



The facility of "Mobile Application of IHGF" being launched by H.E. Mrs. Maria Clemencia Rodriguez De Santos, First Lady of Republic of Colombia



IHGF Spring 2014

Fresh energy and vibrancy bring in a refreshing allure to sourcing



This edition of IHGF welcomed everyone with plenty of warmth and cheer. A refreshing line-up of products in intriguing exhibition spaces, urged the whole world to take notice of India's surging handicrafts industry with merchandise that is now surely poised to compete with the best in the world. With a vibrant zeal in the atmosphere, this edition received buyers from several markets. Indeed, the countdown to the next season - The Autumn Fair 2014, gets off to a successful start if one goes by the buyer response this time. All days of the show witnessed concentrated buyer activity, motivating exhibitors and rippling off a 'feel good' factor among them. While many buyers have appreciated the variety, quality and prices, some of them have particularly liked the detailing in products.



Hon'ble Secretary, Textiles, inaugurates IHGF, shares optimism & confidence on industry's growth

The Hon'ble Secretary, Textiles, Mrs. Zohra Chatterji inaugurated IHGF-Spring 2014, in the presence of esteemed guests, H. E., First Lady of Colombia, Mrs. Maria Clemencia Rodriguez De Santos; H.E. Ambassador of Colombia, Ms. Monica Lanzetta Mutis; Mrs. Monica De Greiff Lindo, President of Bogota Chambers of Commerce; Mrs. Aida Vivian Lechter De Furmansky, General Manager of Artesanias De Colombia. The occasion was also graced by Mr. S S Gupta, Development Commissioner (Handicrafts); Mr. Lekhraj Maheshwari, Chairman, EPCH; Mr. Arvind Vadhera, immediate past Chairman, EPCH; Mr. R K Malhotra, Chairman, India Expo Centre & Mart; Vice-Chairmen, EPCH- Mr. Arshad Mir and Mr. Abdul Azim; Co-Chairman, NCDPD, Mr. Ravi K Passi; Mr. Sharad Bansal, President, IHGF Spring 2014; Vice President-IHGF Spring 2014 - Mr. Naved Ur Rehman; Members of Committee of Administration, EPCH, like Mr. K L Ramesh, Mr. Amir Zaveri, Mr. Sagar Mehta, Mr. Prince Malik, Mr. Rajesh K Jain, etc.; Mr. Rakesh Kumar, Executive Director, EPCH; Mr. R K Verma, Director, EPCH; participating companies, overseas buyers and journalists, press & media.

In her encouraging and spirited address, Mrs. Zohra Chatterji, Secretary, Textiles, had words of appreciation and advice for EPCH and the handicrafts sector. "EPCH has done a commendable job in the past several years in making IHGF an important instrument for marketing Indian handicrafts worldwide," she said and shared that she is privileged to have seen this fair in its infancy and is proud to see where it has reached today, bringing in buyers from all over the world. For further facilitating buyers, Mrs. Chatterji suggested that EPCH could consider reinventing the format of the fair by introducing a special section on the highlights of the fair so that buyers may get a flavour of the fair at a glance and accordingly plan their visit. "How this can be achieved in the best possible manner is for EPCH to decide in consultation with its exhibiting companies," she said.

Congratulating EPCH and exporters of the 25% year on year growth in exports that handicrafts have shown in 2012-13, Mrs. Chatterji said, "to sustain this growth, the Govt. of India has embarked on a massive programme of Skill Development, which is one of the top priorities of the Ministry. EPCH has been entrusted with the task to form the Handicrafts and Carpet Sector Skill

EPCH has made IHGF an important marketing instrument



Ms. Zohra Chatterji
Secretary, Govt. of India,
Ministry of Textiles

EPCH has done a commendable job in the past several years in making IHGF, an important instrument for marketing Indian handicrafts, worldwide. EPCH could consider reinventing the format of the fair by introducing a special section on the highlights.

The Govt. of India is proud of the 25% year on year growth in exports that handicrafts have shown in 2012-13. To sustain this, the Govt. has embarked on a massive programme of Skill Development, entrusting EPCH with the task to form the Handicrafts and Carpet Sector Skill Council to bridge the skill gap. I am happy that efforts of the Government and EPCH in implementing promotional and developmental work for the handicrafts sector have shown a rising trend in exports of handicrafts despite recessionary trends.

Council to bridge the skill gap that is seriously affecting the handicrafts and carpet sector. Component II will have imparting of skills by the private sector. I hope exporters too could avail of this opportunity to train artisans as per their requirements."

