



# How Bazaar!



Kowloon is home to the vast majority of Hong Kong's 35,000-strong Indian community. This is a close knit, fun-loving bunch, but also one with an admirable work ethic; they contribute a staggering 17 percent of Hong Kong's exports.

NEERJA SUJANANI and DEEPA NAINANI are two such hardworking and entrepreneurial Indian businesswomen. The two friends met in the gym of the Kowloon Cricket Club five years ago and now share more than Indian heritage: they live in the same building in Ho Man Tin, have children of the same age and are joint owners of Print Plus, one of the most respected print and design businesses in the city.

They also happen to be the creative brains behind the Kowloon Bazaar, the only retail bazaar held annually on Kowloon side. So how did the owners of a printing business with clients worldwide become involved in a retail bazaar?

### How did the bazaar come about?

The core business of Print Plus is designing for new businesses, many of whom don't have a shop front; our original intention was to help our clients network with our database of 50,000 people in Hong Kong and to share our company's unique energy.

### When did you start the bazaar?

Six years ago at the Kowloon Cricket Club. It started with just 20 vendors,

all existing Print Plus clients. Last year that number had grown to 50 vendors offering everything from fashion to wine.

### Why is the Kowloon Bazaar different to others in Hong Kong?

Firstly, we're the only bazaar on Kowloon side. That was a conscious decision; we knew there was a huge network of consumers in Kowloon who find the island so far off. The other difference is the timing. Where most other bazaars are targeted towards Christmas, the Kowloon Bazaar happens in October, right before Diwali, the Indian New Year and other festivals such as Halloween and Thanksgiving.

### Is the bazaar targeted just at the Indian community?

It was originally called the Diwali Bazaar but has grown into much more. It's true that at Diwali Indians are very big spenders but there is so much at the bazaar of interest to other nationalities as well.

### What can I find there that is unique?

We have several fashion designers who fly in from India just for this bazaar. They offer a selection of ethnic Indian wear

as well as beautiful collections that are a fusion of Western and Indian styles – everything from kaftans to beaded tops. We also have several companies that exclusively sell at our bazaar including Planet Home offering luxury bed and bath items and Caprolati, a local producer of wonderful handmade soaps.

### Six years on, Print Plus is now one of the largest print companies in Hong Kong with international clients from The Economist to The Wall Street Journal. Why still do the bazaar?

To be perfectly honest, it's almost expected of us now. It's such a popular date in the Indian community's calendar. It's very different to our day-to-day business but we get so much out of it, from meeting our clients to the money it raises for charity; part of the proceeds go to The Rotary Club of Kowloon Golden Mile. The bazaar has helped so many people in so many different ways and that gives us so much satisfaction. ■

Kowloon Bazaar 2012 (11am-8pm, 6 October, Regal Kowloon Hotel) 2333 4421 | kowloonbazaar.com

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