Brazil have already placed orders on the first day, which already exceeds our expectation."

Visitors



Ms. Caroline James
Communications and Special Projects Officer
Lamont Design Company
Thailand

"This is the first time I visit the fair and I am very impressed with the quality of the booths and the design of the products. I am specially impressed by the creation from the young designers. I can see that the exhibitors here have put the effort to make the fair so unique and beautiful."



Ms. Tricia Pontin and Ms. Lonie Bell
Co-Managing Director
2 Funky 2 Co., Ltd.
Australia

"Although there has been warning from our government of the political situation in Thailand, it did not affect our decision to come here. We have been to Thailand several times and we love the products at BIG&BIH. There are plenty of hip and unique items and we will definitely come back again next year."



Mr. Francesco Artuso
Coordinamento redazionale
Rima Editrice srl
Italy

"This is my second visit to BIG&BIH, and I think the fair is getting more interesting. Apart from the variety of design products, the cluster of activities, especially the award showcases has made the fair very interesting; it shows the potential of Thai designers to rise in the international arena."



Ms. Anna Serafino
Owner
Nina Shop
Italy

"I own a gift shop in Le Meridien hotel in Phuket, Thailand, and I am also a jewelry designer. This year of BIG&BIH is, therefore, very exciting for me because I can find many nice collections for my shop. At the same time, there are interesting exhibitions displaying jewelry designed by Thai young designers. They are very creative and inspirational."



Mr. Maurice Halliday
Managing Director
Broadstowe Textiles Co., Ltd.
UK

"I have visited BIG&BIH every year for the past ten years. My company is dealing home textiles and wall hangings, and we have been doing business with BIG&BIH's exhibitors for quite some time now. We have always found some very nice articles. Therefore, we are always looking forward to coming back. Thai designers have never failed to create something fresh and different, and I really like it."



Exhibitor Overview

- ❖ The 26th Bangkok International Gift Fair and Bangkok International Houseware Fair was participated by a total of 661 exhibitors with 1,772 exhibiting booths.
- ❖ Among them were 35 overseas exhibitors from Laos, Cambodia, Singapore, Vietnam, Indonesia, Ghana, Malaysia and France, occupying a total of 42 booths.
- ❖ BIG fair was participated by 516 exhibitors, sharing a total of 1,437 booths.



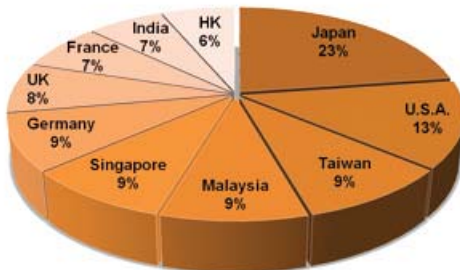
- ❖ BIG fair comprised various product categories, ranging from gifts, handicrafts, artificial flowers, potpourri, candles, aromatherapy, Christmas decorative items, toys and games, stationery, home textiles and fabric decorative items.
- ❖ The 77 companies of BIH fair occupied a total of 293 booths of household products, tableware, kitchenware, bathroom accessories, cleaning equipment and small electric appliances.
- ❖ 50.77 percent of the fair's exhibitors revealed that they are in the process of trade negotiation with buyers met at the fair, while another 23 percent has already received on-spot order.





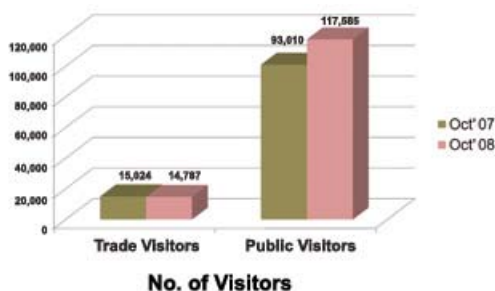
Visitor Overview

- ❖ The 26th Bangkok International Gift Fair and Bangkok International Houseware Fair attracted a total of 14,787 trade visitors during trade days.
- ❖ Among them were 2,759 overseas visitors from 78 countries worldwide.
- ❖ The top ten overseas visiting countries were Japan, U.S.A., Taiwan, Malaysia, Singapore, Germany, United Kingdom, France, India and Hong Kong respectively.



Top Ten Overseas Visiting Countries

- ❖ 37.39 percent of visitors revealed that they came to BIG&BIH to catch up with new trends, another 22.7% said they were at BIG&BIH to source new products, while 24.77 percent stated that they came to establish new business opportunity; and another 11.25 percent specifically visited the show because Thailand is widely recognized as a potential market.
- ❖ A total of 117,585 visitors filled the fair during public days. The number increased from the same show last year by 26.42%





Special Activities

THAI DESIGN TO THE WORLD was a group exhibition that showcased the creations of professional and talent Thai designers. The program consisted of four different exhibitions:



DESIGN FORUM: This year's exhibition was more preeminent than ever when its interior was designed by five of Thailand's renowned designers under five different concepts of home decorative styles: Tropical Resort, displaying products made from natural materials that are suitable for resort and spa decoration; Young & Fun, focusing on colorful products, toys and novelties for children and teenagers; Luxury Style, displaying luxurious goods for interior work; Urban Life, showing products with modern designs with function suitable for small space decoration, and Oriental Chic, exhibiting contemporary design products, influenced by South-East Asian culture.

