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## **SYDNEY GIFT FAIR CELEBRATES HUGE SUCCESS**

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The Australian Gift & Homewares Association (AGHA) delivered its twentieth consecutive trade exhibition at Sydney Olympic Park, with all reports indicating that it was one of the most successful Sydney Gift Fairs the industry has seen in several years.

Held 24-27 February 2018, the pre-eminent Sydney Gift Fair delivered an impressive display of thousands of brands and new products entering the Australian market, all on one level, under one roof.

With over 90 new exhibitors joining Sydney Gift Fair for the first time ever, including more than 40 start-up businesses in "The Launch Pad", together with market-leading brands in "Design Life Sydney", Sydney Gift Fair was recognised as the essential marketplace to source new season ranges.

Attracting international buyers and thousands of buyers from across Australia, Sydney Olympic Park was firmly established as the retail heartland of Sydney.

Wayne Castle, CEO of the Australian Gift and Homewares Association and organisers of the Sydney Gift Fair, commented "Sydney Gift Fair attracted an influx of new exhibitors and thousands of retail buyers, which is an encouraging indication as to the buoyancy of the market".

"The AGHA February Gift Fair was the first ever exhibition at Sydney Olympic Park and one of the only exhibitions from that era to still be going strong and growing again. In fact, Sydney Olympic Park will continue to be strengthened over the coming years by massive development including light rail and metro rail passing through the Park", Castle said.

Premium ranges in Design Life and thousands of brands are due to return to Melbourne Gift Fair in August 2018. Held at its new official home in the newly expanded space at the Melbourne Convention and Exhibition Centre (MCEC), Melbourne Gift Fair will present an important sourcing opportunity for retailers seeking new seasons ranges and products to sell.

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

Established in 1977, the Australian Gift & Homewares Association (AGHA) is the only representative body for the gift and homewares industry in Australia.

As a Member-based industry association, AGHA work for the benefit of an extensive network of businesses and individuals in Australia and New Zealand. Curating multiple large gift and homewares trade exhibitions in Australia each year, AGHA provide the tools, services and promotional opportunities for their Members to run successful businesses.