

# IHGF Delhi Fair publicity connects with American buyers at leading sectoral shows in USA

EPCH set up a Publicity Booth at these shows, to disseminate information about its upcoming 49th edition of IHGF Delhi Fair (Spring) April 15-19, 2020. Promotional materials like bags, pens, pads and leaflets were given away to buyers visiting the booth. The publicity booth at both the shows, decked up with posters of the fair and a video helped visitors get an initial impression of the fair, its composition, new dates, facilities for buyers as well as EPCH's trade promotion activities. An EPCH official visited the exhibitor booths at these shows from various countries and interacted with them, updating them about EPCH's trade shows and inviting them to IHGF Delhi Fair (Spring) 2020. Information on special promotional hotel offer for buyers was also disseminated.

## NY NOW, New York, USA; 1<sup>st</sup>-4<sup>th</sup> February 2020



The area that housed the EPCH India Publicity Booth was inaugurated by Mr. Sandeep Chakravorty, Consul General of India, New York, USA, in the presence of Mr. Devi Prasad Misra, Consul (Trade), Mr. Tim Hart, Show from NY Now, exhibitors and buyers

NY Now (formally "The New York International Gifts Fair") is run by Emerald Expositions is held twice yearly at Jacob Javit's Center in Manhattan. There are 10 targeted divisions in the NY Now show with a total of 2800 exhibitors in 400 categories. It is said to be the best and largest market to source design products while experiencing an efficient and stimulating buying experience with a community that engage in fun events and features throughout the show including educational sessions, fashion runways, etc. The show has 12 sections and 35 product categories with a diverse range of sections from handmade, artisan, wellness,

EPCH Booth at NY NOW

table top, home textiles, etc. Plus, co-location with

The National Stationery Show and Surtex Show give access to 3 shows with one-badge.

The PHD Chamber of Commerce and Industry area that housed the EPCH India Publicity Booth was inaugurated by Mr. Sandeep Chakravorty, Consul General of India, New York, USA, in the presence of Mr. Devi Prasad Misra, Consul (Trade), Mr. Tim Hart, Show from NY Now, exhibitors and buyers. Mr. Hart also interacted with each and every exhibitor.

EPCH's promotional material was also kept at NY NOW's press lounge. A total of 95 Indian companies participated in the NY NOW i.e. 45 companies under the aegis of PHD Chamber of Commerce and Industry, 16 from Chemical and Allied Export Promotion Council and 10 from India Trade Promotion Organisation (ITPO). The rest were individual participations. ■



## Sourcing at Magic, Las Vegas, USA; 4<sup>th</sup>-7<sup>th</sup> February 2020



Inauguration of the area that housed the EPCH India Publicity Booth by Mr. Sanjay Panda, HE Consulate General of India to San Francisco, USA



HE Consulate General of India to San Francisco, USA, Mr. Sanjay Panda being greeted at the EPCH Booth

MAGIC is a fashion tradeshow in the United States. Held twice a year (February and August), this fashion marketplace showcases men's, women's and children's apparel, footwear, accessories, and manufacturing resources from around the world. The recent edition of the event took place from 4th to 7th February 2020 at Mandalay Bay Convention Centre, Las Vegas. At Magic Marketplace 2020, eleven unique communities showcased their luxury brands and the latest trends in fashion. Leading peers, entrepreneurs, exhibitors and visitors have the unique

opportunity to participate in educational seminars, special internal networking events and parties. This edition of the show had over 1000 stalls with participation from over 40 countries.

The area that housed the EPCH India Publicity Booth was inaugurated by H E Consulate General of India to San Francisco, USA, Mr. Sanjay Panda. Mr. Bob Berg, Director of International Business, Sourcing at Magic, interacted with the exhibitors and shared his views. A total of 92 companies from India across various industry segments participated

in this show, including 42 companies under the aegis of Federation of Indian Export Organisation, 25 from Apparel Export Promotion Council, 13 from Council for Leather Exports. The rest were individual participations. ■



# Spring Fair International; Birmingham, UK; 2<sup>nd</sup>-6<sup>th</sup> February 2020

## Uniqueness of Indian craft skills and products showcased at India Pavilion in Spring Fair



*Dr. Aman Puri, Consul General from India's Consulate General to Birmingham; Mr. Jogiranjana Panigrahi, Joint Secretary, Ministry of Textiles, Govt. of India; Mr. Pankaj Kumar Singh, Deputy Secretary, Ministry of Textiles, Govt. of India; and Mr. R K Verma, Executive Director, EPCH, inaugurated the India Pavilion and met the exhibitors*