Referring to the problem of timber legality, faced by wooden handicraft exporters dealing with European buyers, the Secretary, Textiles, exclaimed, "EPCH deserves compliments for initiating the creation of Timber Legality Assessment and Verification system titled 'VRIKSH' which will help certify legality of wood

Congratulate EPCH and all the exporters



Mr. Rajiv Kher
Secretary,
Commerce, Govt.
of India

I am glad to learn that Indian handicrafts have carved a niche for themselves in the world market because of their intricacy and exquisiteness. The continuous efforts of the Council in consonance with the schemes of the Government of India have helped to increase exports of handicrafts. The aspects of design and innovation in products of gifts and decoratives being showcased in every fair are added efforts of the Council to enhance growth rate of handicraft exports. Design innovation and technological up gradation in the sector are necessary to cater to consumer choices in the competitive world market. That is the way forward to rapidly increase growth in exports.

regular visits to IHGF since the past four years. He noted the fair's growth, and said how he has witnessed IHGF grow from strength to strength to become one of the premier fairs in the world. Referring to his visits to many overseas fairs where he has observed products from other countries, Mr. Gupta shared, "today our products can compete with the best in the world. This has been made possible by our exporters as they are focusing on design and investing a lot in design & skills." Thanking the Secretary, Textiles, Mrs. Zohra Chatterji, for her leadership, guidance & support, Mr. Gupta shared her desire of facilitating Indian manufacturers to avail services of international designers. "With this, I am

thereby facilitating smooth exports of wooden handicrafts." She concluded by saying that efforts of the Government and EPCH in implementing promotional and developmental work for the handicrafts sector have shown a rising trend in exports despite recession in the world market.

"It is a great pleasure to see this fair," said Mr. S S Gupta, referring to his

hopeful that not only the industry draws mileage but benefits finally percolate down to artisans at the lower rung of the value chain," he added.

"We are honoured to be in India and the IHGF," said Mrs. Monica De Greiff Lindo, President of Bogota Chambers of Commerce, Republic of Colombia, in her short and heartwarming address.

Sharing her enthusiasm towards IHGF she said that it is interesting to see what the organizers of this fair are doing to enhance the participation of so many manufacturers. "We are willing to learn and apply this knowledge in our private sector. We look forward to knowledge sharing and

exchange of ideas between India and Colombia, in the field of handicrafts," she said.

Mr. Lekhraj Maheshwari, Chairman, EPCH, in his address, took pleasure in informing that IHGF has covered 36 successful editions so far, achieving new heights with each edition, due to the cooperation of the exporting community and the interest shown by the overseas buying community. "The participation of exhibitors from all parts of India brings in full representation of Indian handicraft products to IHGF,"

Congratulate EPCH and all the exporters



Mr. S S Gupta
DC (Handicrafts)

It is a great pleasure to see this fair gain in stature and go from strength to strength. The number of exhibitors as well as buyers have been going up, making IHGF a premier fair, looked forward to by buyers from all over the world. I am happy to note that exporters are investing a lot in design and skill development. I have visited many trade shows overseas and am happy to share that our products can compete with the best in the world. I am also glad to know that IHGF's display sees addition of new products concerning fields of sports, travel, etc.

EPCH and Bogota Chamber of Commerce sign MoU



With an objective of enhancing friendly relationship and promotion of bilateral cooperation in the area of product development and designing of handicraft products on the basis of mutual benefit through diversification and enhancement of handicraft production, EPCH and the Bogota Chamber of Commerce signed a Memorandum of Understanding on 17th February, 2014. The MoU is on exchange of information; participation in each other's events and promotional activities; organizing training programmes; and exchange of experts. This was signed by Mr. Rakesh Kumar, Executive Director, EPCH and Mrs. Monica De Greiff Lindo, President of Bogota Chambers of Commerce, Republic of Colombia.

he exclaimed. Citing the concerns that many buyers today have, he touched upon EPCH's pro-active role in developing awareness amongst the exporting community about all statutory, non-statutory, social compliance and regulations imposed by many importing countries in the world for handicrafts imports. In this direction, a large number of workshops, seminars and group discussions have already been conducted by EPCH, he informed and added that a suitable publication on 'Compliance' has been brought out for the guidance of the exporters.

With regard to responsible sourcing of wood products, Mr. Maheshwari mentioned about "Vriksh" certification by EPCH. He concluded by saying that on behalf of the Council as well as industry, he thanks the Government of India and Ministry of Textiles and Commerce for their continued support and guidance, and EPCH is confident that this patronage will continue in future too.

