



## **Export Promotion Council for Handicrafts**

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### **REPORT ON AWARENESS SEMINAR ON “EXPORT MERCHANDISING AND BEST PRACTICES AT NEW DELHI ON 18<sup>th</sup> JUNE, 2016”. AT THE CONFERENCE HALL, 3RD FLOOR, RAJIV GANDHI HANDICRAFTS BHAVAN, BABA KHARAK SINGH MARG, CONNAUGHT PLACE, NEW DELHI**

The Export Promotion Council for Handicrafts regularly organizing seminars for member exporters to educate on new and emerging issues related to exports. On 18th of JUNE, 2016, the Council organised a seminar on two different topics “**EXPORT MERCHANDISING AND BEST PRACTICES**” at the Rajiv Gandhi Handicrafts Bhavan, Baba Kharak Singh Marg, Connaught Place, New Delhi.



MR. RAVI K. PASSI, COA Member & Past Chairman-EPCH

welcoming the participants



**A view of seminar**

The seminar was attended by around 50 delegates. The delegates include member exporters as well as merchandisers from various export houses. The session was inaugurated by Mr. Ravi K. Passi, COA Member EPCH. The guest speaker for the topic **Export Merchandising and Best Practices** was Mr. Sachin Hans and Mr. Rajeev Tyagi, Sr. Consultant and professor of MNM Sourcing (BRAND Q) New Delhi.



**Guest speakers were making their presentation**

Mr. Sachin Hans began with explaining about the various aspects on product development for their exports. He informed the participants about how to collect more and more information about the buyer which they targeted. He also explained that there are various ways to know about the customer, using of internet and collect the data of stores, chain stores of that particular country and the local companies working for them and their supplier and the countries with whom they are working. This practice can help to understand brand expectations and style of the customer.

He also emphasized to maintain the quality of product and its selection, value of product as well potential of product in respect of demand in the market. He cited about the new product development and stressed the need for innovation of new product. The product development comes in two forms- inspiration/ concept/ idea based of which we have to develop a range to showcase to brand and second, set design and pattern to develop- as per their utility, appearance and price and has to develop the product accordingly. By making similar products which are available in the market they have to face tough competition from the supplier who are already in trade and exporting the same products. Create a product which will compete with current products already on the market. As per the present situation every buyer is looking for new product which is a need of market.

He also insist on the modules of production, whether in-house production on out sourcing of products. He asked participants about to have in-depth knowledge of process of production. Sometime buyers wants to know about the products which are manufactured by the exporters.



**Guest speaker were making their presentation**

Mr. Tyagi another expert discussed about the important point to be keep in mind while they are in process of production like:

- **Quality of product to be maintain**
- **Production should be friendly**
- **Testing parameters**

He was of the view that everyone should make a time line for every steps whether it relates to confirmation of order, sampling or production and shipment of the final

product. If the exporter adhere to the time lines, the response which they will receive would be at par. He also inform participants that before thinking about new product collect information about the importance of market research, customer trend and new technologies- sustainability- Eco recycle & organic.

After deliver above information to the participants the house was open for questions



**Mr S.S.Bhatnagar, one of leading buying agent presenting memento to Mr. Sachin Hans and Mr. Rajeev Tyagi.**

The seminar was successfully concluded with a formal note of thanks by Shri Ravi K. Passi, Member-COA – EPCH. He also thanks all the members present in the seminar and dignitaries present during the seminar.

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