

# Buyers Comment...



## Sampling time in India is less



Indian products I saw in the Spring Fair, Birmingham impressed me. I got to know about IHGF through internet. Quality and design of Indian products makes them hot picks. As Indian products are in trend it makes sourcing an easy task. Sampling time in India is less. Also, they are good

people to do business with. If things go well I might replace Frankfurt fair with IHGF in my business schedule.

**Maura Lall, Wholesaler, USA**

## Loved textiles with beads



I am here on behalf of my company, which has a chain of retail shops all over Europe. I really liked the textiles and knobs. I specially loved the textile products with small beads on them. I have seen some new items

here. We mainly deal in furniture and home décor products. The quality of the products is very good. I also source from China for competitive prices, but skill & materials of Indian exporters are better. **Audrey, Retailer, France**

## Ordered a lot of décor stuff

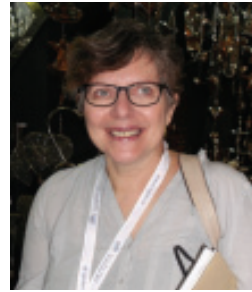


I am the owner of Pieter Porters, Belgium dealing in interior décor and cater to high and medium end markets. I have been visiting India for past three years. Apart from India, I also source my products from Indonesia, China and Italy. Doing business in India has always been an

amazing experience. We have ordered a lot of décor stuff but hope to add more on the list soon. The 'unfinished chandeliers' with one of the exhibitors which were rough and looked antique have impressed me a lot. The arrangements are perfect and well in place. I wish to visit IHGF every year.

**Pieter Porters, Wholesaler, Belgium**

## Impressive products made us return



We've been in business from past 25 years and deal in glass and metalware. Initially we used to source from India but stopped few years back. It was at an international fair where we saw impressive Indian products. That made us return to IHGF. Chinese market lacks variation

and this is the strength of Indian market. Indian products come with a quality assurance. Varied designs works as icing on the cake. **Gill Brier, Wholesaler, UK**

## A search for table top gifts

Our thirty year old company 'Finns of Chelsea' is based in



London. We cater to high end luxury goods. We are coming to India for past five years in search for table top gifts. China, Scandinavian, Morocco and US are our other sourcing destinations. It's convenient for us to ship products from European countries but Indian exporters offer

great variety. We source at least 25% of our products from India. Quality of Indian products depends on the quantity. Larger the volume better the quality. Designs here are more innovative and on-trend. **Milli Bagot, UK**

## Looking primarily for cushions and rugs



I manage Lindell & Co, Paris. We have been coming to India for past two years majorly to observe the designing & manufacturing of home furnishing. This is my third visit to IHGF fair. I am looking primarily for cushions and rugs. I feel that these fairs cater more to the high end than

wholesale market. **Gabrielle Soyer, France**

## Products with a soul from India



I have a business of souvenirs and this is my second visit to this fair. We import mostly from Asian countries out of which 20% is from India. At the fair, I found the wooden products and textile stuff to be really interesting. Not only the products but people of India

are also special. It is not only Indian products that one takes along but also the soul of the country which is in the products. They are really amazing and unique.

**Katrina Tissen, Wholesaler, Russia**

## Indian products are our favorite



We are furniture and lighting product wholesalers based in Korea. Apart from India we also source from China & Indonesia. Indian products are our favorite because of the quality and design. My boss has been coming here for the past seven years.

**Kang Bong Seok, Wholesaler, Korea**

## Demand for Indian products intact



I have been sourcing from India since decades. The growth in past 5 years has been exceptional. Now IHGF fairs are

more organized and better managed. Trends in Austria have kept on changing but demand for Indian products have always remained intact. Product in demand has kept on changing, from knob to lighting. This time I am looking for good brass, mirror and wood boxes. Most important thing is that Indian products have established themselves.

**Marian Jehnsner, Austria**

## I've made friends here



Here for home accessories that are trendy. Textiles on offer here are too traditional for Germany. I come here to meet regular suppliers and find few new and good suppliers. I give my suppliers my own designs. Indian dealers should try to make some innovative designs. I visit the Marts as well to meet my regular suppliers. Quite a lot of Marts are empty still, but the silence is good to relax!

