



Home Expo India 2014

Home lifestyle and fashion products from India gain eminence as buyers appreciate Indian manufacturers' ability to adapt

With a positive opening day and reasonably busy days thereafter, the third edition of Home Expo India concluded with encouraging imprints. The organizers feel encouraged with the buyers who have optimally used Home Expo India to cater to their sourcing needs. Feedback and suggestions have been absorbed for the next show.

Having heard about the IHGF Delhi Fair-Autumn 2014, many buyers have already decided to visit. There is eagerness to see how it shapes up and some feel, it was expected, given the manufacturing potential of Indian exporters and their ability to adapt to diverse market requirements.



Hon'ble Secretary, Textiles, inaugurates Home Expo, also extends Govt.'s support to IHGF Delhi Fair

Mrs. Zohra Chatterji, Secretary, Ministry of Textiles, inaugurated the 3rd edition of Home Expo India, on 15th April, 2014, at the India Expo Centre & Mart, in the presence of Mr. S S Gupta, Development Commissioner (Handicrafts); Mr. Navraj Goel, Addl. 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. Abdul Azim and Mr. Prince Malik; Co-Chairman, NCDPD, Mr. Ravi K Passi; Mr. Vijay Shanker Goel, President, Reception Committee, Home Expo India 2014; Vice Presidents, Reception Committee, Home Expo India 2014 - Mr. Shaukat Hussain Qazi and Mr. Ravinder Nath; Members of COA, EPCH; Mr. Rakesh Kumar, Executive Director, EPCH; Mr. R K Verma, Director, EPCH; exhibitors, overseas buyers, press & media.

Home Expo rated amongst the best in Asia



Mr. S S Gupta
Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India

This show is now an established international event and is rated amongst some of the best fairs organized in the Asian continent. I am confident that the visiting buyers will find the display range of interest to them.

Exporters of home decoratives, home furnishings and furniture, have brought in many innovative lines to attract great number of overseas buyers. Home Expo comprises a wide range of houseware, decoratives, furnishings, flooring & textiles and furniture products, made using various raw materials. These products speak greatly of artistry and skills of our craftsmen. Efforts of the Council in organizing such product specific fairs of international standards not only assist in providing valuable foreign exchange to the country but also improve livelihood of the craftsmen engaged in the sector.

Adaptability to new markets is key to development & expansion



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

While we are doing well in our traditional markets, given our extensive raw material base and expertise, we need to adapt to requirements of new markets and reach out to non traditional markets that are seeing improved buying power. In fact, we have viable opportunities in China where huge mechanization has led to decline of their handicrafts and increasing affluence in their society is leading to fresh demands.

The Ministry of Textiles will extend support in EPCH's venture of launching IHGF Delhi Fair- Autumn 2014, scheduled for October this year.



Homing in to the best from India with IFFTEX, IHDS and IFAS - at Home Expo India

Home Expo-a unison of three independent shows allowed one to complete the image, with compliments from furnishings, floorings, made-ups, housewares, select decoratives & home utilities as well as furniture & accessories. IFFTEX-the Indian Furnishings, Floorings & Textiles Show presented the potential of the Indian

A significant trading destination in business friendly environs



Mr. Vijay S Goel
President, Reception Committee, Home Expo India 2014

Home Expo has taken shape to become a significant sourcing platform. I am very much confident that this platform would be optimally utilized by overseas buyers to source their line of products, from exhibitors who have congregated from all over India under the same roof. It is worthy to note that the Council has been taking steps in increasing international trade of such products and I am very sure that EPCH would further plan more of such niche and focused events, in keeping with the global scenario.

manufacturers offering handcrafted and hand finished products of typical Indian ethnicity alongside those in compliance to contemporary tastes. IHDS thoughtfully presented indulgent of selections in houseware, kitchenware, tableware, bathroom accessories as well as decoratives. IFAS-Indian Furniture & Accessories Show, allowed buyers to see a select assortment from space defining furniture to table-top items and hardware. Furniture & accessories from all major manufacturing hubs like Jaipur, Jodhpur, Saharanpur, Moradabad, Delhi,

textiles industry with its widest and grandest products ensemble, owing to the industry's broad base and vast product spectrum. IHDS-the Indian Houseware & Decoratives Show, projected India's contribution in design & innovation in this segment with

Mumbai, Ahmedabad, Bareilly, Chennai, North-East region, etc. congregated as part of this show to display how Indian furniture combines luxury, ethnicity, royalty and tradition into one and gives any ambience, a look par excellence.

