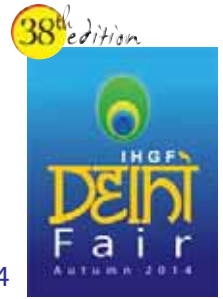


IHGF Delhi Fair - AUTUMN 2014

Exemplary Buyer Patronage establishes fair as the world's largest for home, lifestyle, fashion



14th-18th October, 2014

IHGF Delhi Fair couldn't have asked for more - happy exhibitors, happier buyers, a very appealing show, great facilities, Indian cultural breaks all along the busy days, comfortable stay for international visitors and this wholesome composition, so rightly timed! Having kicked off to a great buying season, the renewed composition brought to the 38th edition of IHGF, fifteen well-spread sectors across an area of 197,000 sq. mts., as a well-planned showcase of products by around 2700 exhibitors. The edition saw significant expansion in all categories. New features of the revamped IHGF Delhi Fair included formally opening up of the fair to domestic volume retail buyers, e-commerce portals and setting up of E-Hub to facilitate interaction between the exhibitors and e-marketplaces. Ramp presentations illustrated the strength of the fashion jewellery and fashion accessories segment. These initiatives showed encouraging results. Insightful seminars were conducted on topics ranging from e-Commerce, Cybercrime, Trends and Design. Cultural programmes were a source of unwinding and delight.

Exhibitors have appreciated the renewed fair and most of them have reported encouraging buyer response. The refurbished fair as a complete sourcing platform needed a multi-pronged publicity campaign to get the message across to buyers world over. Besides conventional tried and tested publicity measures, EPCH predominately used electronic media comprising e-mailers, social media, tele-calling as well as website promotions to reach out to buyers. Buyer feedback reveals that communication from organizers during the run up to the fair, helped them with valuable pre-show information.

This was certainly hard work getting paid off, not only for the organizers but also for the entire handicrafts manufacturing and exports fraternity who have tirelessly contributed. Buyers from over 110 countries registered with impressive numbers from USA, UK, Australia, Germany, Japan, Italy, CIS countries, Greece, Hong Kong, Israel, Egypt, Nordic region, Middle East including UAE, African and LAC regions.





New Beginnings celebrated with enthusiasm

The 38th edition of IHGF was inaugurated by the Chief Guest, Hon'ble Minister of State for Textiles (Independent Charge), Govt. of India, Mr. Santosh Kumar Gangwar, in the presence of Guest of Honour, Mrs. Vimla Batham, MLA from Noida; Mr. Samir Kumar Biswas, Development Commissioner (Handicrafts); Mr. Lekhraj Maheshwari, Chairman, EPCH; Mr. Raj 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. D K Bhardwaj, President, Reception Committee, IHGF Delhi Fair-Autumn 2014; Vice Presidents-IHGF Delhi Fair-Autumn 2014- Mr. Nabeel Ahmad and Mr. Rishi Soni; Members of Committee of Administration, EPCH, like Mr. K.L Ramesh, Mr. Rajesh K Jain, Mr. O P Prahladka, Mr. D Kumar, Ms. Jesmina Zeliang, etc.; Mr. Rakesh Kumar, Executive Director, EPCH; Mr. R K Verma, Director, EPCH; participating companies, overseas buyers and journalists, press & media.

In his encouraging and spirited address, Hon'ble Minister of State for Textiles, Govt. of India, Mr. Santosh Kumar Gangwar, 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," he said and shared that he is privileged to have seen so much of the industry in this short span of his taking over office in the Ministry of Textiles. "The importance of artisans can never be undermined as it is their skills that have won recognition for our handicrafts industry in overseas markets. To stop the new generation of artisans from moving away to other fields in search of better remuneration and livelihood, it has become imperative to focus on skilling and empowering them," he emphasized and referred to the 'dying art' status of rich craft skills that seem to be fading with time as no one wishes to take them up now. Citing his visit to Leh with the Prime Minister, Mr. Narendra Modi, he shared, it is of deep concern to see the famed Pashmina on the verge of

This fair truly highlights the 'Make in India' sentiment



Mr. Santosh Kumar Gangwar
Minister of State for Textiles, (Independent Charge), Govt. of India