**Michael Kohler, Wholesaler, Germany**

## MSC : Shipping capacities with economies of scale



This is an excellent fair, displaying merchandise from all major export hubs of the country. MSC has been providing shipping facilities to Indian exporters for a long time. In order to expand their business

horizons, the exporters must stick to the timelines and keep coming up with innovative products. In India, almost all the major producers of handicraft items are located in land-locked areas. To help Indian exporters reach the world markets easily, MSC has deployed the maximum ship capacity to India so that the exporters can enjoy the economies of scale. MSC is also coming with a world class ICD facility in Faridabad, which will be a sprawling 104 acre facility with rail connectivity offering single window solutions including custom clearances to the exporters.

**Vivek Bhola, GM-Sales, MSC (Mediterranean Shipping Company), South Africa**

## Impressed by wooden photo-frames



I am delighted to see the variety and designs here. I liked the carpets

and metal products the most. I am also impressed by some wooden photo-frames that I saw. I source products from both India and China. After visiting IHGF, I think that I will be sourcing more of my products from India as the quality here is better. **Kuznetsov Alexander, Internet Retailer, Russia**

## Exceptional quality, impressive design and price



We started our retail business in US in 2000 and it's been a decade long association with India and IHGF. We used to source Indian products from European fairs. In order to maintain economies we decided to ship directly from India. Our US clients just love Indian handicraft goods,

especially home decor, furniture and gifts. The quality that you get in IHGF is exceptional and price and design has been impressive over the years. Some big players need to work on attitude. I appreciate efforts made by Mr. Rakesh Kumar (ED EPCH). **Serge Milan, Retailer, USA**

## Best understanding of European market here



We cater to a mix market and are here for furniture, lamps, carpets, bone and glass products. This is my family business which we started 15-20 years back. Apart from India we also source from Philippines, Thailand and Japan. But I feel that Indians have the best understanding of

European taste, necessity and imagination. Though China is a big competition for India, they fail to match Indian quality. Most importantly we feel coming to India is like a 'present', anywhere else its 'work'. **Javier Ussia, Wholesaler, Spain**

## Indian suppliers could develop knitted accessories for Spain



I work for a company that has Indian partners and am here to meet my regular suppliers. I feel that the accessories and cloth bags are

exclusive in design and are in tune with trends in the Spanish market. In Spain, there is demand for knitted accessories and it would be great if suppliers develop more products in this category. I feel that globally, Indian jewellery and accessories are present in all markets because of their designs.

**Rose and her Indian associate, Spain**

## Visiting IHGF for the 37th time!



I am an importer and advisor; I am visiting IHGF for the 37th time. Having seen the fair from its early days, I feel that it is fresher, cleaner and more decent now. I am impressed by the jewellery, garments and bags that I saw here. I love the fact that the

exporters are now ready to make custom made products to suit buyer needs. The fair is now bigger with more space and better marketing with EPCH reaching out to buyers through various mediums and this brings IHGF on level with other international fairs. I also feel that the home décor section is getting better and the designs are very good.

**Bert DeMey, Holland**

(Recipient of EPCH Award for exceptional support extended to EPCH and IHGF.)

## Variety here never lets you down



I am US based wholesaler dealing in hand bags, jewellery, pots and wooden products. My 15 years of experience includes 13 years of business with Indian exporters and IHGF fairs. I source only Indian products. The variety never lets you down and the quality is better.

I don't come to the Autumn Fair as it clashes with our fair chain in US. I always enjoy buying from India. This time I also want to experiment a bit with gift items. The fair has grown enormously with time. **David Hinson, Wholesaler, USA**

## One gets new design very easily here



Mine is new start-up in Japan dealing in lifestyle products. I exclusively source my products from India. India is a colourful country and so are the products. It has its own charm, quality is acceptable and one gets new design very easily. We have already placed our orders and I

am looking to do more business. **Utsumi Michiya, Japan**

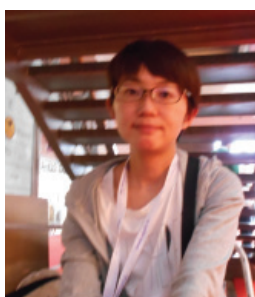
## New items in handloom here



I am visiting IHGF since last five years and we deal in gift items ,festival items and handicrafts.This time I found some new items in handloom and apparel.The clothing and handloom products are new and different and this is something that our customers will like to buy.