Display titillates buyer interest

Indian manufacturers have tuned in to the contemporary lifestyle market to meet significant shift in consumer demand towards products and experiences that meet emotional as well as functional needs.

With the consumers' search for identity and need to express that identity, there is a surge in differentiated marketing, reflecting the rapid appearance of new niche markets. There is growth of conscious consumption and the rebalancing of the global market.

The transparency in the production process is another important factor in craftsmanship's newfound demand. After years of mass-produced practices, consumers are keen to understand the product's heritage. The value of artists and designers increasingly needs to transcend simply making pretty

Instrumental in bringing us closer to the world



Mr. Shaukat Hussain Qazi
Vice President, Reception Committee, Home Expo India 2014

The market has shown a positive trend which shall lead to healthy growth in the long run. Home Expo India has been instrumental in bringing us closer to the world of home exclusive importers & retailers. We are growing with each edition and the past two have been encouraging. Our regular patrons have always guided us with their valuable feedback and suggestions. At EPCH, our efforts are to connect buyers representing major markets to the huge manufacturing base for home lifestyle products.

things. They are becoming storytellers, using craft, provenance and heritage as narratives to communicate with consumers interested in conversation, not just transaction. However, there is a shift from desire for just intricate and painstakingly done decoratives and products of use at home. The quest for something different, unusual and new drives today's market.

And yes, many manufacturers who put up shop at Home Expo India evidently responded to this quest by offering the select and premium. While the home textiles section brought in most buyers for bed spreads, throws, rug inspired, digitally printed, embroidered and applied cushion covers, there were some who fancied digital images of maps on poufs and comforters.

Show integral to reach out to Indian manufacturers



Mr. Ravinder Nath
Vice President,
Reception
Committee, Home
Expo India 2014

With exquisite product lines in a business friendly environment, Home Expo acts as a favorable platform for buyers and exhibitors alike. A significant contribution of this fair to the home decoration, home furnishings and furniture sector has been through innovation in product range, designs, quality and presentation. It can be attributed to close interaction between buyers and manufacturers. As the scope for Indian home decoratives, furnishings and furniture is rising in the West, I believe that Home Expo-2014 plays an integral part in the promotion of trade and exports.

Among housewares, there were very visible tones of steel and copper with selections in powder coated cookware and serve ware. Cutlery was presented in

Furniture with raw appeal but smooth edges has been taken notice of, alongside wrought iron and copper tone home decor like lamps, lanterns and figurines. Table top decor and wall ornamentation had tacky compilations alongside dramatically presented lamps and mirrors.

various tones, designs and sizes. While large stalls looked neatly spread out, small ones too aroused the curiosity & interest of buyers with their product profiles and presentations.

A regular exhibitor from Jodhpur, specializing in wooden furniture in modern and contemporary designs, got a new range this time. Though they received queries, they expected more buyer traffic. Another regular exhibitor from Jaipur, who deals in furniture and home décor products, got plenty of

Wholesome opportunity for visiting buyers



Mr. Lekhraj Maheshwari
Chairman, EPCH

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 home segment.

Encouraged with the response to the first two editions and increasing interest of the buyer community, EPCH endeavored to extend invitation to new buyers from upcoming markets to source their supplies from India through this event. I am confident that Home Expo India is another successful event and would emerge to be a popular show both amongst exporters and visiting buyers.



appreciation for their product quality. Their chief representative also shared, their compliance with international standards & specifications, adds to their products' acceptability and edge over their competitors. This has been a good fair for yet another woodcraft manufacturer from Jodhpur who got positive response for their products. They got buyers from USA, Spain, Netherlands and Australia. He said, "we came up with new products with lime wash and espresso finish. Vintage furniture did really good; especially the Louis 14/16 styled chairs." A supplier of antique furniture, associated with this trade from past 13 years and exhibiting 80% new items at each fair felt, this edition had many first time trade visitors and 'fresher' buyers.

A leading woodcraft manufacturer from Jodhpur specializing in wooden and metal furniture, who has been associated with EPCH for around a decade feels, Home Expo is a great concept but suggested that this platform should also encourage artisans of handmade furniture. European style accent furniture, side tables, nesting tables, etc. came in from a Noida based manufacturer who believes, there is a market for 'distress look' furniture these days and hence they had got in a variety confirming to this theme.

