



Hong Kong GIFTS & PREMIUM

香港禮品及贈品展 Fair

20th
Anniversary

28 April - 1 May 2005
<http://hkgiftspremiumfair.com>



focus on exhibitors

People Power

De La Selva SA is a Guatemala-based wholesaler of handicrafts of the Maya Indians of Central America.

“An important part of our booth is always to display our packaging

– we offer a brand with a strong marketing tool,” says Ms Crystal Shafiabady, Director of Sales & Marketing. “For example, our packaging offers promotional features such as explanations of products and the Maya history pertaining to each product. However, our producers form the backbone of De La Selva: Maya descendants who craft products by hand in their homes.” De La Selva distributes throughout the world, but is particularly well established within the EU. “We are currently researching where next to develop strong business relationships,” she says. This is the second time that the company has exhibited here.

Booth: 2G35

