

Secretary, Textiles, leads high level trade delegation to prime German fair

Ambiente; 7th - 11th February 2014; Frankfurt, Germany



Secretary (Textiles), Mrs. Zohra Chatterji, inaugurates the India Pavilion at Ambiente, in the presence of Mr. Raveesh Kumar, Consul General of India, Frankfurt; Mr. Raj Manek, Managing Director, Messe Frankfurt Trade Fairs (India); and members of the Indian high level delegation to Ambiente - Mr. S.S Gupta, DC (Handicrafts); Mr. Sanjay Kumar, DM-Moradabad; and Mr. Rakesh Kumar, ED, EPCH

European Union is an important market for Indian products. In European Union, Germany has a special place and is one of the largest importers of Indian products particularly houseware and homeware



handicrafts. Ambiente, one of the oldest established well-known fairs held every year in the month of February at Frankfurt, Germany, is an important marketing medium for India,

not only for Germany but for the entire European Union and other countries of the world. Ambiente, revolving around products for the table, kitchen, household, giving and decorating, as well as for home and furnishing accessories is visited by leading buyers from nearly all regions of the world. India has been participating in this fair on regular basis since many years.

This fair concluded its 2014 edition in February, after gathering 4724 exhibitors from 89 countries and 1,50,000 trade buyers from over 150 countries. This year, Japan was the partner country.



Indian high level delegation to Ambiente

Secretary (Textiles), Government of India, Mrs. Zohra Chatterji, led a high level delegation to the fair, with Mr. S S Gupta, DC(Handicrafts); Mr. Sanjay Kumar, District Magistrate-Moradabad; and Mr. Rakesh Kumar, Executive Director, EPCH. Mrs. Chatterji inaugurated the Indian thematic pavilion in the presence of Mr. Raveesh Kumar, Consul General of India, Frankfurt; Mr. Raj Manek, Managing Director, Messe Frankfurt Trade Fairs (India); and members of the delegation. They visited the Indian exhibitors as well as Master craft persons at the fair. The delegates could also see the product range on display, participation by 81 countries and the competition being given to Indian products.



Secretary Textiles, Mrs. Zohra Chatterji, meets participants in the India Pavilion, at Ambiente

India well represented with over 450 exhibitors

EPCH organized the Indian handicraft sector's participation in this fair with a thematic display, highlighting Indian capabilities in houseware and home products. This pavilion featured 18 member exporters besides 5 Master craft persons sponsored by the Office of DC(Handicrafts), for giving live demonstration of their crafts with a view to highlight Indian craftsmanship and to create interest of the trade visitors in Indian products. They were, Mr. Abdulrauf Abdulrazak Khatri (Hand Block Printing) from Kutch; Mr. Khalil Ahmed (Woolen Punja Durry) from Mirzapur; Mr. Muzzafar Ali (Pashmina Shawls from Srinagar; Ms. Neihunno Sorhie (artistic Weaving) from Kohima; and Mr. Shakir Ali (Miniature Painting)

from Jaipur. Due to the extreme importance of Ambiente as a very effective marketing medium, 433 Indian companies from different regions of India, participated in this fair on an individual basis. Worth a mention here, is that out of the total 433 exhibitors, 159 were from Moradabad region alone.

Seminar highlighting the uniqueness of India



On the side lines of Ambiente fair, the Consul General of India in Frankfurt in collaboration with M/s Messe Frankfurt and with the active involvement of EPCH, organized a seminar on 'Handicrafts Market Worldwide – India a Sourcing Destination', on 7th February, 2014, at Messe Frankfurt Trade Fair Ground. The seminar was attended by over 60 participants both from India and overseas. Secretary Textiles, Mrs. Zohra Chatterji, made a special presentation in the seminar, highlighting the uniqueness of India and reasons why buyers from all





Secretary Textiles,
Mrs. Zohra Chatterji

Mr. Raveesh Kumar,
CGI, Frankfurt



Mr. Sanjay Kumar, District
Magistrate, Moradabad



Mr. SS Gupta,
DC(Handicrafts)

Ms. Nathalie Roy,
International Projects,
CKC, Rhein-Main



over the world should source for their requirement from India. Mr. Raveesh Kumar, Consul General of India, Frankfurt, emphasised on the handicrafts sector and commended EPCH for promoting exports worldwide. He expressed confidence that with around 10% of the total participation coming from India every year to Ambiente, India could certainly qualify to be a partner country soon.



Mr. Stephan Kurzawski,
Senior Vice President,
Messe Frankfurt
Exhibition GmbH

Mr. SS Gupta, DC(Handicrafts), highlighted the strength of Indian handicrafts and spoke about the cluster specific crafts which are being produced all across the country. He stressed on the need to enhance quality and packaging of products to compete in the international market, and elaborated the steps being undertaken by Office of DC(Handicrafts) in that direction.

Mr. Stephan Kurzawski, Sr. VP, Messe Frankfurt Exhibition GmbH, spoke about the initiatives by Messe Frankfurt to increase the number of exhibitors and overseas buyers to the show. Ms. Nathalie Roy, Coordinator, International Projects, Chamber of Skilled Crafts, Rhein-Main, spoke about the activities being undertaken by the Chamber that include representation, advice, education and training of individuals and also spoke about their vocational center.

Mr. Sanjay Kumar, District Magistrate, Moradabad, highlighted the social aspects of facilities being set up in the Moradabad region for welfare of artisans and craft persons. Mr. Rakesh Kumar, Executive Director, EPCH



Mr. Rakesh
Kumar,
Executive
Director,
EPCH

made a special presentation highlighting Indian capabilities in the handicrafts sector for meeting requirements of the world market. He

further spoke about IHGF Autumn Fair, 2014, which will be a much event in terms of number of exhibitors, overseas buyers and the range of products on display in the show.

Meeting with Sr. VP, Messe Frankfurt

The Indian delegation led by Secretary Textiles, Mrs. Zohra Chatterji, called on Mr. Stephan Kurzawski, Senior Vice President, Messe Frankfurt, with Consul General of India, Frankfurt. This meeting provided a good opportunity for exchange of ideas and information, during which, Mrs. Chatterji desired that India be highlighted at Ambiente as a partner country, owing to its regular and large representation (1/10) at the fair.

Further, Secretary, Textiles, also briefed the Messe Frankfurt official, about the MoU signed between Messe Frankfurt and EPCH wherein two shows targeting Indian consumers will be organized in India, namely Heimtextil India and Ambiente India. Heimtextil (Frankfurt) is one of the largest shows organized in Europe, showcasing bed, bath & kitchen linen, curtains, carpets, beddings, blankets etc. and on similar lines a show is being planned in India. Secretary (Textiles) was keen to know about the scope of technical textiles and also desired Messe Frankfurt to have some kind of association with Ministry of Textiles with respect to their technical textiles show in Mumbai to provide exposure to Indian Technical Textiles. ■