

For Immediate Release

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GO GLOBAL WITH “GIA” AND SPECIAL INTERNATIONAL EXHIBITS

***Academy Awards of International Retailing, Stylish Product Pavilions From
Around the World***

ROSEMONT, ILL (January 2008)—Where do global home and housewares retailers gather to fete the best in their field? At the International Home + Housewares Show, of course. Every year, the International Housewares Association and more than 20 trade publications around the world, co-sponsor the Global Innovator Awards (*gia*) at the Show to recognize retailers for their excellence and share their merchandising savvy.

This year’s two dozen regional winners will be honored at an invitation-only dinner on Sunday, March 16, where up to five of those retailers will then be singled out as Global Honorees by a distinguished panel of international retail experts. The evening is highlighted with an Academy Awards-style ceremony that announces the surprised winners and includes tearful thank yous, passionate speeches and high-fashion. Now in its eighth year, the *gia* program has included award recipients from Argentina, Chile, Finland, Liechtenstein, New Zealand, Philippines, Turkey and the United States among many other countries.

Also honored will be the winner of *gia* World, an award created in 2006 to recognize excellence in the multi-national retailing of housewares and home products.

The *gia* World Award honors one global retailer for its contributions to homegoods retailing across national borders. Winners are selected through Euromonitor International’s global retail intelligence and strategic market analysis, which is compiled from a network of more than 600 retail analysts in 70 countries.

Global Design Meets at the Crossroads

With more than 800 housewares and home goods suppliers from outside the United States exhibiting at the 2008 Show, buyers and others can experience well-designed products from just about anywhere. The global suppliers will be located in categories throughout the Show, including expansive, country-themed pavilions from Thailand and Turkey.

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At the same time, the Global Crossroads Expo in the North Building will feature exhibitors from around the world including Brazil, China, Hong Kong, India, Taiwan, Thailand, Turkey and Vietnam. Like an open-air market in an exotic locale, the Global Crossroads brings a spicy, international flavor to the Show while reflecting the growing representation of international exhibitors and the huge influence of global design and innovation.

IBC – an International Home Away from Home

The International Business Center (IBC), located in the Level 3 Lobby of the Lakeside Center, is an oasis from the busy Show floors for buyer attendees from more than 100 countries outside the U.S. In the IBC they can find general Show information, interpreters, email access, refreshments and hospitality areas. U.S. Department of Commerce representatives also will be on hand to help buyers do business with U.S. housewares exporters.

Informally, the IBC is a “United Nations” of housewares, including dozens of languages, customs and different needs.

For more information about the *gia* Awards and display, Global Crossroads, the IBC and other international services and events at the Show, please visit www.housewares.org.