

# **PRESS RELEASE**

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## **A Mega Triple Show HOME EXPO INDIA (HEI-2012) opens on April 15, 2012 : EPCH**

**New Delhi – April 14, 2012 –A four-day-long product-segmented mega triple show Home Expo India (HEI-2012), being held in India for the first time, will kick start at the world class venue of India Expo Centre & Mart, Greater Noida Expressway, NCR, New Delhi from April 15, 2012.**

**A highly specialized and product-segmented triple show, to be held at the same venue, will be known as Indian Houseware and Decoratives Show (IHDS), Indian Furnishings, Floorings and Textiles Show (IFFTEX) and Indian Furniture and Accessories Shows (IFAS) in which 600 Indian exporters will be displaying best of their products to enable the equal number of buyers from all over the globe to source their specific requirements under one roof spread over 16,000 sq. mtrs covering about 8 halls.**

**The Export Promotion Council for Handicrafts (EPCH), organizers of the Home Expo India, has been successfully organizing for the past 15 years Asia’s largest Indian Handicrafts & Gifts Fair (IHGF) twice a year viz. Spring and Autumn to promote exports of Handicrafts from India to various destinations. Over the years, IHGF has acquired the reputation of “One Stop Sourcing Event” amongst the overseas buying community and ‘most effective marketing medium’ amongst the Indian exporting community.**

**“With the development taking place in the international market, the thrust is now on product-segmented specialized trade shows rather than trade shows covering all product categories. Hence, there was need for Home Expo India. The emphasis laid by the Council is on making this show a wholesome with a ‘Home Total Tag’ attached to it with the intention of making it a benchmark event for premium merchandise for a target market/buyers segment”, said Mr. Rakesh Kumar, Executive Director – EPCH.**

**One of the distinct features of the show is display of new product lines by select companies who over the years have done detailed market research and product development taking into account consumer comfort and utilities particularly for items like Furniture and Household requirement.**

**The EPCH has decided to lay special focus on specialties of select regions of India at this show. In this direction, there will be separate pavilion of products from North Eastern Region (NER) and J & K region. North East will highlight cane and bamboo products and J&K will highlight walnut wood carving, crewel embroidery, shawls and carpets.**

**Another important product line of display will be Lace and lace products from Narsapur and surrounding areas of Andhra Pradesh. Lace and lace product is very promising growing product segment in this West Godavari region of Andhra Pradesh specializes in this growth craft. Therefore, this will be part of Thematic Display Area, informed the EPCH Executive Director.**

**“The International norms related to Health, Safety, Environment and Social compliances being strictly followed by a number of manufacturers, exporters in India, who have not only excelled while being compliant but have also created higher capacities to produce for the world market. Such companies will be displaying their products at this show”, elaborated Mr. Arvind Vadhera, Chairman – EPCH.**

**Mr. R.K. Malhotra, President, Home Expo India 2012 said that the most important aspect of Home Exp India is the confirmation from large number of top buyers, buying houses, import houses, chain stores, boutique owners and interior decorators from leading markets like USA, European Union, Far East, Latin America, Central Asia and African continents to visit and source at this show.**

He further added that HEI will be visited by many Indian architects, interior decorators, hoteliers, On-line buyers, E-commerce portals etc. for sourcing their varied requirements. According to Indian Brand Equity Foundation, India ranks fourth amongst the 30 countries that were surveyed in global retail development index. The projected size of Indian market is estimated at USD 637 billion by 2015.

Another important aspects are two business seminars viz.(i) ‘New Business areas in Home Textiles – where India needs to take manufacturing/export position’ on April 16, and (ii) “The way ahead for Indian Furniture Industry” on April 17. The specialty of these seminars is that special coverage on main markets of India viz. America, European Union will be given by International experts for the benefits of Indian exporting community, informed Shri R.K. Malhotra.

Further Mr. Malhotra elaborated that an exclusive Networking Evening for Alliances & Joint Ventures is also scheduled for April 16 aimed at creating and providing opportunities for joint ventures and alliances between the exhibiting companies, overseas buyers and E-portals etc. Of late, some foreign companies have evinced keen interest in aspects like design development, product development, product innovations and marketing tie-ups with Indian counterparts. In order to make the Networking Evening a memorable event, a cultural performance will also be held simultaneously at the venue.

He further continued that the exports of Furniture and Accessories has grown 44.95% during the year 2010-11 over the previous year. The major markets for Furniture & Accessories have been USA, Germany, France, UK, Italy, Netherlands, Canada, UAE, Japan and Switzerland etc. The exports of Houseware and Decoratives items have also grown 14.42% % during the year 2010-11 over the previous year. Major markets for these product segments has been USA, UK, Germany, Italy, France, UAE, Netherlands, Japan and Switzerland.

The exports of Home Furnishing, Floorings and Home Textiles has also grown by 20.64% during the year 2010-11 over the previous year. As in the case of Furniture & Accessories and Houseware and Decoratives, the major markets for Home Furnishing, Floorings and Home Textiles have been USA, Canada, countries in European Union like France, Italy, UK, Netherlands etc. in addition to UAE, Japan and Switzerland.

Home Expo India 2012 is expected to generate great business deals for direct import as also for tie- ups, collaborations, alliances and joint ventures for product development, product innovation and International sales.

EPCH is the nodal export promotion body for handicrafts in India and plays an important role of a catalyst between the exporters, buyers and the Government with the main objective of boosting trade in Handicrafts and also project India’s image in the global market as a reliable supplier.

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