In the little time that I have spent in this ministry, I have seen a lot of possibilities in the handicrafts sector. I am also happy to see how much our manufacturers are doing to challenge the competition they are facing from other Asian nations. A look at the products displayed at such prime fairs of the sector are testimony to this. Echoing our Hon'ble Prime Minister's sentiment on 'Make in India', I urge this sector to focus on skill development and confidence building of artisans so that they are encouraged to continue the art of craft making with assurance of good returns and improved livelihood. The support of my office in the Ministry of Textiles will always be there for you.



extinction. It has to be restored with collective efforts. Leh is a place in the extreme northern part of India, that is famous for Pashmina shawls. Specially in the handicraft industry, people are reluctant to work since they feel they do not get due compensation for the tedious work that they do. Hence the Ministry is working for providing



profitable opportunities for them. Through our handicrafts we should not just aim to be famous within our nation, but make an impact on the world as a whole. With this, Mr. Gangwar called on the handicrafts sector to generate employment opportunities and assured of his Ministry's support in endeavours in this direction. He said that understanding the situation of craftsmen caught between the decision of continuing the family craft heritage or abandoning it, the Ministry of Textiles is working hard to give a respectable position to artisans of the country. Recently the Prime Minister

has announced Rs. 31 crore support to the industry, which Mr. Gangwar will personally be looking after. He also shared that the new Govt. has opened 13 textile parks for the benefit of the sector.

Congratulating EPCH and exporters for achieving USD 39 million exports in the previous financial year, Mr. Gangwar shared his confidence that the target of 45 to 50 million USD would be met. He added, "this data that proves our growth only highlights our efforts in fulfilling expectations of Prime Minister, Mr. Narendra Modi and his call for 'Make in India'. He, in his

A platform to promote handicrafts and employment



Mr. Samir Kumar Biswas
DC (Handicrafts),
Ministry of
Textiles,
Govt. of India

Fairs like these serve as promotional and developmental thrust of this sector. India is the third most popular trade country in the world and with such effort, it would only become better. My office will provide all support for Branding Indian Handicrafts in world markets.

Commissioner (Handicrafts), Ministry of Textiles, Govt. of India, congratulating EPCH and exporters. IHGF is a platform to promote handicrafts as well as employment of artisans and people associated with the sector, that indulges more than 70 lakh people on full time or part time engagements. Fairs like these serve as promotional and developmental thrust of this sector. "India is the third most popular trade

Congratulate EPCH and all the exporters



Mr. Sanjay Kumar Panda
Secretary,
Ministry of
Textiles,
Govt. of India

EPCH has been instrumental in increasing exports through platforms like IHGF. Ministry of Textiles has been extending production support in terms of technology, designs and packaging, etc. that have helped in providing linkages between producers, exporters and buyers.

budget also declared seven mega clusters in the country only for the betterment of the society, which is just an elemental step. It is important for us to create employment opportunities given the rising population on India."

It is a great pleasure to see this fair and I believe it has indeed become the largest home lifestyle and fashion show in the entire world which the buying community will really look up to, said Mr. Samir Kumar Biswas, Development

country in the world and with such effort, it would only become better," added Mr. Biswas. Wishing success to all participating exporters and EPCH in their strenuous efforts, he assured of his office's support in branding Indian Handicrafts in the world market. With this show, IHGF Delhi Fair has become the largest of its kind in the world, shared Mr. Rakesh Kumar, Executive Director, EPCH. He shared EPCH's year-long campaign to make IHGF reach out to each prospective buyer in the world, through print and online communiqués. IHGF Delhi Fair has been widely promoted using digital media, which incorporates our Hon'ble Prime Minister's emphasis, vision and preferred working style to keep up with the Western world. He added that our Prime Minister's visit to Japan and China have brought in pleasant tidings for IHGF. In fact, it is observed that there was four fold increase in buyers from Japan, which shows increasing credibility and confidence to invest in India. More than hundred buyers from China also participated, which is overwhelming, as it is the biggest competitor to India.

Mr. D K Bhardwaj, President, Reception Committee-IHGF Delhi Fair-Autumn 2014, welcomed all the guests, buyers, exhibitors and media persons to the fair. He took pride in sharing that this trade platform in its new form re-establishes its strength and individuality in the world market. In rhythm

with our Hon'ble Prime Minister's call and vision towards making India, manufacturers to the world and 'Make in India' the prime motto of our industry, EPCH has been promoting this culture of manufacture in India since years and keeps striving to better it with its continuous efforts. Mr. Bhardwaj attributed the success of the show taking shape so beautifully, to the visionaries like Chairman, EPCH, Mr. Lekhraj Maheshwari and Mr. Rakesh Kumar, Executive Director, EPCH, who have tirelessly worked on the frontlines. On behalf of EPCH and the handicrafts manufacturing sector, he expressed gratitude to Mr. Santosh Kumar Gangwar, Minister of State for Textiles, (Independent Charge), Govt. of India, for his keen interest and support.

