

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. ■

