

Brazilian buyers warm up to Indian handicrafts

House & Gift; Sao Paulo, Brazil; 16th-19th August, 2014

House & Gift Fair is the largest professional trade fair for homeware and decoration in Latin America. It is divided into six specialized sectors and two spaces, bringing together the entire supply chain of the segment in four days, attracting qualified buyers from all Brazilian states and 51 countries, which enables networking, tightening the bonds, and promote business. More than 1,300 exhibitors attend the trade fair, including manufacturers, importers and distributors that present fashion, news and trends. The volume Hall opened on 15th August 2014 for volume buyers.

EPCH led India's participation to this fair with a total of 10 member exporters and five master crafts persons. A vibrant display of handicraft products was organized in the India Pavilion. As per feedback, the participants have received good number of business visitors/enquiries. The Council coordinated live demonstration of the master crafts persons during the show. This attracted lot of visitors to the India Pavilion.

Ms. Abhilasha Joshi, Consul General of India to Brazil along with senior officials of the Consulate of India, inaugurated the EPCH India Pavilion and visited the participants as well as the EPCH publicity booth, set-up for generic promotion & publicity of IHGF Delhi Fair.

The IHGF Delhi Fair (Autumn'2014) leaflets & brochures along with the specially designed brochures in Portuguese language were distributed to the visitors. The brochures and other literature were also placed in the press lounge and at EPCH publicity booth. EPCH's product catalogues were also displayed at the booth and business visitors very much appreciated them. Besides, one to one interaction was also made in all the Halls with the concerned exhibitors in the show to inform them about IHGF Delhi Fair and invite them to visit the fair. It was learnt that most of the international exhibitors at this fair are sourcing their merchandise from India. The Council's official also visited the Textil House Fair, being held simultaneously at the venue called Anhembi-Pavilhao Oeste-Sao Paulo-Brazil and invited the exhibitors as well as visitors to IHGF Delhi Fair Autumn 2014.

According to a recent study by Euromonitor, Brazilian consumers, long known for being spenders and not savers, have been exhibiting strong buying trends. Despite a lack of



Ms. Abhilasha Joshi, Consul General of India to Brazil along with senior officials of the Consulate of India at the India Stands during the show



A trade visitor gathers information about IHGF Delhi Fair

confidence and general dissatisfaction with the government, many poorer Brazilians have been able to take advantage of new assistance programmes to purchase appliances and other big-ticket items for the first time.

Among top five consumer trends are inclination towards sustainability; increased international influence on consumption habits; popularity of social media and the internet and focus on technology; growing dissatisfaction with government investment in society; and growing middle class resulting in increased consumption levels. ■

India Pavilion makes an impact at premier US trade show

NY Now; New York City; 17th-20th August, 2014

Source NY was organized at Pier 94, New York city, providing a platform to manufacturers, artisans and producers of gifts, decorative accessories and more, to showcase their merchandise in front of North America. It is the premier gift and decorative accessories market in the United States. This semi-annual event fills 638,000 net square feet, including the entire Jacob K. Javits Convention Center and the Passenger Ship Terminal. 33,000 national and international attendees were drawn from major retail outlets, specialty retailers, distributors, catalog companies and others. There were over 2,800 exhibitors exhibited in four market collections of the Fair, including international sponsored groups representing India, Brazil, Cambodia, Ecuador, France, Germany, Ghana, Indonesia, Japan, Malaysia, Mexico, Panama, Peru, South Africa, Tunisia and United Kingdom.

Council's Participation

The Council made its presence at this show with a contingent of 32 members specializing in fashion jewellery & accessories, home accessories, coir floorings and mats, decorative and jewelery boxes, scarves, stoles and shawls, Christmas decorations, cushions, bags, paper mache items, paper decorations, wooden toys and home furnishing, at a display spread in an area of 2550 Sq.ft. The participants exhibited their diverse range under the banner of India Pavilion.

Dr. Manoj Kumar Mohapatra, Deputy Council General, CGI, New York along with Ms. Sonal Narang, visited the show, met the participants and congratulated them on the good display of products. The Dy. CGI expressed his satisfaction over the display of Indian handicrafts at India pavilion.