A home furnishing exhibitor from Gurgaon, who had displayed cushions, quilts and beddings, alongside wall arts and note books, got "very positive response, especially from European and US buyers". "This time there has been a good demand for African theme products that I have created", he shared and added that he looks forward to the IHGF Delhi Fair - Autumn 2014. A manufacturer of carpets, rugs, stools and poufs, from



Meerut confided that, although there were fewer buyers than expected, those who visited them liked the products. In terms of design, buyers are going for new textures and techniques, he added.

A home décor and lighting products' manufacturer from Moradabad received many trade visitors, particularly from Latin American countries. Another, with décor items made with metal, especially aluminum, got good buyer response from Australian buyers who were keen to discuss offers. According to this exhibitor, the copper finish along with a raw aluminum finish is being appreciated now. Antlers and wall heads continue to get a lot of attention as these are popular in the overseas markets.

A Jodhpur based antique and vintage furniture & home décor manufacturer got a lot of buyer enquiries. "I was approached by buyers mainly from Europe and USA", he said and added, "the mini tractor, truck bars and the jeep decks that we innovated and brought to this show have been in great demand."

A home total manufacturer dealing in furniture, home décor and gifting shared, "buyers, mostly from USA and Europe, have been coming to us because of our product variety. This year industrial furniture products are in good demand." For this fair, they got along tables with concrete tops, and tables based on the 'traveler theme', with images of compasses and maps.

"Innovation is the key to sale" for an exporter specializing in home décor and utility items like frames, head boards and stands. They are regular participants at EPCH fairs and bring in more than 20% new items with





each event. He shares, "I believe that home décor items should have their own life and utility. Hence while creating a new range; I keep the utility aspect most prominent." Another echoes this sentiment and says, "we are trend makers. Our designers and buyer base help us in delivering innovative and fresh content every time. This time in our lights and lighting we used rustic elements like rope and leather." Yet another says, he tries a new theme and concept for displaying their textiles and decorative hangings in cotton, linen and velvet." Their main buyers represent high-end markets in EU, Australia and New Zealand.

A brassware manufacturer from Moradabad expressed his gratitude to EPCH trade platforms for good orders and enquiries that mostly shape up profitably. This time they are expecting 20 of their enquiries to materialize into orders. "EPCH has been organizing well managed fairs since a long time," said a decoratives' manufacturer and added, "these fairs are for contact building, and we have made contacts. Buyers were really happy with the arrangements and we got good buyer traffic."

This show had a good selection in hardware too. An exhibitor had put on display, various hardware products like ornamental door knobs and hooks. They use a variety of materials like ceramic, terracotta, glass, iron, wood, acrylic and bone for their manufacturing. He shared that he got orders from his regular buyers from USA and Germany, although he trades with 38 countries worldwide. Natural wood and wooden finished door knobs, bright colour handles and knobs, he says are a lot preferred these days. He has international designers who helped him in introducing a new range with themes of shore, riverside and sea washed door knobs and hooks.

Home Expo India has evolved



Mr. Abdul Azim
Vice Chairman, EPCH

Taking shape as a show of the select and the premium, Home Expo has evolved to become a home total show, drawing buyers from across the world. Our manufacturers are absorbing buyer suggestions and feedback to better their best in home products. This show has been instrumental in spreading the word among overseas buyers that India can be a very viable sourcing destination to source everything for home and lifestyle.

Exhibiting space no longer a constraint for the creative



Mr. Prince Malik
Vice Chairman, EPCH

As the specialized show of home products, Home Expo saw a good 3rd edition. Improvement in product presentation deserves accolades. While stall sizes may have varied as much as products, it was the presentation that made one distinctive. While large stalls had a good spread out of their merchandize, some with audio visual presentations and company backgrounders, it was the smaller display areas that seem to have been equally worked upon with theme based and focused display.

Home Expo India helps buyers complete the 'home' picture

This third milestone of the fair registered overseas buyers from USA, Canada, Germany, UK, France, Italy, Latvia, Costa Rica, Poland, Spain, Australia, Austria, Finland, Denmark, Serbia, Iran, Egypt, South Africa, Japan, Singapore, Malaysia, Indonesia and Middle East, as well as buying agents and retail buyers. Among prominent buying groups across the world who registered for Home Expo India 2014, are, Pier 1 Import (USA), Cost Plus World Market (USA), Gibson Importing Co.(Australia), Worldwide Home Furnishing Inc. (Canada), Atlas GmbH(Germany), Halenza KG(Germany), Livins Co. Ltd. (Japan), Globus AG (Switzerland), Edelman BV(The Netherlands), Uttermost Company(USA), etc.