We have been admirers of Indian arts, crafts & culture



Mrs. Maria Clemencia Rodriguez De Santos, H.E., First Lady of Republic of Colombia

Perhaps this is one of the reasons which has prompted me to undertake this visit to India and IHGF. The relationship between India and Colombia, off late, has been on an increase in terms of business, exchange of information, etc. We appreciate participation by Indian companies particularly under the umbrella of EPCH in the Artesanias De Colombia. This has enabled Indian products to be known in the consumer segments of Colombia.

Honoured to be here



Mrs. Monica De Greiff Lindo
President of Bogota Chambers of Commerce, Republic of Colombia

It is interesting to see what the organizers of this fair are doing to enhance the participation of so many manufacturers, especially the small and medium sized entrepreneurs. We are willing to learn and apply this knowledge in our private sector. We look forward to knowledge sharing and exchange of ideas between India and Colombia, in the field of handicrafts.

Hopeful that good business has followed



Mr. Sharad Bansal
President, Reception
Committee, IHGF-
Spring 2014

Arranging the entire display into categories has been liked by the buyers as it eased their navigation and search and also gave them the opportunity to explore more variety in the products they sought. We look forward to the Autumn fair where the segregation of the categories is planned to be more convenient. At this fair, a lot of buyers from developing countries also came in, which is a good sign for the industry. It is admirable that EPCH has been taking initiatives for the betterment of the craft culture in India. The presentation of the fair too has improved, which makes us hopeful for good results.



NEW

IHGF Mobile App launched



The facility of "Mobile Application of IHGF" was launched in course of the inauguration ceremony, by H.E. Mrs. Maria Clemencia Rodriguez De Santos, First Lady of Republic of Colombia. This facility, for the ease of visiting buyers and all those interested to find out about products and companies of their interest at IHGF, could be accessed on smart phones through Google Play and App Store on <http://epch.in/mobile>. Also, information on fair facilities, free shuttle, hotels, helplines about International airlines, Indian Railways, National Bus Transportation, etc. could be viewed and accessed. Many buyers used this facility and shared, this saved a lot of their 'planning' and 'short listing' time while saving them the trouble of taking out the Fair Directory, for every single information on the fair.

Cheerful display with focus on design from 2500 plus exhibitors in 5 show sectors

With IHGF 2014 celebrating the arrival of spring and its fresh energy and vibrancy, colour assumed the role of a protagonist, weaving its way through textures, patterns, embellishments and undertones. Pastel shades moved alongside each other, culminating in surprising bursts of bright hues, with emphasis on prints and digital printing, especially in home textiles. While the home textiles & furnishing section looked ravishing with various mediums, finishes and embellishments, the garden & outdoor products area looked welcoming with hammocks, wrought iron furniture, human as well as animal figurines, hurricane lanterns, etc., urging one to enjoy nature as it appears in its various seasons. Abundant selections in festive décor and festive products vied for attention, while interesting table top items waited to compliment home interiors. Shimmer, shine, textures and patterns appeared all over the place, offering a plethora of options. Plenty of glass and metals as well as fashion jewellery & accessories offered reasonable variety. Stone crafts not only displayed embodiment of luxury but also offered options for regular markets. Dry flowers, incense and candles were interesting packaging with little stories accompanying some of them. Furniture and furniture hardware marked their presence alongside mats and flooring products.

Buyers have admired our hard work



Mr. Naved Ur Rehman
Vice President, Reception
Committee, IHGF-Spring 2014

Exhibitors had put in lot of efforts to deserve encouraging feedback from buyers. The display at IHGF showed how manufacturers are tuning their products to suit markets of their choice. Visitors have also appreciated the mobile app. launched with this fair and look forward to putting it to optimum use in the next edition as well.

