

# REPORT

## EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

### AWARENESS SEMINAR ORGANIZED ON “TRENDS & FORCAST FOR SPRING SUMMER 2017 : HOME FURNISHING, LIFESTYLE & INTERIORS” AT RAJIV GANDHI BHAWAN NEW DELHI ON 28<sup>TH</sup> MAY’2016

The Export Promotion Council ForHandicrafts (EPCH) organized an awareness seminar on “TRENDS & FORCAST FOR SPRING SUMMER 2017: HOME FURNISHING, LIFESTYLE & INTERIORS” on 28<sup>TH</sup> May’2016 at Rajiv Gandhi Bhawan, New Delhi. The following key officials were present during above seminar:-

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|-----------------------------|--------------------------|
| 1. <b>ShriSagar Mehta</b>   | - COA Member             |
| 2. <b>Shri R. K. Verma</b>  | - Director -EPCH         |
| 3. <b>Ms.PriyaSachdev</b>   | - Representative of WGSN |
| 4. <b>Ms. Urvashi Gupta</b> | - Representative of WGSN |
| 5. <b>Shri S SBhatnagar</b> | - Leading Buying Agent   |
| 6. <b>Mr. Rajesh Rawat</b>  | - Dy. Director           |

The EPCH regularly conducting awareness seminars for member exporters to educate them on new and emerging issues related to exports and to keep themselves updated about the latest trends, forcast and policies. On 28<sup>th</sup> May’2016, the Council organized an awareness seminar at New Delhi.

### Background

India is one of the major suppliers of handicrafts to the world market, although exports of handicrafts appear to be sizable, India’s share in the world imports is very small. Despite the existence of huge production base and large number of craftsmen, India has not been able encash the existing opportunities. In a fiercely competitive business environment existing today, awareness programmes is the only source of sustainable competitive advantage and has a direct impact on firm performance and profitability. Rapid globalization and increased competition make incessant demands on businesses to continuously upgrade existing products, processes, and business models to sustain the current and add new

sources of revenue. These programmes prepared Handicrafts exporters to anticipate, prepare, and respond to competition by managing and sustaining strategic innovation through a series of frameworks such as Export Marketing / Procedures / Management in major Handicrafts Clusters of India that directly influence corporate performance of Indian handicrafts industries.



**Priya Sachdeva – Regional Business Director South Asia and Urvashi Gupta –Head of Account Management-south Asia, WGSN INTERACTING WITH THE MEMBER PARTICIPANTS DURING SEMINAR held on 4.6.2016**

EPCH has invited best speakers who are well known for their achievements and experience in leading global fashion trend forecasting. They are associated with WGSN is an organization pioneering in lifestyle and interior design trends service for the world's consumer industries, helping inform great product design and business strategies. WGSN, the leading global fashion trend forecasting authority presented the Spring Summer 17 trends on Lifestyle & Interiors. The WGSN team comprised of Priya Sachdeva – Regional Business Director South Asia and Urvashi Gupta –Head of Account Management-south Asia, both took the audience through the 4 relevant macro themes for the upcoming season with the help of inspirational images to support the key categories comprising of textiles, bed, bath, kitchen, furniture, packaging ,prints & graphics to look out for commercial directions.

The seminar turned out to be really good and interactive with the audience with everyone sharing their experiences, hence giving a trend Validation where a service like WGSN becomes relevant to the entire value chain



During seminar, the expert faculty briefed the participants about trends in the global market and unparalleled insight, updates and forecasts to help the participants to develop a confident approach to colour, trends, design and forecast to help member exporters to chalk out export strategies for retail, customer communications and business and covered the following major segments of handicraft sector:-

- Bed & Bath
- Colour
- Decorative Accessories
- Experience Design
- Fashion Connection
- Furniture & Lighting
- Garden & Outdoor

- Hospitality
- Interior Style
- Kids' Room
- Kitchen & Tabletop
- Paper & Packaging
- Print & Pattern
- Seasonal Gifting
- Textiles
- Vintage & Craft
- Walls & Floors
- Wellness

The faculty explained the member participants about:-

- Colour Play – to create our own palettes using full Pantone, CSI, CNCS colour libraries
- Lifestyle & Interiors, from conceptual trends to commercial product as well as leading trends



During above seminar, the faculty shared their vast experienced about trends and forecast. The participants raised queries during the seminar and expert faculty members satisfactorily answered their all queries. The seminar was successfully concluded with a formal note of thank.

***We welcome suggestions and feedback to make this initiative more productive. Do write to us at: [focusregion@epch.com](mailto:focusregion@epch.com).***