



The Kowloon Bazaar: Come One, Come All!

By **Roshni Mulchandani**

Hong Kong has been deemed one of the easiest cities in the world to start a business. And we're talking small, medium, large - size doesn't matter at all in this case. While larger businesses tend to have a lot more capital to churn into advertising and marketing tactics, it's the smaller/medium sized businesses that often find themselves looking for innovative, inexpensive, yet effective ways to attract clients. The Kowloon Bazaar comes to the rescue of such businesses with its annual fete. Hosted by Deepa Nainani and Neerja Sujanani of Print Plus, the aspiration behind the yearly bazaar aspires 'to provide a platform to small and medium businesses who have no shop fronts in Hong Kong to market, showcase and sell their products and services to a mass of quality shoppers'. The brainchild behind the bazaar evolved quite naturally between the Print Plus partners who celebrate eight years of successfully providing small and medium sized businesses in Hong Kong with outstanding design, marketing and website services. As their own business progressed and their clientele grew with small and medium enterprise (SME) owners who used Print Plus for their printing and marketing needs, they found themselves looking for alternate avenues to assist their clients with unique marketing platforms.

According to the duo, who both hail from corporate backgrounds previously, The Kowloon Bazaar has a clear purpose. "We look at it as a win-win situation for us, our clients and any businesses who need this kind of exposure. Its collaborative marketing which results in a huge foot fall which in turn, turns into profits for anyone who has the right product or service." An expected 3000 shoppers are expected to attend, see and experience vendors' products and services. Such an enterprise would require an exorbitant budget which would be unfeasible for any SME's, thus making The Kowloon Bazaar the ideal place to market and display their company in all its glory.

Along with being able to showcase their products or services, vendors who partake in the bazaar are able to support charities that are associated with The Kowloon Bazaar. Currently, The Kowloon Bazaar is tied up with The Rotary Club of The Kowloon Golden Mile, The Chinmaya Seva Ashram and Jeev Seva Sansthan. Each charity works towards different causes which are 'impactful' and 'enormous'. In the past, through initiatives and proceeds from The Kowloon Bazaar, young girls in India have been educated and much needed eye operations for the needy have been conducted in Hong Kong and in developing countries.

In the future, Deepa and Neerja hope to expand The Kowloon Bazaar into larger venues and even showcase the bazaar in cities outside of Hong Kong.

Experience the bazaar for yourself this year on Saturday, 31st August 2013 at the Regal Kowloon Hotel, Tsim Sha Tsui from 11 a.m. to 8 p.m.