The inauguration ceremony concluded with a Vote of Thanks, proposed by Mr. Lekhraj Maheshwari, Chairman, EPCH. He touched upon the wholesome journey of IHGF over the years and how the patronage of buyers continued to encourage the exhibitors to better their best with each successive edition. He shared how the name IHGF has touched all parts of the world, welcoming buyers from practically each and every nation that imports home and lifestyle products and how IHGF has spanned 37 successful shows so far, achieving new heights with each edition.

Emergence of new Entrepreneurial Class

IHGF Delhi Fair-Autumn 2014, represented by over 2700 exhibitors in fifteen product categories spread across 14 halls at the India Expo Centre spoke a lot for itself. The overall look was refreshing and inviting with a judicious play of colours. The cultural and facilities were just value additions to the main course - a very in-your-face presentation. Exhibitors demonstrated the extra effort to create unique and outstanding displays to engage and entice buyers. The

Hopeful that good business has followed



Mr. D K Bhardwaj
President,
Reception
Committee, IHGF
Delhi Fair-Autumn
2014

The fair not only presented a new concept and new theme but was also supported well, with a host of facilities and services to buyers. I am sure, our trade visitors had a new and fascinating experience of doing business at IHGF Delhi Fair.

The launch of the mobile app was also appreciated by the exporters as it not only helped the buyers locate exporters they were looking for but also let them scan the QR codes provided on stalls and catalogue the exporters. New product innovations have ascertained more business as many have added to their buyer lists. A Canada based exporter who has already been working in US, UK, and Canada was a new entrant to the fair, and displayed beautiful wooden candle stands, as a result of their collaboration with a company in India. They have come up with

extensive promotion of the IHGF Delhi Fair in overseas fairs EPCH

participated in as well as through the online medium, bore fruit as many exporters said they received more buyers. An exporter mentioned that he was approached by small retailers from Europe and this would not have been possible without the kind of publicity that EPCH provided.

The launch of the

artificial **flameless candles made of wax and fiber**. It is a very new concept of flickering lights with a timer that can be customized in terms of size, colour and pattern. They wish to innovate in the times to come by fusing more texture and patterns in their manufacturing. The unique technology used in these artificial candles makes them 'among firsts' in the Asian market. The flickering flames are eye catching and add to the crafted originality of these

pieces. A Jaipur based exporter of wooden furniture items displayed creative wooden geometrical racks and furniture. Mainly using **sheesham and brass** in their

products, they cater to buyers from Australia and USA. This was their fifteenth participation at the fair and they bring in freshness in the products at every

edition. Another from Jaipur displayed a variety in antlers theme home decor, several **depiction of wild and aquatic animals** as home products, coin like decor made using MDF wood, etc. One of the first time participants at the fair brought in decor pieces made using **pine wood and resin** - one of its



kind rare artwork done on the inner side of pinewood that reflects white light in different

Buyers have admired our hard work



Mr. Rishi Soni
Vice President,
Reception
Committee,
IHGF Delhi Fair-
Autumn 2014

With a wider product range and enhanced display, EPCH is confident that buyers have found it much more convenient to source a variety of items. Among firsts, IHGF was also open to domestic retail buyers. I am sure exhibitors have benefited.



colours giving the pieces a beautiful and exuberant look. A Moradabad based exporter, inspired by ideas of their regular buyers in EPCH's April fair, displayed a wide range of nested tables in different shapes and subtle. With a minimalist tone to them, these products speak aloud of beauty and simplicity. A permanent exhibitor from Meerut displayed **products with plumbing fittings** - recycled small furniture, book racks, candle stands and wall hangings. They earlier dealt only in swords and armours, but seeing a positive response to their small furniture segment, decided to expand the category. Delightful home textiles and juvenile products by an exhibitor from Noida attracted a lot of domestic as well as international buyers. He mostly uses velour velvet to make products like