The visitors to Indian pavilion showed interest in the diverse range of products at the India Pavilion. Exporters who participated in the show and were ready to accept small order quantities from retailers with the expectation of future business were happy with the show. The total business generated and expected business was to the tune of 600,000 USD.

Publicity & Promotion of IHGF Delhi Fair

In order to promote IHGF-Delhi Fair, EPCH made a thematic display of handicrafts items in an area of 335 sq. feet wherein apart from product display, an area was set up for presentation



Buyers receptive to IHGF Delhi Fair-Autumn 2014-Mr. Rajesh Rawat, Dy. Director, EPCH makes a presentation on IHGF at the EPCH publicity booth, India Pavilion, NY Now, New York City

on the IHGF-Delhi Fair. Promotional material like leaflets, bags, pens and writing pads were distributed amongst buyers at the booth as well as all within the show venue. Promotional posters indicating India Pavilion locations in the show were also placed at 15 different doors (door decks) at the entrance of the show venue.



In order to provide wider coverage to IHGF in all leading gifts and decorative publications in USA, a press meet was organized and a presentation made alongside a promotional video on the fair. A buyers meet was also organized at the India pavilion and buyers were invited and encouraged to explore the possibility of sourcing handicrafts and decoratives from India. Invitations were extended to American buyers well in advance and also through one to one interactions at the show venue during the first three days of the event.

Besides, IHGF Delhi Fair was one of the sponsors of the Retailer Excellence Awards -an annual event hosting over 300 invited retailers where the best of them are felicitated with awards. This facilitated distribution of promotional material related to IHGF amongst all guests at the award function. ■

India Pavilion highlights Indian crafts and IHGF Delhi Fair

Gift & Home Shanghai 2014; Shanghai, China; 29th-31st August, 2014



Inauguration of India Pavilion: Mr. Rakesh Agarwal, Addl. Chief Secretary, MP Govt., cuts the ribbon and Mr. Naveen Srivastava, Consulate General of India, Shanghai, lights the inaugural lamp in the presence of Mr. Lekhraj Maheshwari, Chairman, EPCH and participating member exporters

The show was held in Shanghai Mart Exhibition Center in an area of 24,800 sqm where more than 600 exhibitors participated. The international zone here had pavilions from India, Japan, Taiwan and Korea. It is said to be an annual B2B event at Shanghai for domestic & international gift suppliers to promote original and premium products.

EPCH participated with 31 member exporters and set up the India pavilion comprising a display of hand bags, scarves & shawls, decorative items, giftware, lanterns, paper lamps, wood crafts, wooden partitions, animal figurines, leather goods, fashion jewellery, handmade rugs, metal crafts, clocks, etc. Overall it generated a mixed response and trade enquires were received for a wide range of products.

The India Pavilion was inaugurated with a ribbon cutting and lamp lighting ceremony, by

Mr. Naveen Srivastava, Consulate General of India, Shanghai and Mr. Rakesh Agarwal, Addl. Chief Secretary, MP Govt., in the presence of Mr. SK Ray, Consul (Commercial), CGI, Shanghai, Mr. Lekhraj Maheshwari, Chairman-EPCH and participating member exporters. Mr. Rakesh Agarwal had led a delegation of MP Govt. including Commissioner (Sericulture), MP Government, to this fair. After the inauguration, Mr. Naveen Srivastava, took a round of the India Pavilion and the exhibitors. He was very much impressed with the items displayed by the exhibitors and wished them luck for business.

The Council took this opportunity to promote the IHGF Delhi Fair - Autumn, 2014, by distributing promotional bags, brochures, leaflets and fliers of the fair to the visiting buyers in the Shanghai Mart and to buyers who visited the Council's publicity booth. Besides, the fair organizer also distributed informative leaflets on IHGF to visiting buyers at their registration counters. The Council also engaged 6 interpreters for extensive publicity of IHGF at various places at the fair venue like, entrance of the exhibition area as well as halls. Additionally, EPCH also hired separate space for putting IHGF Delhi Fair banners in Chinese language at two different strategic locations of the Shanghai Mart. ■



The dignitaries seen with EPCH participants at Gift & Home Shanghai 2014



IHGF Delhi Fair publicity at Gift and Home; Shanghai, China