

# Show Sees Sparkling Growth



From left: Mr Tom Tang, JP, Chairman, The Hong Kong Exporters' Association, The Hon. Jeffrey Lam, SBS, JP, Chairman of the Fair Organising Committee, The Hon. Michael Suen, GBS, JP, Secretary for the Hong Kong Chamber of Commerce.

## FOCUS ON EXHIBITORS

### Crafty Ideas



Handicrafts of the Maya Indians of Central America are becoming a familiar sight at the Hong Kong Gifts & Premium Fair, thanks to the efforts of **De La Selva SA** of Guatemala. "This is our third time here," says Ms Crystal Shafiabady, Director of Marketing & Sales. "We have met some great contacts in Hong Kong – from the US to Australia – and we are very pleased with their mindset that the quality and the story that accompanies handmade products is oftentimes preferred." This year, the company has a collection that includes more than 30 new products. "One of our best-selling items, the Guatemala Worry Doll, now comes in new designs and packaging to give a new spin on the idea – Personalised Worry Dolls – and this item is already selling very well globally," she says. "Also new are the crocheted Aquatic Friends, based on the original stress ball, modified into collectible aquatic figures."