This edition brought together more than 2500 Indian companies from various parts of India, with the largest participation from Uttar Pradesh followed by Northern Region including Delhi, Rajasthan, Western, Eastern and Southern region. The display & presentation made for the good first impression, while neat lines of merchandise, mostly theme oriented, instantly connected exhibitors with buyers. Taking motivation from past learning and buyer feedback through IHGF as well as participation in many trade events overseas, organized by EPCH, Indian manufacturers & exporters are observing market directions more intently than ever before. Their display at this fair exemplified their ability to rise up to task - consistently upgrade with international design directions, skill up gradation and

Take pride in IHGF's well deserved status



Mr. Sharad Jain
Vice President,
Reception
Committee, IHGF-
Spring 2014

IHGF has become a leading exhibition of the world, while playing its role of facilitating direct interaction between Indian handicraft manufacturers and buyers from all over the world. Surely IHGF in both its seasons continues to contribute immensely to our handicrafts industry. I am happy to note that the increase in display space and number of exhibitors have been well received.

product innovation, as they endeavor to scale up ambitions. It was encouraging to see enthusiastic buyer response as many stalls had exhibitors on their toes, right from the early hours of the fair. Even showrooms in the Mart area of the Expo

Centre had early days. The display and presentation added to the positive & cheerful atmosphere.

Most exhibitors brought in innovations and were happy to report encouraging tidings. An exhibitor promoting the concept of **nature friendly leather products** had a selection in bags, made using goat leather and handcrafted by artisans in Rajasthan, using traditional techniques. The goat leather is cleaned and tanned for 30-45 days using vegetable dyes sans use of chemicals and thereafter the skin

is left to dry in the sun. After being cut to the size of requirement, high quality canvas is pasted on the inner side for durability. They are stitched and rivets and buttons of brass are attached. The outside of the bag is then rubbed with vegetable oil to get the right shade. The stylish

IHGF is a story of growth & success



Mr. Lekhraj Maheshwari
Chairman, EPCH

It gives me immense pleasure to share that the Indian handicrafts and gifts industry is poised to become a very vibrant and fashionable sector. The increasing demand from the international buyers and visitors is set to upscale local industries and provide employment to the youth in India. A huge opportunity in the sector is being supported by a strong pool of traditional artisans with their way of art & crafts in the handicrafts segment. This edition of IHGF brings with it, ample opportunities, new partnerships and new trade linkages between our visiting buyers and the Indian handicraft exporters gathered here. IHGF's growth & success can be attributed to cooperation of our exporting community and interest shown by buyers.



New Autumn Fair concept would help widen the display in a more appealing way



Mr. Ravi K Passi
Member COA, EPCH
and Co-Chairman,
NCDPD

This show kept many promises. The IHGF Autumn fair, being built around a new concept would help broaden the display area for exhibitors enabling them to display a wider range in a more appealing way. The National Centre For Design & Product Development's (NCDPD) effort in acquainting the artisans and manufacturers with latest trends in designs and colours would be beneficial at large. The skill development programmes, that the Council has been organizing, yearns to make exporters understand the fact that traditional crafts from the country are in vogue, and helps them gain from the importance of upcoming commercial craft, that would help India establish itself well in markets overseas. By training them on the technical and creative grounds, NCDPD and EPCH shall provide a better livelihood to seven million artisans who can be great exporters in the time to come. IHGF has seen several innovations in last few years, and as per the plan there is yet a lot more to come.



Commendable new generation coming up to take charge

It is good to see how the fair of such popularity has been so nicely managed by young people. The whole new generation of Indian handicrafts industry with efficient and creative products, equally creatively presented in the exhibition, has made customers more happy and confident even about the supply chain of their imports. Several new product categories were included this time, like leather with different material. Exporters were seen playing with traditional designs, methods and motifs in a very modern way. Buyers are pleased seeing that manufacturers are trying to improve and hence have a re-affirmed belief in the handicrafts culture of India. EPCH would be outsourcing international designers, marketers, consultants and agents for a good research and development, which sets a benchmark for the changing style of marketing and export promotion. Good exhibitors, who understand the necessities of a good business have received many orders. However new comers in the business still need a little learning to be in the good books of the buyers."



Mr. O P Prahladka
Convenor, Eastern
Region, EPCH

yet elegant messenger bags seem to match the personality and character of diverse group of individuals and also available are laptop bags, camera holders, ipad cases, book, guitar and wine cases as well as wallets. The sturdy duffel bags can be used when going to the gym or sports.

Another manufacturer of leather products also prides in the increasing number of buyers that they have attracted this year. Their exclusivity is in the range of **couches made up of old military tents**. They also had recycled and used products that have been major attractions for buyers. Artisans for these products are based in Jodhpur and goat leather is used in many of these products. The raw look of these products is what makes them exclusive and with the changing trend of using recycled items all over the world, the demand for these items has seen a rise. Recycle is also the motto for another exhibitor specializing in industrial furniture, lamps, boxes, etc. They only use **reclaimed wood and painted mango wood**. Their buyers are spread all over the world but their principles are in USA, Canada, Germany, Italy and Australia. Their



long association with EPCH has led to considerable development of their own business and has encouraged them to reach out to an expanded arena of international buyers.

