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## **AGHA MELBOURNE GIFT FAIR REVEALS FOUR NEW BUYING ZONES FOR SEAMLESS BUYING EXPERIENCE**

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Peak industry body, the Australian Gift & Homewares Association (AGHA), revealed a new and exciting retail buying experience to visitors at the AGHA Melbourne Gift Fair this August.

Opening Saturday 4th August 2018, AGHA Melbourne Gift Fair was held over five huge buying days at the newly expanded Melbourne Convention & Exhibition Centre (MCEC).

Visitors experienced a seamless retail buying experience featuring four new buying zones to explore as well as a brand new main entrance, new exhibition halls and plenty of new restaurants to network and dine.

The industry reacted positively to the AGHA's strengthened presence at the MCEC, with stand space at Melbourne Gift Fair completely sold out for 2018. Bookings for Sydney Gift Fair 2019 are also well underway and stands are already 50% sold to businesses seeking maximum exposure to new and existing buyers.

AGHA CEO Wayne Castle said the Association is fully committed to providing innovative sourcing solutions for retail buyers, adding that the strategic decision to consolidate at a single venue was clearly the right one.

"Following consultation with Members, exhibitors and buyers, the AGHA has completely reshaped the Melbourne Gift Fair experience from the ground up, beginning with our home at the MCEC," Castle said.

"We were excited to deliver a refreshed experience at this important trade event, along with hundreds of exhibitors displaying thousands of brands and products for the upcoming season in one convenient location."

In an exciting industry first, Design Life made its Melbourne debut together with brand new buying zone Unique & Boutique. The Launch Pad also returned this August and showcased new and innovative products from Australian entrepreneurs. These new additions were designed to enhance buying convenience and revolutionise the way retail buyers source their new season ranges.

Adding to the new experience were amenities including a brand new 4-star Novotel hotel, Freeway carpark and DFO South Wharf, all located directly adjacent to the new main entrance. There was also plenty of benefits for visitors to enjoy, including free visitor parking\* and free shuttles between the MCEC, the city CBD and Melbourne Airport.

AGHA Melbourne Gift Fair presented a critical opportunity for retailers to create new industry connections and grow their businesses. The AGHA enjoyed welcoming visitors at the MCEC's new main entrance at Convention Centre Place and revealing the new Melbourne Gift Fair buying experience.

**Ends.**

### **ABOUT AUSTRALIAN GIFT AND HOMEWARES ASSOCIATION**

The Australian Gift & Homewares Association (AGHA) is the only gift and homewares industry body in Australia representing thousands of business and individuals in the sector. AGHA has been delivering pre-eminent trade exhibitions (including Sydney Gift Fair and the Melbourne Gift Fair), dedicated business services and resources to our Members since 1977. AGHA creates extensive opportunities for our Members to develop new industry connections and further their own business growth.