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## **SYDNEY GIFT FAIR SET TO ATTRACT TENS OF THOUSANDS OF RETAILERS TO SYDNEY OLYMPIC PARK**

### **MEDIA CONTACTS**

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Australia's largest industry led gift and homewares trade exhibition opens in less than 4 weeks at Sydney Olympic Park in Sydney.

The 2018 Sydney Gift Fair will present hundreds of well-known and brand new exhibitors showcasing a huge range of new products and innovations to tens of thousands of retailers from across the country.

This free trade exhibition will be held from February 24 to February 27 and is the most important sourcing opportunity for retailers seeking new seasons ranges and products to sell.

Wayne Castle, CEO of the Australian Gift and Homewares Association and organisers of the Sydney Gift Fair, commented "For more than 40 years the Sydney Gift Fair has been the essential vehicle connecting both wholesalers and retailers in the industry. In light of the ever-changing retail environment, never before has this marketplace been more important to the industry".

"An encouraging indication as to the buoyancy of the market, the Sydney Gift Fair is welcoming more than 80 new exhibitors, including more than 40 first time exhibitors, which will give retailers the opportunity to expand their ranges in upcoming retail campaigns", Castle said.

Sydney Olympic Park, the home of the Sydney Gift Fair since 1998, is located conveniently between the Sydney CBD and Greater Western Sydney retail centres and serviced by very extensive transport and parking options. The Sydney Gift Fair, held on a single level and under one roof provides visitors the ideal sourcing experience.

Returning again this year is the highly anticipated "Design Life Sydney" feature which presents the best aspirational and premium products that the industry offers. This premier display section will attract traditional and online retailers seeking top-shelf products to sell next season.

The Launch Pad will also return with an array of emerging entrepreneurs showcasing original and innovative products, offering retail buyers an opportunity to source cutting edge designs that are normally hard to find, all in one location.

For further information on AGHA Sydney Gift Fair including free registration, free parking options and transport services provided by the AGHA, visit [sydneygift.com.au](http://sydneygift.com.au) or call 1300 441 384.

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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.