**Petra Rehwald, Germany**

## Liked the bohemian style accessories



I am here to source scarves, fashion accessories and bags.The products are of good quality and the designs are different. I really liked the bohemian style of the accessories. The use of blue and yellow is pleasing. I feel that the designs of most products displayed in the Mart

are too traditional whereas in the halls the designs are trendy and new. **Chie Manabe, Wholesaler, Japan**

## Indian products receive a great reception in Israel



I am general manager of Paldinox Import and Marketing Company based in Israel. We have been sourcing from India for past five years. Indian products receive a great reception in Israel. We feel that the quality of Indian imports is pretty good as compared to the

other countries.The prices here are economical which adds to the buying experience. **Moni Danon, Israel**

## Buy carpets for bath spaces



I feel that the fair is huge and the organization is good. Materials of the products here are good but the designs are not in accordance with my market. So, I have briefed my suppliers on some ideas and they will get it made for me.

**Clelia Bravi, Italy**

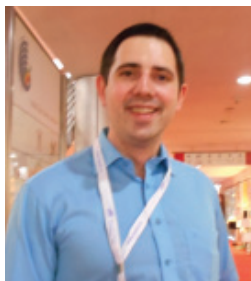
## Products are modern in style



This is the third time that I am coming to this fair and I am looking for handmade scarves, cushions and coasters. I am into a wholesale business of handmade decor products and import from Thailand and India. We have a good market for Indian products as they are

modern in style.The fair is well organized and everything is orderly placed. **Gao Jing, China**

## Here to buy incense sticks



I am here to buy incense sticks.This is my first visit to IHGF and I like it very much.The German market is quite enthusiastic in accepting Indian products. I received a mail from one of the suppliers here and got to know about the fair.I feel the suppliers here are quite amicable.

**Christian Wenzl, Importer, Germany**

## Colourful scarves enjoy a demand, simple lines will do well too



I buy gifts, furniture, textiles and clothes. My company has been sending buyers to the fair for 10 years now.The designs are beautiful and the quality is better than China. I loved the handicrafts. I also liked the block printing, lamps and long silk

scarves. **Anne Louise, Wholesaler, Norway**

## Indian suppliers offer flexibility on quantity



In Japan, there is a huge market for Indian metal products, rugs and particularly, brass.The Indian market provides us the flexibility with the amount of products that we need. We expect Indians to manufacture and export more of wooden items.

**Ho Mit Suka, Japan**

### Three factor gain - Quality, Price and Design!



Based in Korea we run a franchise chain in Vietnam, Korea, France and Dubai for home decor and furniture. A 'Made in India' product impressed me in Paris so I searched for Indian products online and got to know about this fair. We decided to explore the

Indian market. We have already confirmed orders with a couple of exhibitors here. It's a three factor gain here- Quality, Price and Design! The lighting, linen and bedding fabric products are good. **Kim Min Ju & associate, Korea**



### Space for Indian products in Sweden is expanding

We deal in bone, wood and glass products and cater to high and medium end markets. We are associated with Indian exporters from past 11 years. We also source

from Indonesia, Nepal, Poland, Russia and England. Indian variety is unbeatable. IHGF is certainly evolving with time. Innovation by Indian exporters should be appreciated.

**Elias Valbo & associate, Wholesalers, Sweden**

### Fusion of tradition and modern



We deal in bags, scarves and garments since 15 years, catering exclusively to the medium end market. I am a designer myself

and yet the innovative designing in drapes here amazes me, especially their shape and sizes. Though it's not my business area but I find furniture and glassware impressive as a fusion of tradition and modern trends.

There is great demand of Indian products in Italy. To be honest, Italians don't like a 'made in China' label on their products!