DESIGN IN THAILAND consisted of two parts: Big Toys Design 2008, exhibiting prototypes of toy products created by the contestants of the award, whose winner was Naphon Isaracheewa; and Gift & Home Decorative Design Award 2008, a newly introduced activity showing product designs from the award's contestants - and the award went to Thanyathorn Parshujarratpong and Panomsuk Meeluksana.



DESIGN EXCELLENCE AWARD 2008 gave recognition to the outstanding design products. The activity was introduced for the first time at BIG&BIH 2008 by the Department of Export Promotion (DEP), with support from the Japan Industrial Design Promotion Organization (JIDPO) and the Japan External Trade Organization (JETRO Bangkok). The award winners were granted with DEmark trademark, representing the refinement of their products.

TALENT THAI: OCTOBER 2008, a program that created new Thai designers for the international arena. The program promoted talented young designers by selecting outstanding works from their portfolios and categorizing them as follows:

NOW: Emerging designers who attend TALENT THAI less than three times.

NEXT: Up and coming designers, who attend TALENT THAI more than three times.



THAILAND TRADE MART TOUR: Under this program, the Department of Export Promotion took interested buyers of BIG&BIH - October 2008 to experience Thailand's famous handicraft and fashion center at Jatujak Weekend Market and J.J. Mall on October 18, 2008

TRADE MART BAAN TAWAI PAVILION: The country's most famous wood-carving village from Chiang Mai province was replicated at Trade Mart Baan Tawai Pavilion, which participated by 14 producers of a vast variety of products such as wood carving, antique wood, silverware, lacquer ware, hand-woven textile, basketry and earthenware.

Fact Sheet

Event: Bangkok International Gift Fair 2009 and Bangkok International Houseware Fair 2009
 (BIG&BIH – April 2009)

Date: Trade: 21 – 24 April 2009 (10.00 - 18.00 hrs.)
 Public: 25 – 26 April 2009 (10.00 - 21.00 hrs.)

Venue: Hall 1-8 IMPACT, Muang Thong Thani, Nonthaburi, Thailand
 Exhibiting Space: 47, 000sq.m.

Organizer: Office of Export Service 1, Department of Export Promotion, Ministry of
 Commerce, Royal Thai Government
 22/77 Rachadapisek Rd., Chatuchak, Bangkok 10900 Thailand
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 URL: www.bigandbih.com

Fair Supporters:

- ❖ Thai Gifts Premiums & Decorative Association
- ❖ Thai Toy Industry Association
- ❖ Thai Housewares Trade Association
- ❖ Northern Handicrafts Manufacturers and Exporters Association (NOHMEX)
- ❖ Thai Stationeries and Office Supplies Association
- ❖ Design & Objects Association
- ❖ Home Decorative Design Association

Exhibitor Profile:

- ❖ Pure Pleasure: Gifts/Handicrafts Decorative Items
- ❖ Pure Earth: Artificial Flowers/Plants, Potpourri, Candles
- ❖ Fun and Favorites: Christmas, Toys and Games, Stationeries
- ❖ Life Styling: Home Textile, Fabric Decorative Items
- ❖ Heart and Home: Household Products, Tableware, Kitchenware
- ❖ Comfort Zone: Bathroom Accessories, Cleaning Equipment, Small Electrical Appliances

Number of Exhibitor: Approximately 700 companies/1,850 booths from both Thailand and overseas

Visitor Profile: Trade days: buyers and importers from U.S.A., Canada, Europe, Australia,
 Japan, Korea, Taiwan, Hong Kong, Africa and the Asia region.
 Public days: trade visitors, local consumers, foreign tourists, etc

Figure Data	BIG&BIH - April 2008	BIG&BIH – April 2009 (Expected)
No. of Exhibitors	672 companies / 1,842 booths	700 companies / 1,850 booths
Participating Countries	Thailand, Laos, Vietnam, Indonesia, Hong Kong, Ghana, Italy, Myanmar, Singapore, Turkey,	Thailand, Laos, Vietnam, Indonesia, India, Myanmar, Hong Kong, Nepal, Cambodia, Ghana
Exhibition Area	46,000 sq. m.	47,000 sq. m.
Number of Visitors	71,882	90,000
Trade Days :	17,762	18,000
Public Days :	54,120	72,000
Major Visiting	U.S.A, Japan, Malaysia, Singapore, Taiwan, Hong Kong, UK, Italy, Australia	U.S.A, Canada, Europe, Asia, The Middle East, Africa etc.

Organized by
DEP
Department of Export Promotion
Ministry of Commerce, Royal Thai Government
www.bigandbih.com



SEE YOU AGAIN
at

BIG+BIH APRIL

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