

MEDIA RELEASE

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AGHA Sydney Gift Fair 2017 welcomed over 100 new exhibitors

The recently held AGHA Sydney Gift Fair was a welcome boost for Australian retailers, where more than 400 exhibitors showcased thousands of products from across the world. With over 100 new exhibitors, there was an impressive display of new brands and products never before seen in Australia, making the AGHA Sydney Gift Fair a must attend industry event.

Organised by the Australian Gift & Homewares Association (AGHA), the AGHA Sydney Gift Fair held at Sydney Olympic Park over 4 days was by all accounts a resounding success, with many exhibitors stating it was their best sales experience for many years.

The Sydney debut of the AGHA Launch Pad program was a massive success with more than 40 new startup businesses being showcased for the first time to the Sydney retail market. The Launch Pad participants flew in from all over Australia and displayed an amazing array of new products and ideas.

AGHA CEO, Wayne Castle said *“as the peak industry body representing the gift and homewares sector, AGHA has a responsibility to provide opportunities to new and upcoming businesses to launch into the retail market. The Launch Pad at AGHA Gift Fairs provides a bespoke opportunity to introduce new products and services into the retail sector with a minimal investment and expert advice along the way.”*

Retail buyers can expect to find even more new products and brands at the AGHA Melbourne Gift Fair this August, where The Launch Pad is expected to continue to grow.

“We debuted The Launch Pad initiative last August starting with 12 start-up businesses and in Sydney we more than tripled this figure. Already attracting interest from new and exciting Australian brands, it is expected that The Launch Pad will double in size again at the AGHA Melbourne Gift Fair this August”.

The AGHA Melbourne Gift Fair will be held 5-9 August 2017 across two venues, the Melbourne Convention & Exhibition Centre and Melbourne Showgrounds. For more information visit melbournegift.com.au or call 1300 441 384.

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Images can be downloaded here; <https://australiangiftfairs.sharefile.com/d-s27b87d59c6046bab>

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ABOUT AUSTRALIAN GIFT & HOMEWARES ASSOCIATION (AGHA)

Australian Gift & Homewares Association (AGHA) is the leading industry body representing the gift and homewares industry in Australia with origins dating back to 1977. Based in Homebush, Sydney, the not-for-profit organisation is dedicated to serving its membership of Wholesalers and Retailers through the provision of discounted industry services, commercial and political lobbying as well as the bi-annual AGHA Gift Fairs. For further information visit www.agha.com.au