**Loretta Fabbri, Wholesaler, Italy**

### Indian market is growing



I deals in bath mats, cotton rugs and bed rugs. I give my own designs to the suppliers which they produce with their techniques. I feel that Indian market is growing globally. **Vojtech Krouzek, Czech Republic**

### It's been more about the cultural connect than business!



It's a great honour for me to get such award from EPCH. My association with India goes back to my first visit in 1969. I lived in Benaras for a year and a half and learned Tabla there. It was only in 1972 that I tried my luck in importing 'knit'. Since then it's been more about the cultural connect

than business. We love the nature of products. Personally for me, the story behind these products carries much importance. I have always tried to give due credit to the rural artisans who make these products. I also inform my clients about the cultural relevance of these products before they buy it. My catalogue carries short stories of each product that I supply to European market. Quality at times has been our concern but has never been a deadlock. The working conditions and economic drives are more open in India than China.

**Ian Snow, Ian Snow Limited, UK**

(Recipient of EPCH Award for exceptional support extended to EPCH and IHGF.)

### All products here-high end to low end



Our company deals in designing and sourcing furniture and home decor. We do both wholesale and retail business. Apart from India we import from Vietnam and Indonesia.

I feel that India has a great opportunity to expand its market in this sector. It is the quality of Indian furniture and home decor and range from high to low end that impresses the customers in our country. There is a big demand for Indian products in USA, which makes me feel that India has great opportunity to expand its market base.

**Mathew Rogers, Designer, USA**

## Furniture suppliers provide designs in accordance with UK market



I am a retailer and wholesaler from UK and this is my 12th visit. I love the quality and designs. I feel that there are enough furniture suppliers that provide exclusive and trendy designs in accordance with the UK market. I visit the

Marts and like the display that they have put outside the Marts. It attracts more people. I feel the fair is at par with those in UK. The halls are better placed. I have developed an emotional connect with the suppliers that brings me here again and again. **Matthew Harrison, UK**

## Designs in sync with Spain



I am a retailer and this is my first visit here. I buy mainly handicrafts and jewellery. The designs are really different and the quality is good and in sync with Spanish market. I am pleased to see the handmade products and use of leather in bags. I really liked the fair and am looking

forward to come to the next edition. **Macricio Puca, Spain**

## Lights and furniture for me

It feels great to come here. I am



into a wholesale business of furniture and lighting. I feel that

India has the best handicrafts in the world. I import from Vietnam and China as well but Indian products are something which has a better market in our country. Lighting and the furniture which caught my fancy this time.

**Thipsuda Sirichote, Bangkok**

## 5th IHGF visit but 1st Spring fair



I buy home décor products. It is the first spring fair that I am attending but

I have always attended IHGF Autumn. I liked the products and designs that are exclusive and in trend with the US market. The fair is easy to navigate and locate suppliers. I visit the Marts as well. I like the handmade quality. Gradually, India is making its own space in the global market. **Lonte Wires, USA**

## Indian products by competitors forced us to explore Indian market



We own retail stores in Ecuador that caters furniture and home decor to medium and high end markets. This is our second visit to India and first to IHGF fair. Being a designer I can say that Indian fairs have much more innovative designs. People are very nice and they have agreed to take

small orders from us. As our competitors were already offering Indian products we were forced to explore options in the Indian market by visiting India ourselves.

**Claudia Colina & associate, Ecuador**

## Found exclusive products



We deal in small gifting merchandise and souvenirs. We found out about IHGF through an email. We deal in very particular designs and have found some helmets, swords and wrought iron products that suit our needs. We think these products will be easily marketable. There is huge

variety in the products. **Robert Bungay, Sweden**

## I like wooden decoratives & lights



I like Indian textiles especially the carpets and pillows. Apart from this I like

wooden decoratives and lighting. Manufacturers in India offer good variety in this segment.

**Vladimir Zaharov, Wholesaler Retailer, Russia**

## Great fair for home accessories and handicrafts



I have been visiting India since a very long time and have attended around twenty IHGF fairs in India. I find IHGF a great fair for home accessories and handicrafts. We sell both in wholesale and retail but this time I have come here for our E-Commerce that is getting launched

very soon. This time I find many innovative products like recycled metals which are very environment friendly.