An interesting line-up of **soft stone home decor** as well as bath products have also gathered lot of attention at the fair. Buyers have also appreciated festive decor and Christmas products on display. An apparel manufacturer from NCR got appreciation for their shawls & scarves in a variety of fabrics such as cashmere silk, wool, linen silk, etc. The beauty of their products lies in the fact that they are mostly hand woven and also use embellishments like glass, beads and sequins. They supply to Japan and have been participating in IHGF since last five years. They have gained a fair number of buyers and look forward to an increase in their export destinations.

Jewellery, exhibited in a well-defined exhibiting area continued to be eye-catching with its myriad themes, materials and combinations. A Delhi based exporter brought in **beautiful adornments using beads of glass, metal and wood**. This blend of designs, she said, is particularly to cater to European and Spanish markets. Their new metal jewellery in gold



We will be able to achieve our goals and go far



Mr. Arshad Mir
Vice Chairman, EPCH

Indian handicrafts will always enjoy an edge. We need to make concentrated efforts to improve our market awareness and use our resources intelligently. Each consecutive IHGF brings in changes in product variety, exhibitor mix, buyer traffic and most importantly, attitude. We have stepped up efforts to make sourcing even more viable through IHGF, striving to better the best, be it in terms of overseas publicity, product presentation, competitive pricing, buyer attendance or educating our exhibitors on market intelligence, design trends and technology. Each edition has offered something substantial to those who become a part of this platform. For us organizers, it's part of an ongoing endeavor to make each edition of the fair a more power packed one.

Exporters have stepped up efforts



Mr. Abdul Azim
Vice Chairman, EPCH

IHGF provides ample opportunity for exporters to augment their trade and direct their products to the international stage. We feel elated when buyers come to us to source their requirements. IHGF has proved to be a great platform for buyers from across the globe to source some of the exquisite handicrafts from every corner of India. In their efforts to adapt to the current economic conditions, our exporters are striving to offer a renovated product portfolio in line with international demand. While they continue to consolidate their regular buyer base with renewed determination, exporters have stepped up efforts to work on potential and newer markets.

Many new entrants and new products this time, more in Autumn 2014



Mr. K L Ramesh
Convenor,
Southern Region,
EPCH

This edition of IHGF saw many new entrants and also many new lines of products and designs. There were extraordinary and stupendous designs that pleased the buyers with a lot of exciting value added production, like in textiles and wooden furniture. It is really good to see the amazing range of bone and horn products which have mainly been of interest to US, Europe and South Asia. Exhibitors have done pretty good business and the number of buyers has also increased. It is hopeful that the Autumn fair 2014 would see even more buyers, also from countries like China, Japan and Middle East. There would be more facilities and infrastructure.



The most effective marketing medium



Mr. D Kumar
Member COA,
EPCH

Today overseas buyers look at this fair as an effective marketing platform where they meet regular as well as potential suppliers for a diverse range of products. This status has been achieved through constant efforts in professionalizing the work components and creating facilities comparable to any international fair. This has taken years to build and one may be assured that this will be a fair to watch out for, in autumn 2014.

look is the most promising range this season, as was their 'chokar' jewellery last season. **Blingy ladies purses and wallets** have brought in enquiries for another exhibitor specializing in accessories to apparel. Another exhibitor, who sources from artisans in Moradabad and Agra, highlighted metal jewellery, blending in resin, brass, lead free iron etc. for the youth. Her stall looked peppy, colourful and very youthful and this has attracted many visitors. Since she sources her merchandise, it provides her enough opportunity to address the demands of buyers and she often customizes accordingly. This year she also had on display, unique neck pieces and **hand bands in jute and thread**, which were recommended specially by her buyers. An array of handcrafted bead necklaces in traditional as well as modern minimalistic pattern was displayed by an exhibitor for buyers mainly from Japan, Europe and Canada.

A prominent exporter who has been a part of IHGF since its nascent stage introduced

Very certainly Advantage India



Mr. Prince Malik
Member COA,
EPCH

India is on an advantage phase because of the growing attention it is getting now. We as a community of handicraft manufacturers have made this possible. All of us need to focus on compliance and social responsibility as well as match up to international standards & norms. I am happy to note that our buyers have liked the mobile app launched by EPCH and are putting it to good use. Our autumn edition will bring in more features.



punk styled **digitally printed canvas shoes and bags** in the fair, which were unique and complete head turners. Along with it, they had digitally printed bags in multi motifs. They also had various metal necklaces, earrings, rings in iron, aluminum, brass, alloys, etc. Rings with intricate designs were not only been hand painted, but



also had etching and embossed designs giving them unparalleled finish and appearance.