Take pride in IHGF's new status



Mr. Nabeel Ahmed
Vice President,
Reception
Committee,
IHGF Delhi Fair-
Autumn 2014

A revamped IHGF provided opportunities to more exhibitors and enabled visiting buyers to choose and select from more variety. Cultural performances, organized during the fair days proved to be a new fillip for visitors and opening up of the fair to domestic volume retail buyers facilitated good interaction.

sofa cushions, dog beds, shoe like settees, cushions and other **animal-shaped toys**. They are already selling to the domestic market, mainly through their own e-store. They are happy with the business at IHGF and look forward to their next participation with



new product lines. This time their safe cushions for kids got "brilliant inquiries". The show was overwhelming for a dealer of baby products, tents, pillows, cushion covers, Christmas furnishings and garments. Earlier they had been participating in a garment trade show but the response they got for **home textiles** from this show pleased them. Most of the cushions were in beautiful flowing digital colours and some in embroidery too. The inclination of buyers was seen towards tents and digital prints. All products among their exhibits were especially developed for the Delhi Fair.

A rug exporter from UP with the range of **subtly shaded carpets, doormats** and rugs in leather, wool and cotton, shared that they are still nostalgic about the earlier



IHGF is a story of growth & success



Mr. Lekhraj Maheshwari
Chairman, EPCH

IHGF's growth & success can be attributed to cooperation of our exporting community and interest shown by buyers. With this edition, EPCH also took care of space constraints so that more exhibitors could get accommodated in increased display areas. On an average, each edition has attracted buyers from almost all parts of the world. This edition too brought together buyers from 110 countries to conduct business with over 2700 exhibitors.

Sustainable Crafts make inroads into wish lists

A beautiful display of design elements anchored on trends interpreting various tendencies using common natural materials like cane, bamboo, clay, wood and paraffin wax exemplified green design sensibilities of Indian manufacturers, especially from India's North Eastern States and Madhya Pradesh at IHGF Delhi Fair. They conjured themes of merchandize, ready to be transposed to buyers' showrooms and show windows easily. Yes, hand-woven river reed mats, sisal window screens, jute utilities as well as decoratives, plenty of cane & bamboo and eco-friendly lifestyle products were all there. Other items on display included brass candle holders, napkin holders, candle stands, horn and bone boxes, photo frames, jerkin and stone jewellery, water hyacinth products, solapith flowers, along with wooden frames depicting traditional Eastern culture. They received a good response for boxes and for wooden flowers which can be used in tune with different kind of interiors. These exhibitors were happy with the layout, the location and the "good buyers from America and Europe" who have placed orders. Some have left inquiries to shape up into orders soon.



IHGFs. A manufacturer of **fur rugs and flooring** tuned exclusively for the cold countries like Sweden, Denmark, and Australia, did slower business as compared to the previous edition. They are open to sell in wholesale to Indian buyers but their product line does not quite suit the weather in India. Although, in winter season such items can be widely used for luxury and decorative purposes.

Several cotton canvas poufs, pillows, camera bags, totes, photo frames and home textiles were part of a Jodhpur based exporter's collection. They manufacture their range completely from **recycled canvas** from military sources. They spend a lot of effort and time in making the recycled fabric usable and completely non-harmful for the end-users. They have done a decent business in this edition. Among new products are their printed range of canvas cushions, lounge poufs, ottomans, etc. They have engaged a Dutch designer who visits twice a year and helps them in creating new lines.

A Kolkata based exhibitor of jute displayed trendy cotton-jute bags. They do customization according to buyer needs and also promote their original designs which sell very well. They deal in **authentic and designer jute bags** and attributed their good business to IHGF and EPCH.

An IHGF patron from Nagaland had got along cane household and utility baskets, cane & bamboo ceiling lamps, cotton and



Eri silk textile products, etc. Their **heirloom cushions** promoting a dying art of North Eastern India got a good response, with many buyers inquiring and joining their list of prospective business. Their dyed cane products enticed many. Manufacturers and exporters of **intricately designed glass products** from Firozabad brought in an abundant selection in flower vases, glass lamps, glass lanterns, etc. in designs that are in accordance with the latest trends and embellished with minutest detailing as a value addition. They also had assorted lanterns and candle holders with bright coloured glass. They believe that the show is well organized, best fitted with international standards in terms of quality, space, cleanliness and security. A lamp exporter from Moradabad, participating in IHGF since its initial editions, had on display, ceiling, wall and **floor lamps as well as candle holders** in shades of black, copper, silver and gold. They received a reasonably good response this year with majority of their buyers liking their lamp collection. They use iron, steel, brass, glass and crystal in manufacturing their range and design their products to match European tastes. They got enquiries from new buyers as well. Antique finished wall lamps in various **aquatic and sun sign motifs**, animal motifs, etc. attracted good buyer response according to an Uttar Pradesh based manufacturer who shared, "business is a lot better than the last year". He designs his products himself and mainly caters to the American