**Sonny Boey, Singapore**

## Have seen IHGF grow in all aspects



We are retailers and interior design consultants from England and source all our products from India, with textiles and furnishings among main interests. We have deep trade ties with India and

are glad to see that exhibitors have brought in such great stuff in the home décor segment. We were just going through the Mart area and think it's a great idea to have such showrooms. It gives the buyers more time to interact with exporters as the marts are open after the regular fair hours as well.

**George and Gulliver Bristow, UK**

## Discovered new areas in lighting



I deal in metal wares, lights, teen wares and glass lights. I used to import from China but now I buy from India as well. I feel that we have discovered many new areas this time, in nightlights, industrial lights and glass lights. **Irvin Hoover, Wholesaler Retailer, USA**

## Mix of exhibitors here provides good options



We are dealing in home decor and furniture in business since 20 years. We have a 15 years association with IHGF fairs. Initially we imported Indian products from Europe but later switched to direct imports. We cater mainly to EU countries, Austria and Germany. The mixture of

exhibitors provides good option to choose from. India is a place where one develops the design. We source 80% of designs from Indian fairs. **Wieggers, Wholesaler, Germany**

## Natural fibre textiles bring me here



Products made from natural fibre such as cotton and jute mainly attract me. I also give ideas to my suppliers and then they produce as per specifications. I also feel that Indian furniture has good scope in my market because of the kind of wood that is used. The handmade

products are of excellent quality. They really excite the French market. **Marine & associate, Retailer, France**

## Good scope due to excellent quality



I buy lamps and interior decorative items. The products are too traditional for my market. Hence, I have my imports custom designed here. India is getting more and more expensive due to which people tend to turn to Chinese market. The Indian products have excellent quality and

hence have a good scope, provided they maintain reasonable prices. **Gro hustoft, Norway**

## Looking for glasse and metal products

I am an Art Director of a fashion company in Spain and I have been coming to this fair since last five years. Apart from India I have been visiting fairs at Singapore, Thailand and France. I must say that the fair has grown over years. **Juanma Lorenzo, Spain**



# Overseas Media Perspectives

## Indian textiles & accessories could do great



*People in our country like dressing up and accessorising and so Indian textiles and accessories would be among hits in Zimbabwe. We have a trade fair in our country every year in April and only few Indian products are sold there. I would like to see more Indian products in the fair so that*

*people get a chance to know more about what is available here. Our country has a huge market for handicrafts and so India should export hand-crafted materials to our country. We import products from China and they are not of best quality so we would like to see more of Indian products in our country. And yes, I would like to see more co-ordination in terms of trade between the two countries.*

**Sinqobile Tesa,**  
**Dy. Editor, The Zimbabwe Mail, Zimbabwe**

## India has a mix of past and present



*Everyone in Tunisia knows about India as we have Indian shops across our country and Indian restaurants are found everywhere. Women too have great admiration for Indian clothes and they are very fond of wearing sarees. I specialize in politics and economy and*

*feel that India is making a great progress. It is fast and everyone over here has a great mind. It's wonderful to be here in this fair. Although we have handicrafts in Tunisia, I find Indian products to be more attractive. The reason - India has a mix of past and present. The new government has taken up great measures to attract global buyers which I feel would certainly boost Indian economy. India has a great future in handicrafts business and I hope the Indian market grows up with rapid speed.*

**Adel Essid Tayari, Achourouk-Journalist, Tunisia**

## Better finishing, exclusivity & aesthetic value



*I am amazed at Indian handicrafts and surprised at their perfection. I had to confirm if these products were actually handmade. I find the fair quite huge. There are not much of Indian products in the Suriname market. Few religious articles such as statues of Indian gods, etc. are in demand in there. But I am so pleased with Indian handicrafts that I shall promote them back home. Due to*

*Suriname's economy, not many people can buy expensive Indian handicrafts. I feel there is a need to expand the market for India and other Asian countries and lessen the effect of Western products. I also feel that Indian products have better finishing, exclusivity and aesthetic value.* **Aliro Soepend Polsbroek,**  
**Editor in Chief, Times of Suriname, Suriname**

