

Kismet - A South Asian Wedding Affair A Big Success

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Kismet - A South Asian Wedding Affair on Sunday, October 5, 2003 at The International Centre proved to meet every bride and groom's wedding needs. The event was an overwhelming success, drawing over 7,000 attendees and more than 150 vendors. In addition, the special launch of Kismet Wedding Magazine exceeded sales estimates, while two fashion shows delighted a large audience.

"I had a checklist of things to accomplish for my wedding and I think I've completed everything that I need to in one day," said Bina Mehta, an attendee who is planning her wedding in April 2004. "The show was very well organized, allowing me to visit a variety of South Asian and mainstream vendors offering unique and high-quality services and products. I even managed to take in a couple of the workshops."

As Canada's largest show, Kismet - A South Asian Wedding Affair featured exclusive products, services and professionals for South Asians and non-South Asians alike. Attendees were also able to attend various informative and interactive workshops for free, such as planning a themed wedding, choosing the right entertainment, cooking healthy meals and buying a home. In addition to the launch of Kismet Wedding Magazine, all attendees were given a complimentary wedding planner and treated to a fashion show, choreographed by Magicfeet Canada.



"It's thrilling to know that Kismet - A South Asian Wedding Affair was met with such an overwhelming response in its first year," says Parag Shah, Marketing Director, Kismet, A South Asian Wedding Affair. "We plan to mark the success of this event by making Kismet - A South Asian Affair an annual event and the wedding source for South Asians."

In addition to various initiatives throughout the year, couples getting married, parents, wedding coordinators and industry professionals can look forward to Kismet - A South Asian Wedding Affair in October 2004.

Kismet - A South Asian Wedding Affair the largest and most comprehensive wedding experience for South Asians in Canada, comprising of a wedding show, various workshops, a fashion show, wedding magazine and planner. Kismet - A South Asian Wedding Affair is presented by RBC Financial Group and Kodak Canada and is a partnership between Eastern Trends Inc., GujaratiConnections.com and The South Asian Wedding Guide (SAWG). For more information, please visit www.KismetWeddingShow.com.

