

EPCH contingent reaches out to European buyers

Autumn Fair; 7th - 10th September 2014; Birmingham, UK

Autumn Fair International, Britain's biggest and most important home and gifts event organized by i2i Events Group gathered over 66,500 retail buyers, including more than 5,250 from overseas with 2% increase on last year's show and 300,000 new product launches from 3,000 exhibitors across 13 different market sectors. Autumn Fair served as a crucial barometer for the economic health of the sector. What has been widely billed as the most successful show in years revealed a clear upswing in the home and gift trade, and billions of pounds worth of transactions will be carried out as a direct result of participation in the show. A huge and diverse offering from key UK designers and independent companies made this a must-visit exhibition. The new zones presented retailers with a focused environment in which to do business and the opportunity for more cross-sector buying. The 2014 event delivered a high quality, high volume, strong audience.

This time, the Indian pavilion was located in a separate theme Design hall no.5 near Atrium, NEC which attracted very potential visitors. A booth set up by EPCH with emphatic display of publicity banners informed buyers



Acting Consul General of India to Birmingham, Mr. BC Pradhan, seen at the India Pavilion



Buyers taking interest in the IHGF Delhi Fair and pre-registering at the EPCH booth



about the Council's forthcoming shows and also pre-registered buyers for the IHGF Delhi Fair-Autumn 2015. Leaflets & brochures were widely distributed as well as placed in the press lounge alongwith product catalogues. Besides, one to one interactions were carried out with the concerned exhibitors in the show.

Acting Consul General of India to Birmingham, Mr. B C Pradhan visited the Indian Pavilion and interacted with Indian exhibitors. ■

Glimpses of Indian stands and the EPCH publicity booth at Autumn International, Birmingham

Indian jewellery well received at Asian fair

AFJAS; 15th - 18th September 2014; Hong Kong

Asia's Fashion Jewellery & Accessories Show (AFJAS) is recognized as the leading event in the fashion jewellery & accessories industry and an ideal platform for volume business to be done in preparation for the seasons ahead. It is a mid-year fair, the only International event contributed to fashion jewellery & accessories industry in Asia. This edition was visited by buyers from 157 countries. Exhibitors numbers were at 3695 from 49 countries and regions, with 22 group pavilions.



Consul Commercial, CGI, Hong Kong, Mr. Virender Singh, seen with participating EPCH member exporters at the India Pavilion

exclusively set up India Pavilion, set up in an area of 537 sq. mtrs. EPCH's participants displayed variety of products along with handicrafts and the response was very good. They had displayed fashion jewellery in different mediums and accessories like glass bead products, scarves, shawls, stoles, bags in different mediums, jute items, handcrafted brass jewellery, purses, jewellery boxes, textile products, leather strings and accessories, etc. EPCH also set up a promotional booth for distribution of publicity material and promoting its IHGF Delhi Fair.

The Consul Commercial, CGI, Hong Kong, Mr. Virender Singh visited the fair and met the participants at the India Pavilion. He enquired about the footfall of the buyers and was impressed with the items displayed by these exhibitors. Participants in the India pavilion attended to more than 510 enquires, generated on spot order of around US \$ 497500 and expect future business of around US\$ 933400. Around 200 buyers visited the EPCH booth and inquired about IHGF Delhi Fair. ■



Glimpses of the India Pavilion and EPCH publicity booth

EPCH, recognizing the value of participation in this important event, led a team of 59 member exporters who displayed an extensive gamut of products at an



Festive fervour amidst Indian community in Singapore

Singapore International Indian Shopping Festival; 2nd - 5th October 2014; Singapore



Mr. Lawrence Wong, Minister for Culture, Community and Youth and Second Minister for Ministry of Communication and Information, Singapore and Ms. Vijay Thakur Singh, High Commissioner, High Commission of India at Singapore, inaugurate the Festival and meet the participants

The 3rd edition of Singapore International Indian Shopping Festival was organized by Tabla & Tamil Murasu



together with De ideaz from 2nd to 5th October 2014 at Suntec City Convention Centre, Singapore. The festival is the annual Indian Shopping Festival bringing Indian and non-Indian products and services closer to the Singapore residents. Most of the 100,000 visitors are from the large

Indian expat population, the Indian diaspora and non-Indians staying in Singapore and the region. About 200 organizations of different trade participated in the fair. The display included gifts, handicrafts, jewellery & bridal products, textiles & fashion, books, kids apparel & toys, spa & wellness, food & spices, ayurveda products, etc.