market. He shared that they are trying to get into European market as well, but there the need and preference is for more basic products. Mostly using metal in manufacturing of the products, their range has a diversified and a quaint creative approach.

New entrants to this fair, exporters of **handcrafted**

leather bags from a small village in Rajasthan got an excellent response and hope to add a lot of buyers to their list of business partners. They feel IHGF perfectly provides them with a unique promotional platform. They share that their buyers from Japan, Spain and France have a penchant for leather goods that are manufactured without the use of chemical dyes, allowing natural weathering of the leather, giving it a raw touch. Their range includes duffle bags, business bags, travel bags, ladies purses, men's wallets, etc. They customize in the forms, colours, work and sizes according to buyers' needs. The notebook covers they had on display are handcrafted by a team of students at their in-house workshops. Another exporter from this region, had on display, beautiful Rajasthani work done on home textiles and select fashion accessories. They engage artisans from Rajasthan's Barmer village and through this initiative promote the region among international buyers, as well as offer employment to a large number of people. They reported good business at this show with most buyers from UK, USA and Japan. Besides orders from regular buyers, they could get "a lot of orders and inquiries".

An incense dealer from Delhi, who has been participating for more than a decade, introduced a new range of **spa products, cosmetics and aroma therapy** items in this edition of the show. A mystic range of sandalwood, rosemary, lavender and many more of such scents were well received and initiated orders. Under the brand "arveda", this exhibitor sells personal care ranges both internationally and in the domestic market too. He got a favourable response from the domestic buyers too.

A good range of **light stone, glass beaded and leather jewellery** as well as fashion accessories were offered by a Delhi based exporter who designs his product with the help of his in-house designers. He has clients across US, Europe and Australia. At IHGF, he was quite happy to see how



exhibitors did their best to present attractive displays. A Ghaziabad based exporter of jewellery and handmade accessories using metals like tin and brass thanked EPCH in fulfilling the marketing and publicity requirement of exhibitors. His lead free and **nickel free tin jewellery** has been popular among his regular buyers.

An exporter of scarves, shawls and high fashion garment accessories that are BSCI and SEDEX compliant brought in a range including bright printed **viscose, cotton, linen and polyester scarves and shawls**. His products mainly cater to European, specially German market.

Business minds work and connect to open opportunities



Mr. Rakesh Kumar
Executive Director,
EPCH

When a new business avenue is presented, business minds work and connect to open many more opportunities. Such is the assuaged impact of bringing key players in the Indian retail and e-tail sector to this IHGF Delhi Fair. As a direct connect, the manufacturers & exporters can open up supply to domestic volume buyers and retailers who in turn get to source and further market world class products. Also, the fast expanding e-tail business module is an apt mode to establish and popularize brand names.

There are also larger implications and opportunities. In the emerging global trade scenario, the buyer and seller remain, but roles can intertwine and change. For example, an exporter's overseas buyer could well become a supplier of unique foreign products to the exporter's domestic volume buyer, and the exporter can act as a local agent/representative. Hence, our new initiatives provide unparalleled opportunity to all stakeholders, including our visiting overseas buyers, who can expand their business by becoming global traders and tap the fast growing and evolving Indian consumer market.



Strong buyer turnout and positive feedback

Housewares, Decoratives, Furniture, Fashion Jewellery & Accessories, Home Textiles, Lamps, Christmas Decor and Wellness & Incense sections attracted many buyers. Trade visitors have evidently welcomed IHGF Delhi Fair with all its special attributes. Happy with the large size fair and seamless layout with big spaces categorizing major product segments, this edition proved to be a refreshing and welcome change for many regular patrons of IHGF.