As the fair strove to make a mark among similar home special trade events, it certainly made an impact on the minds of buyers as well as exhibitors. While buyers were seen taking keen notice of the show's objectives and appreciating this substantial & composite 'home total' platform, exhibitors were wooing them with concentrated theme based product offerings.

A buyer from USA for furniture and handicrafts who visited the show for the first time mentioned that Indian products are sellable in the American market due to their new & creative style and designs. In USA, buyers prefer nature inspired products with an unmistakable European touch. Another trader from USA who deals in

home décor, accessories and textiles, felt that Indian manufacturers have a much better understanding of the American market than their counterparts in other countries. Another regular visitor who deals in decorative items liked the glassware a lot. Canadian buyers liked the furniture and home décor products. Some of them made special mention of the aluminum decorative products. Another appreciated cushions & recycled furniture.

The show welcomed a lot of buyers from Europe as well. Buyers from UK who source furnishings, decorative products and furniture were happy and showed keenness in visiting IHGF Delhi Fair. Some of them who exclusively deal in wood based items expect to see more variety. Another buyer from UK, a wholesaler of home furnishing was here to take products that can add value to home embellishments, keeping the contemporary touch intact but allowing the dominance of a classical look in trimmings.

A buyer from Germany who was here for garden items & wood material believed that Indian products appeal to European buyers because of their cultural and traditional tone. Another who visited for furniture, house ware and decorative items, was interested in recycled furniture. An interior designer and technical consultant from Germany was browsing through furniture and liked the products on display. A wholesaler catering to high-end markets for furniture, home décor products and lamps zeroed down on handmade

products and industrial designs. Another German buyer, working with Indian suppliers since last 35 years, was happy to find a unique range of handcrafted and antique furniture.

Many importers from France were looking for furniture and home accessories. Some were here for exclusive Indian designs and some for antique furniture. They shared that a mixture of ethnic and modern style appeals to French customers, although there is always a preference for innovation and freshness.





Australian buyers praised the quality and prices of the products offered at the show. They could find a good range of contemporary designs in furniture, lighting and textiles, with original and innovative designs.

A buyer from Holland preferred buying not only home textiles from India, but also upholstered furniture made of Indian textiles. Some Poland based dealers, mostly for items of home décor like carpets, baskets, wardrobes, magazine holders and bathroom accessories with a contemporary influence, found products of their liking. They could not only multitask and save time, but also find a collection of premium products under one roof. A Finland based buying agent felt, the product range was interesting and he found some really good cushions and bags made from recycled materials.

Seminars and Display Awards

A Curtain Raiser on the upcoming IHGF Delhi Fair-Autumn 2014, was conducted in course of Home Expo. This gave an opportunity for one to one interactions between probable exhibitors and EPCH.

Insightful seminars featuring experts and professionals from the industry made this expo wholesome while awards for best display, encouraged participants to better their presentations. This time, two presentations were conducted, one on "Get Online with Amazon India and Grow Profitably" and the other on "Home Style and Colour Trend Style Update - 2015". The Ajay Shankar Memorial Award for Best Display was given away in 3 categories. ■



We are encouraged & inspired



Mr. R K Verma
Director, EPCH

We are pleased to have hosted all our exhibitors and guests at the 3rd edition of Home Expo India.

The biggest phase of polling for India's general elections fell during our fair dates, thus many of our artisans and entrepreneurs missed this business occasion to be able to vote in their respective constituencies.

The traffic of overseas buyers, their representatives and also Indian retail chains' executive traffic in the of the show has been encouraging. Buyers have been appreciative of new products and designs which were exhibited at this show, especially in the furniture section, yet some felt, displays in some categories like outdoor furniture was minimal. Most buyers were quite pleased and satisfied with quality of products but would like to see more variety in future shows. Buyer turnout from the USA, Australia, Germany, France, LAC and the Mid-East regions stood out.

IHGF Delhi Fair-Autumn 2014

Curtain Raiser



A Curtain Raiser on IHGF Delhi Fair, was conducted by EPCH on 16th April, 2014, at the India Expo Centre, to familiarize exhibitors with the new show concept. A detailed presentation on the fair and its various attributes was made by Mr. Rakesh Kumar, Executive Director, EPCH and international lifestyle designer, PJ Aranador. They explained the structure of the fair, with its various segments, including six new ones. This paved way for a detailed interaction and Q&A. The gathering posed various queries pertaining to space, product profile, layout, marketing & promotion of the show and issues regarding various other fair facilities.