## Papier mache and wooden crafts caught my fancy



*I have been to China and other South Asian countries. India has its edge in its handmade products. The papier mache and wooden handicrafts in particular caught my fancy as unique items. Apart from these things I liked the metal products, especially copperware. Our country has a great market for Indian textiles and carpets because of their unique designs. Also that designs can be accomplished as per customers'*

*order is a fact that attracts many buyers here.*

**Bounfaeng Phaymanivong, Journalist, Vientiane Times Lao People's Democratic Republic**

## Hope for good trade between both countries



*Indian products are not popular in the Cambodian market and the trade relation is not that well-coordinated. It is a very good opportunity for me to come here and have a look at Indian products, so that people in my country get more knowledge about it. In our country, there is no organization which focuses on handicrafts and its promotion like India's EPCH. If Indian products are sold in our market, demand of home décor will be more.*

**Ung Cham Roeun, Dy. Editor in Chief, Thmey Thmey Online News, Cambodia**



## Appreciate Indian government's efforts to promote trade



*The fair is huge with a number of products. I majorly liked the scarves, lamps and home décor products. In Vietnam, there is already a market for Indian textiles. But I would like to see Indian handicrafts getting available in Vietnam. Vietnamese use products made from bamboo for home décor. I also liked the accessories made from wood material in the fair. There are accessories from India in the Vietnamese market but jewellery of wood will be a welcome*

*addition. I appreciate the Indian government's efforts to let the foreign markets enter their country and promote trade.* **Phan Thi Le Hang, Editor, Vietnam News Agency, Vietnam**

## Big move for ecological products in South Africa



*Indian products find a special place in our country because of ethnicity and international packaging, a reason why India has managed to grow enormously in our market. Also, the ban on import from China has allowed Indians to cover a larger chunk. The quality of Indian products makes much sense in our market and traditional Indian design has a larger share. As there is big move for ecological products in our country it adds on the*

*demand for Indian handicrafts, that is a very niche market right now. Due to the prevalent class difference in S.A. only the rich can afford majority of Indian handicrafts. Indian clothing-fabric and design are amazing. Though we don't have much demand of furniture in S.A. but they are impressive.*

**Colleen Frances Dardagan, Journalist, The Mercury Newspaper, South Africa**

## Indian products are original and special



*Among famous Indian products in our country are textiles, leather, perfume, pearls, incense sticks and fragrant candles. We believe Indian products are original and special and traders would like to buy them. So there should be more promotion of the products in our country. In fact not just products but Indian food and yoga are also popular*

*in our country. We would like to see more trade flourishing between India and Kyrgyzstan. Also, there should be retail facility at IHGF.*

**Amaliya Benliyan, Dy. Editor in Chief and Voloshina Elena, Journalist, Vecherniy Bishkek Newspaper, Kyrgyzstan**

## Scope for Indian textiles and home décor



*It's my first visit to IHGF. I loved the products on display. Russian people have great respect for Indian handicrafts, perfumes and sculptures. Some of the products that I saw, like drapers, lights and lamp*

*shades are very marketable in Russia. Some segments of the Russian market are almost monopolized, but in segments like textiles and home décor, there is a scope for Indian manufacturers to expand. The products from Indian exporters are priced a little too high for the Russian market and some of the products are bit Western.*

**Vladimir Skosyrev, Observer, Nezavisimya Gazeta (Independent Daily), Moscow, Russia**

## It's really "incredible India"



*I have been to Paris and other countries but its India where I find people more welcoming. Not only are the products wonderful but also the story behind them. People not only speak about their products but also share the history that is behind*

*them. Indian products are unique in the international markets and India produces its own designs as well as custom designs as per buyer demands. One can buy stuff from anywhere across the globe but if one wishes to buy something special they look forward to India. I really liked the traditional home decor and jewellery. I feel India is moving in the right track and is going to be a major global market that will attract more global buyers. We have handicrafts in Brazil as well but Indian designs are really different. There are stores in Brazil that sell Indian goods with Brazilian label (secretly) but when we talk to them we get to know that they are Indian products. It's a guarded secret.*

**Beatriz De Oliveira Paiva, Journalist, Grupo Comunitada De Comunicacao, Brazil**