Bigger and totally rephrased as compared to its previous editions, IHGF has enthralled both regular buyers and first timers. Buyers this year found it easier to find products and exhibitors of their choice and hence saved on time and energy. IHGF Delhi Fair 2014 truly surpassed its predecessors and has become a world class show which can compete with any show anywhere in the world, echoed many visitors. Although some buyers were still nostalgic about the earlier format, for most, coming to IHGF Delhi Fair 2014 was as pleasant an experience as their long and continued association with EPCH. Buyers were quick to remark that yet there is plenty of potential and as it grows consolidating its position, it can easily reach the top position among international expositions. Many buyers have emphasized on the practicability and rightly timed e-mailers and e-communicés from EPCH that helped them know a lot about the fair, much before it actually started.



Variety and quality of products have been appreciated by “very impressed” buyers who feel even their regular suppliers are “quite geared up” and “more ready”. Some buyers are so overwhelmed by products beyond their periphery that they are thinking of broad-basing their sourcing from India.

Some of the first time visitors were “taken aback” with the kind of creativity Indian manufacturers have started to offer. While contemporary feel and looks are welcome, Indian handcrafting skills and painfully done intricate workmanship will always route in the connoisseur to India, declared many.

Buyers acknowledged the fact that Indian manufacturers have been the quickest to learn and adapt, so they make products, comparable to the best in the world and very much confirming to new trends, while retaining a fair share in Indian heritage whenever buyers demand.

The cultural planned at the show with regional dances and musical performances were heartily accepted. Many felt, it relaxed the mind and broke the monotony, while some have said such national representations of culture & heritage is not to be seen in any other international trade show, hence counts in as a very unique feature. Some felt, it familiarized them with the Indian background as they took a quick snack or drink break. *(see buyer comments in the ensuing pages)*

IHGF Delhi Fair- a significant milestone in a wholesome journey

IHGF Delhi Fair is a result of rethinking and new thinking. As the quest for home fashion & lifestyle products brings the discerning connoisseur to Indian manufacturers, those looking for the functional &

utilitarian also list India among their top suppliers. Indian exporters' dynamism and entrepreneurial spirit with a willingness to explore, learn and experiment has made the international buying community turn to India. This urged the organizers of IHGF to rethink and reapply. Time had come to liberate, to depart from a fixed menu to a more comprehensive fare. The result has taken shape in the form of IHGF-Delhi Fair.





Since its inception and humble beginnings in 1994 with 313 exhibitors, IHGF has been steadily growing to nearly a thousand in 2002 and thence to 2000 by the year 2010. Most of these years have also seen corresponding growth in visitors and number of countries represented among buyers. Certainly, this 38th edition rechristened IHGF Delhi Fair was a leap in the growth trajectory, jumping to around 2700 exhibitors, with almost twice the display area. Another significant milestone in the history of IHGF was its move from New Delhi's Pragati Maidan to the plush India Expo Centre & Mart, a seamless venue with world class facilities and conveniences, with IHGF Spring, in 2006.

Indian entrepreneurs' core competency and extended channelization of manufacturing practices has led to IHGF's unrivalled presence in the world market, as it has carved out its identity on the international map and offered sourcing opportunities in various volumes, to overseas buyers, agents, etc., while providing an exclusive business platform to small and medium exporters as well, who can showcase their skills to an international audience. IHGF's organizer - EPCH, strives to better this ability with each successive edition and IHGF Delhi Fair-Autumn 2014 is a bolder step in this direction. With this fair, the endeavor was to make buying an easy, beautiful & enjoyable experience. The goal was to make the fair modern and get new perspective, merge in new categories and products, present newness in fair services, put in ample excitement and infuse touch and feel of ethnicity.



IHGF Delhi Fair 2014 what a journey!



Mr. R K Verma
Director, EPCH

From reading market trends and industry demands in 2013 to expanding yet encapsulating the show under a new easily identifiable, yet a distinct identity. Six months of fevered activity involving rebranding, launching the new logo, worldwide publicity that included one on one buyer interaction at prime overseas events, direct mailing campaigns, and advertisements in trade publications & portals in major world languages, strong and continuous social media presence, branding at major European and Asian travel hubs, multilingual tele-calling, it's all been very happening. With the strong support of stakeholders, our Executive Director, Shri Rakesh Kumar has spearheaded and closely monitored the multipronged activities.

When it has all paid off, the show seems worthy of all the effort. Seeing the enthusiastic response of our participants and the turnout of buyers in such large number is gratifying. We are pleased with the expanded fair. Its festival like appeal has been greatly appreciated.