UK is the second biggest market for Indian handicrafts after USA and has emerged as Europe's largest for Indian handicrafts, accounting for approximately 11% of our handicrafts exports. UK's premiere trade event-Spring Fair International, Birmingham, previewed collections from over 2500 UK and international exhibitors. The fair was divided into 16 sections spread over 12 halls i.e. Gifts, Christmas with floral, Fashion, Party, Jewellery & Watches, Play & Tec., Greetings & Stationery, Retail Solutions, Retail Solutions, Beauty & Wellbeing, Living, Accents & Décor, Floral with Christmas, Glee @Spring Fair, Cook & Dine, Every day, The Summerhouse, and Sourcing. In addition to India, Stands of Australia, Austria, Belarus, Belgium, Canada, China, Côte d'Ivoire, Denmark, Egypt, France, Germany, Ghana, Hong

Kong, Indonesia, Ireland, Italy, Japan, Jordan, Kenya, Korea, Latvia, Lithuania and Mauritius were also there. With sustainability atop the show's agenda, retailers were encouraged to visit environmentally conscious exhibitors throughout the show, highlighted by the new Sustainability Trail, which highlighted the exhibitors committed to sustainable practices such as using recyclable or biodegradable packaging and ethical sourcing practices.

### EPCH India Pavilion

EPCH's participation at this prime European fair was highlighted by an exclusive India Pavilion featuring 34 member exporters. The participating exporters from India displayed flower vases, wine coolers, candle holders, wall



décor, cotton hand bags, leather hand bags, leather accessories, dinnerware, drink ware, tableware, decorative, Jewellery, natural fiber products, brassware, jute bags, home furnishing products, stoles & shawls, home décor, gifts, handmade paper products, stationery-gifts, ceramic tableware, ceramic hotel ware, cast iron products, table cloths, kitchen towels, curtains, belts, purses, etc.

This was inaugurated by Dr. Aman Puri, Consul General from India's Consulate General to Birmingham; Mr. Jogiranjana Panigrahi, Joint Secretary, Ministry of Textiles, Govt. of India; Mr. Pankaj Kumar Singh, Deputy Secretary, Ministry of Textiles, Govt. of India; and Mr. R K Verma, Executive Director, EPCH. The delegates also interacted with the participants in the India Pavilion and appreciated the Council's efforts, products on display and visitor's response at the fair. EPCH also set up a promotional booth to disseminate information on its upcoming shows like IHGF Delhi Fair-Spring 2020 and Indian Fashion Jewellery & Accessories Show (IFJAS), through leaflets, brochures and other EPCH literature, like product catalogues for creating awareness about the skilled craftsmanship and range of products to explore exports from India.

## Observations

The novel corona virus effect was also seen during the fair. In Hall 18, there were also stands of China, therefore, the larger buyers were reluctant to move towards this hall due to the fear of coronavirus. As a consequence, participants in the India Pavilion could not interact with a large number of buyers who visited the fair. Therefore, the response for Indian exhibitors was not encouraging. Around 400 buyers visited the EPCH booth and inquired about the participants and Indian fairs as well product categories and design innovations. According to feedback, the business generated by the Indian companies during the show amounted to around INR 6,21,84,800/- ■

## Tokyo International Gift Show, Tokyo, Japan; 5<sup>th</sup>-7<sup>th</sup> February 2020

### Asian buyers keen to connect with Indian handicraft sector

EPCH set up a Promotional Booth in the 89th edition of Tokyo International Gift Show-Spring 2020 held from 5th to 7th February 2020 at Tokyo Big Sight & Aomi Hall, Japan. The show had product categories like housewares, home fashion goods, handicrafts, fancy & hobby items, toys, furniture & interiors, stationery & office supplies, souvenirs, fashion related foods, healthcare and aroma & Fragrance. Tokyo International Gift Show (TIGS) is the largest trade show in Japan. It is the largest trade show in Japan with about 3,000 exhibitors, including 2,000+ Japanese, across 45+ categories.

The Council's promotional booth was set up to publicise its various promotional schemes for foreign buyers and future exhibitions. The main objective was to disseminate information about the upcoming IHGF Delhi Fair-Spring, to be held from 15th - 19th April 2020 and IFJAS, to be held in July 2020, at India Expo Centre & Mart Greater Noida. The new dates for



*IHGF Delhi Fair-Spring 2020 promotions in full swing at Tokyo International Gift Show*



the fairs were highlighted by putting posters and audio-visual screens at the booth and promotional posters at the Buyers Information Centre of West Hall. Distribution of promotional bags, writing pads, pens along with information brochures on the fair, was carried out. Considering the language barrier that many buyers would face, all informative literature was distributed in English & Japanese. Besides, one to one meetings were conducted with the exhibitors and buyers at the show through an EPCH representative and local Japanese speaking personnel commissioned for the purpose. EPCH's publicity booth drew several Japanese wholesalers, retailers and importers. Many were impressed by the promotional schemes provided to buyers by the Council, and were keen to visit the shows and source from Indian manufacturers. ■