An indulgent variety of hammocks was on display by a Chennai based exhibitor who shared that his product category seldom has a declining demand as it is among popular outdoor and vacation products. They make high quality products that conform to international compliances like FSC, etc. They use outdoor resistant polyester, cypress wood, cotton and water resistant

polypropylene. Other than US, Europe and South America have been their major importers. The material used is majorly hand-woven and the products are 100% handicraft work. Says their representative, "the diverse demand in each country has actually helped our business to experiment and indulge in innovation to expand our market and also get to know about newer resources available within the country. The compliance program organized by EPCH has been a great help for exporters like us in this respect. And such initiatives by EPCH bring out positive response within the business circle."



Buyers from renowned brands made for a happy start



Mr. Raj Kumar Malhotra
Chairman,
India Expo Centre & Mart

A lot of big buyers from branded companies were present in the show this time, making for a happy start of the show. They were looking for new designs for 2015, for special occasions like Mothers' day, Christmas and their other festivities. Buyers majorly want to look out for new concepts and new products. EPCH and NCDPD have been helping exhibitors in making them come parallel to internationally recognized handicrafts and we have seen major improvements in the last few years, which buyers also happily nod to. It is important for exporters to understand the perks of availing these opportunities and financial help that the Council provides. Exhibitors who have been upgrading their designs as per recent preferences and compliances have been meeting greater opportunities than the ones who don't. There was a lot of improvement that could be seen in the fair, as compared to earlier times and there is hope and scope for more.



Our exhibitors could find a niche in utility items now



Mr. Amir Zaveri
Convenor, Western
Region, EPCH

Buyers to the fair were very happy about the improving quality of our handicrafts in general, yet demand a change in the products which can be introduced through better concepts and innovations by working on the competencies that the industry already has. EPCH and the exporters are trying their best to bring in changes and are quite happy with the progress with the hope for further betterment. Our exhibitors should find a niche in utility items now, since the same from India, with our given variety in raw material and technology, can be really successful to trade. Since China overshadows the home utility products due to their capability to mass manufacture, our focus can shift to other segments as well. The Council is able and willing to provide the utmost help, and hence it is advisable for exporters to grab this opportunity. For more internationally parallel architecture and functioning of the fair, we look forward to the Autumn 2014 fair which would be exemplary in its own way.



Well organized and well presented

This edition is so much well organized and well presented than the earlier ones, and I hope this would just get better with time. However, business has been little slower than other years because the buyer base spreads over the consecutive fairs planned in February and April. It would be advisable if EPCH can segregate the categories of these two fairs, so that it can cater positively to the overseas market. The next planned Autumn fair would be a big achievement and is planned to work for the overall development of the handicraft industry. It would attract more buyers even from countries who have not been so prominently represented in the fair. Overall it's a nicely organized event and I congratulate EPCH on its success.



Mr. Dileep Baid
Member COA, EPCH

A collective display was put up by lace & crochet manufacturers from Andhra Pradesh who shared that this craft as a business aims at a socially positive initiative for women empowerment in India. The displayed products included crochet work in items of home furnishing like curtains, cushion covers, table cloths, etc. These products are 100% cotton and have been customized for value addition in products like women's apparel.



A Jaipur based manufacturer of woolen handmade Christmas gift items got buyers are majorly from US and UK. "There is a lot of colour incorporation in the gift items and it fascinates new buyers at the fair," they believe. A Delhi based supplier of plastic and glass beads made with inspiration from buyers and in-house design team felt that there were buyers exclusively for components. This sentiment was echoed by another glass beads manufacturer from Uttar Pradesh who had components, smoking pipes, hookahs and glass rings. "The touch of hand printing makes our items stand out and we prefer using natural colours for these items," added this manufacturer.