EPCH set-up an exclusive India pavilion and participated with 11 member exporters and 5 Master crafts persons who demonstrated their craft making skills during the festival. This was inaugurated by Mr. Lawrence Wong, Minister for Culture, Community and Youth and Second Minister for Ministry of Communication and Information, Singapore with Ms. Vijay Thakur Singh, High Commissioner, High Commission of India at Singapore.



Glimpses of the participants from EPCH and the EPCH publicity booth



EPCH's information booth at the festival offered details on its various activities as well as forthcoming trade events. Participants received an encouraging response and generated business of around 50000 SGD during this four days retail show. A large number of queries were also generated. ■

India Pavilion gets encouraging buyer attention

Asian Gifts & Premium Show; 20th - 23th October 2014; Hong Kong

EPCH set up the Indian Pavilion in the Asian Gifts & Premium Show (Mega Show, Part-1) held at Hong Kong Convention and Exhibition Centre (HKCEC), Hong Kong, from 20 - 23 October, 2014. The pavilion was set up in an area of 954 sq. mtrs. in two halls with a total of 97 member exporters. EPCH's participation at this show was aimed to project and market Indian handicrafts in the world market through the 50,000 overseas visitors to this Asian show. Besides India Pavilion, 8 other countries viz. Bangladesh, Indonesia, South Korea, Thailand, Taiwan, China, The Philippines, U.K & Vietnam set up their country pavilions at the show. EPCH also arranged live demonstration of craft making by three National award winner crafts persons from India, specializing in Pichawai Chitrakala, Tribal Textiles & Mithila Painting.

The show living up to its reputation as the premier sourcing event every October in Hong Kong, brought together 3400 exhibitors in over 4600 stands from 32 countries and regions in 8 major products sectors.

The India Pavilion was visited by Mr. Virendra Sharma, Commercial Counsellor, Consulate General of India, Hong Kong. He appreciated the efforts taken by EPCH for setting up of a huge Pavilion so beautifully and marking a step forward for promotion of handicraft exports. He also interacted with the participants and appreciated their innovative products on display. The participants provided him with an excellent feedback that, due to increase in buyer traffic of upto 50% from the last year, exhibitors are satisfied with their participation in the India Pavilion.

EPCh also set up a promotional booth for having direct interaction with overseas buyers and visitors to share information as well as promotional stationery on the upcoming IHGF Spring and Home Expo 2015. Additionally, the same was



Mr. Virendra Sharma, Commercial Counsellor, CGI, Hong Kong with Mr. Rajesh Jain, COA Member, EPCH

disseminated among buyers on the Wan Chai Ferry Pier, a location that captures the maximum footfall of buyers, visitors and exhibitors of the Asian Gifts & Premium Show.

As per feedback, the India pavilion received an overwhelming response from both participants as well as overseas buyers and achieved its aim to create awareness among potential buyers and project the vivid capabilities of the Indian handicrafts sector. The pavilion also provided an opportunity to these participants for their representation at such a big platform.

The success of pavilion can be evaluated with the visit of more than 43000 overseas buyers from almost all over the world and spot orders booked by the participant worth of USD 1,28,89,600 [Rs.79,91,55,200/-]. 1756 number of serious business esquires have also been received by the participants and expected business generation was USD 3,62,07,000 [Rs.2,24,48,34,000/-]. There was a regular flow of buyers / visitors in the show and also at the India Pavilion. ■



EPCH publicity booth at the fair



EPCH's publicity initiatives towards IHGF Spring 2015