Present on the occasion were, Mr. Lekhraj Maheshwari, Chairman, EPCH; Mr. Ravi K Passi, Co-Chairman, NCDPD and COA Member-EPCH; Mr. Raj K Malhotra, Chairman, India Expo Centre & Mart; and member exporters of the Council.

New Concept - Detailing the new concept and the need for renewal, Mr. Rakesh Kumar explained, "with the changing times there is a need for re-imagining all our fairs. We are in the process of re-aligning all EPCH fairs and this is going to be our re-imagining activity." He added, "under the banner of IHGF Delhi Fair, we would be able to liberate ourselves from the image of being a 'handicraft fair' and this would allow a variety of products to get accommodated in the fair." He highlighted that this would fulfil our industry's wish to create a synergy of

products and manifest our interest to encash our products at 360 degrees.

Timing of the Fair - Mr. Rakesh Kumar further explained, "we are targeting to create a circuit of fairs and fix an Indian fair between prime fairs in Singapore and Malaysia during the months of February/March, to compete with the Chinese market and increase profitability of the fair. Moreover, the timing of IHGF Delhi Fair-14th to 18th October, 2014, is apt as it is between the circuit of China-India and Singapore fairs. Consequently, there will be a perfect gap between the two fairs of EPCH.

Active Social Media Presence - As organizers of IHGF, EPCH plans to reach out to all existing as well as potential markets for home fashion & lifestyle products. The show planning activities would include extensive publicity of IHGF, with special focus on social media like facebook, twitter, pinterest, google+, etc. so that maximum buyers are reached. The organizers have introduced a toll free number as well.

Display area - The next aspect is offering a larger display area. Every exhibitor desires a bigger space, so this too is being reworked upon. "Champions from different trades must become part of the whole show. Efforts are going on in this regard," shared Mr. Rakesh Kumar. Among products at the fair, it was discussed that brands from leather, sports, festive deco and many other categories will be added to the list.

Comprehensive Display Categories - The next aspect is offering comprehensive display categories to meet the challenge of newer fairs coming up in various parts of the world, shifting buyer interest and inclination towards nations like China for low cost alternatives. To tackle these a 'New Look, New Design' with re-branding and re-building is being worked upon. In order to provide an Indian touch, aesthetics and ambience of the fair are being worked upon.

A total of 22 categories are being targeted for IHGF Delhi Fair. Exhibitors for this edition would have to select a category for themselves. Through this, segregation will get easier; within each category, a large number of products can be added and new products can be created.

New Display Structures - Double Decker structures that are becoming an international phenomena, will be among new additions in the upcoming Delhi Fair. However, manufacturers will need to get a structural engineering certificate prior to the fair. Special counseling programs will be organized for manufacturers as these changes would be taken up. The allotment of stalls is expected to be done by 15th June, 2014. A Mobile app of the fair will be launched, for in-hand availability of information to buyers much before the fair starts.

The Autumn edition of IHGF is being launched as a mega trade show, renamed as IHGF Delhi Fair that would be grander in display with over 1200 product types & styles, 12 segmented product groups from 2750 exhibitors in a much bigger space of 1,90,000 sq. mtrs.,

IHGF Delhi Fair to be launched with New Look & New Design



Mr. Rakesh Kumar
Executive Director, EPCH

In the wake of the global sourcing process, choices, patterns & dynamics constantly changing and evolving, there is a need for re-imaging all our fairs.

We are in the process of re-aligning all EPCH fairs and this is going to be our re-imaging activity. Under the banner of IHGF Delhi Fair, we would be able to liberate ourselves from the image of being a 'handicraft fair' and this would allow a variety of products to get accommodated in the fair. This would fulfil our industry's wish to create a synergy of products and manifest our interest to encash our products at 360 degrees.

Instead of the usual 4 days, the fair would be spread over 5 days. The show will broadly cover all types of homeware and houseware requirements including, Houseware, Decoratives & Gifts, Furniture & Home Accessories, Home Textiles, Furnishings & Floor Coverings, Fashion Jewellery, Accessories & Bags, Christmas Decorations, Candles & Incense sticks, Lamps & Lighting, Corporate Gifts, Sports Goods, Educational Toys, Stationary, Luggage & Travel Goods, Pet Accessories, etc. ■