A Jodhpur based furniture and gift items manufacturer who has been associated with EPCH since a long time said, "there has been a decent buyer response this year but as exhibitors we always aspire



Move ahead with your target markets

Mr. Rajesh Kumar Jain
Member COA, EPCH

The challenges which the industry is facing are in terms of design, quality and time. Buyers want good designs, excellent quality, place less orders and want products in a very short turnaround time, which makes it quite a challenge. In the interaction phase exporters need to pay attention to the country from where the buyer is and accordingly design products, keeping in mind the colour, culture and festivals of the target market. It pays a lot to keep in regular touch with the chosen markets' dynamics.

for more each year for business expansion. The trends that we have come across over the years lead us away from the traditional designs though we prefer merging of modern trends with the traditional vibrancy that India is associated with and it shows in the colours that we have used in the furniture line exhibited. In terms of innovation, we have come up with camel bone artifacts, utility items and trendy digital prints on wood."An **iron and aluminum furniture** specialist from Moradabad had got along, **pendant lamps and garden lamps**, among new products. They engage in self-designing, based on product outlines set by buyers from Europe and US. According to them, garden products are their forte and copper has turned out to be the most demanded metal for 2014. Another exporter from Moradabad



who deals in **cutlery items using brass, aluminum and stainless steel** says, due to the nature of their products, they get a consistent demand from buyers. This encourages them to keep experimenting with different materials, prints, colours and looks. This time they exhibited a new line in **rustic, antique finish stainless steel**. Their buyers are mainly from USA, Canada, Australia, New Zealand and Germany. People from Middle East demand more of silver and gold plated items, they said and added that they are quite happy with the fair and have received a very good response.

Hand painted, gold plated and handmade brassware makers from Moradabad got along, smoking pipes, hookahs walking sticks, ash trays, trays, candle holders and jars. With buyer base in the Middle East, this time they have added **incense items** and seemed happy with the response.

Business exchange at IHGF pleasantly surprises



Mr. Rakesh Kumar
Executive Director, EPCH

IHGF has been nurturing competent new entrepreneurs, artisans and societies, helping them to establish and then further grow from strength to strength, all through its journey of 36 editions. IHGF has also been a constant platform for many buyers to explore and identify new horizons for growth.

I'm sure this edition's business exchange would pleasantly surprise many exhibitors and visiting buyers, while creating valuable opportunities for growth, for many others.



Stainless steel takes the shape of **candle holders, trays, jars, vases etc.** for a Noida based manufacturer who has his major business in US and Europe and "have done a decent business this year, especially in the contemporary look." "We are manufacturers and exporters of stainless steel, brass, art wares and EPNS wares and are mainly sought by buyers who seek **antique reproductions**. We have been part of this fair since 1996 which has made us gain and retain a strong base of importers in Spain, Italy and Germany", shared another exporter from Moradabad, who also informed that they have expanded and improved a lot by catering to all international markets. This year they displayed items blended with **wood and ceramic**, with a new range comprising items of steel with copper finish and that has received a good response. Another new product that has been in demand this year is the handmade, **hammered brass ware**, they confide.



A **stationery and gift items** manufacturer from Jaipur who focuses primarily on handmade and recycled paper and canvas bags spoke of their incorporation of **leather, jute and fabric for designs development**. Some of the products have digital printing, while some are hand painted and designed by



the artisans. They get ideas from buyers mainly based in France and Germany. Some buyers prefer geographical detailing, while others have a taste for Indian prints & art. They also have their in-house designers who work on new materials and blends.

A **lights & shades** specialist with keen focus on Moroccan designs got in improved lines in rice design and mash work in lamps and lights. This got them enquiries as well as orders.



Firozabad, a city famous for mouth blown glass decoratives and other glass products, brought in few exhibitors to IHGF. One of them shared that they use different kinds of techniques to bring a variety in products like frost, red foil, silver foil, soda frost, etc. They are used as utility as well as décor items. **Soda frost wares** are a new addition to their range and have received good inquiries.

There were manufacturers of **dry flowers & potpourri** as well as incense and spa(aroma) products, who have recieved good response.

Diversification of the consumer away from conventional augers well for the industry in the medium to long-term and as a result of which perception of luxury emerges well beyond the traditional confines of fashion and exclusivity to include quality and intrinsic product value. The changing consumer habits and values are generating enormous opportunities for quality Indian products.





IHGF proves to be a distinguished trade appointment, well received by buyers

IHGF undoubtedly is a platform for the handicrafts industry to demonstrate its strengths & capabilities to the world. And certainly more and more buyers reap the benefits of their association with manufacturers from India. Regular old buyers, who treat IHGF as a home coming, connect with their suppliers and make new contacts, share appreciation as well as ideas and desire to see them incorporated by the next edition. IHGF has not failed to astonish new buyers as they leave with business contacts and experimental orders. Most of them cherish the variety, quality and even prices of many products. It is heartening to know from overseas trade visitors that India beautifully inspires, offering diversity that is impossible to beat and boasting of strong potential that can be amazingly shaped. Quality keeps getting better and prices are most of the times, attractive or have scope for negotiations.

Most buyers agree that IHGF has seen improvement over the years in terms of expression, be it in display, product variety or



infrastructure. This one is termed neat and well presented. Many like the work culture of Indian manufacturers as they are ready to work as per buyer guidelines and are not hesitant to experiment.

Contributing to busy aisles at IHGF were buyers in good numbers from Germany, Bulgaria, Belgium, Norway, Sweden, Netherlands, Denmark, Australia, USA, UK, France, Italy, South Africa, Holland, countries in the Middle East and Asian nations. There have been a large number of buyers from almost all product categories. Some overseas journalists were among visitors, taking keen note of Indian handicrafts, entrepreneurship, regional cultures and the industry.

It is observed that as opposed to buyer feedback at previous editions of IHGF, this fair had buyers who are sourcing an average of over 30% from India. Many source 50% to 70% of their total imports from vendors they got associated with through IHGF.

37th IHGF - invigorating and rewarding



Mr. R K Verma
Director, EPCH

Like always, this 37th edition of IHGF too has been invigorating and rewarding. It has been hectic activity in the three days - the much awaited business activity for both buyers and exhibitors. It is encouraging to see a healthy turnout of good quality buyers, who have been appreciative of the exhibitor's efforts – especially those who have worked on innovative and distinctive product range and a thematic and/or neat display. The new facility, the mobile application for IHGF Spring 2014, was widely appreciated and used.

We are all anticipative of hosting a much larger gathering, in an extended and much bigger exhibition area, having larger displays and many new product categories, at the Autumn Fair due from 14–18 October 2014.

Several buyers found comfort with the mobile app that EPCH introduced at this fair. It was quite time saving, helped one get organized and plan visits to stalls of their choice & requirement, as all details about exhibitors could be accessed through the app.

Among visitors, there were designers who were keen to seek suppliers who can innovate and customize their ideas into products of home decor. Some appreciated EPCH as a well-functioning organization, facilitating buyers, before, during and after the fair. While there were many regular patrons who pride in their contribution to the Indian handicraft industry's story of growth and improvement, there were few new comers who were on their first visit to explore a long lasting journey with Indian manufacturers.

Small pieces attracted many buyers, be it for home decor, furniture or other lifestyle products. A mix & match clearly proved to be the new thing and new colour combinations in otherwise traditionally inclined products using techniques like tone on tone, etching, inlay and sheeting is being appreciated. The new section on lights & lighting was well received as many came to source just these products. They have liked the variety using sustainable raw material. Hammocks and outdoor recreational/relaxation elements like garden decor, barbecue products and figurines have been well noticed and sought out. Then, there are those who feel India is a storehouse for industrial furniture as there are immense 'ready to be recycled' materials here. Many were here for

mango wood, metal and recycled stand-alone pieces of furniture. Some have advised that alongside detailing work, Indian manufacturers could also show their potential in minimalistic Scandinavian style furniture.

Takers for textiles have revelled in a variety of home furnishings as well as kitchen linen. Those looking for accessories like scarves, stoles and shawls have also expressed satisfaction at the variety available with exhibitors. Jewellery has found many new patrons while stronger ties were established with old ones. Neck pieces and pendants have fancied many buyers as bangles & bracelets gathered more fanfare this time. Gifts items, paper products and hardware as well as components too have offered good choice to buyers.

The hallmark of a successful trade fair is its ability to bring markets and people together in an efficient and highly professional manner. Indian entrepreneurs' core competency and extended channelization of manufacturing practices has led to IHGF's unrivalled presence in the world market, making it a 'must attend' event for everyone from small progressive independents to leading brands, departmental store chains, specialty stores, retailers, interior designers, importers, wholesalers and distributors of various product segments to source an unparalleled variety of handicrafts, gifts & lifestyle products from a cross section of manufacturers from India.

Seminars and Display Awards

IHGF also adequately addresses the developmental needs of the industry and its organizer, EPCH, invites experts who make insightful presentations and answer queries of exporters. This time, three presentations were conducted, one on Trends & Forecast and New Green Design Sustainable Products and the others on Vriksh Timber Legality Assessment and Verification Program - India; and Opportunity for Foreign Investment in Handicrafts Sector. The Ajay Shankar Memorial Award for Best Display was given away in 6 categories for IHGF Spring 2014. ■

