

20-23 February, 2015; India Expo Centre

39th Indian Handicrafts & Gifts Fair

Contacts, Business, Inspiration and Learning



Asia's largest and most sought after trade appointment that connects buyers directly to manufacturers and exporters, in its 39th edition, brought in a dozen product categories represented by over 2650 exhibitors in exhibition halls as well as Marts at the India Expo Centre that wore completely new looks for IHGF Spring 2015. Presenting a perfect setting for the 2015 sourcing season, the display range of home lifestyle and fashion included merchandise ranging from completely handmade items to industrially manufactured products with unique handcrafted elements.

IHGF has grown manifold since its launch to become the must-attend event for importers, wholesalers, retailers and professionals seeking the best of home and homeware across a spectrum of classic and contemporary styles. Many buyers came in from new markets besides notable representation from traditional ones. With buyers from over 60 countries, encouraging numbers came in from USA, Canada, Germany, Sweden, UK, Spain, Italy, Russia, Australia, Japan, China, South Africa, Brazil and Argentina. IHGF has also brought in Indian representatives of foreign buyers. Visitors came in from Norway, Holland, Czech Republic, Vietnam and Singapore.

Among other events lined up in course of this show were interactive sessions and seminars on "Opportunities and Export Strategies for Handicraft Products in Latin America & Caribbean Region" on 21st; "Effective Use of Digital Marketing and Online Promotion for Handicrafts Sector" on 22nd; and a presentation on "Yiwu China - New Starting Point of New Silk Road" on 23rd February. For the convenience of buyers and trade visitors, many seating, business and refreshment facilities were in place.

Inauguration

The 39th edition of IHGF, was inaugurated by the Chief Guest, Mr. Rama Raman, Chairman, Noida, Greater Noida and Yamuna Expressway Authority, in the presence of Mr. N P Singh(IAS), District Magistrate, Gautam Budhnagar; Mr. Yogender Yadav, Additional CEO, GNIDA; Mr. Navraj Goyal, Additional Development Commissioner, Ministry of Textiles; esteemed guest, Mr. Pradip Shetty; Mr. Lekhraj Maheshwari, Chairman, EPCH; Mr. Rakesh Kumar, Chairman IEML and Executive Director, EPCH; Mr. Raj K Malhotra, ex-Chairman, IEML and former Chairman, EPCH; Vice-Chairmen, EPCH-Mr. Rajesh Kumar Jain and Mr. Prince Malik; Co-Chairman, NCDPD, Mr. Ravi K Passi; Mr. Vinod Johari, President, Reception Committee, IHGF - Spring 2015; Vice Presidents, Reception Committee, IHGF - Spring 2015, Mr. Vishal Bohra and Mr. Shahnawaz Khan; Members of Committee of Administration, EPCH, Mr. K L Ramesh, Mr. D Kumar, Mr. Arshad Mir, Ms. Jesmina Zeliang, etc.; Mr. Abdul Azim, President, Moradabad Handicrafts Exporters Association; Mr. R K Verma, Director, EPCH; participating companies, overseas buyers, journalists, press & media.

"We are extremely delighted to have Mr. Rama Raman here, a person whose dynamism is very well known to all of us," said Mr. Rakesh Kumar, Chairman, IEML and Executive Director, EPCH, welcoming the guests and expressing his gratitude for their benign presence at the IHGF Spring 2015 inauguration ceremony. Appreciating Mr. Raman's dynamism, Mr. Kumar spoke of his insistence at taking steps forward to bring India Expo Centre to global media attention over the past three years. "Prior to that, we were in existence but as a state of art facility such as this, all we needed was some recognition," Mr. Kumar said and added that it was Mr. Raman whose guidance gave that push. The Expo Centre has since hosted not just one but three events of



Seen in the picture: Chief Guest, Mr. Rama Raman, Chairman, Noida, Greater Noida and Yamuna Expressway Authority (centre); On his right are Mr. Yogender Yadav, Additional CEO, GNIDA, Mr. Lekhraj Maheshwari, Chairman, EPCH, Mr. Navraj Goyal, Additional DC (Handicrafts) and esteemed guest, Mr. Pradip Shetty; on the right are Mr. Rakesh Kumar, Chairman, IEML and Executive Director, EPCH, Mr. N P Singh (IAS), District Magistrate, Gautam Budhnagar, Mr. Shahnawaz Khan, Vice President, Reception Committee, IHGF - Spring 2015 and Mr. Vinod Johari, President, Reception Committee, IHGF - Spring 2015.

repute that were inaugurated by the Prime Minister of India and one was graced by the President.

"At the District Administration level of Gautam Budhnagar we have received a lot of support," Mr. Kumar said and added that in continuation to this support we have our new DM-Mr. N P Singh, who is known for his dynamism in the past districts that he has served. He also thanked Mr. Singh for accepting EPCH's invitation instantly and agreeing to grace the inauguration ceremony. A special welcome was extended to Mr. Pradip Shetty, esteemed guest, who would help make inroads of India's exports to China. Mr. Kumar took pride in mentioning that in Asia, India is the only country except China that witnesses, at one time, handicrafts from over 2500 exporters in a single trade platform- a rare distinction and it is a matter of pride to be associated with such an event. Mr. Vinod Johari, President, Reception Committee, IHGF - Spring 2015, in his address spoke of EPCH's and IHGF's humble beginnings and a wholesome journey that had got them to reach out to buyers across the globe. Mr. Rajesh K Jain proposed the vote of thanks.

Exporters respond to requirements of an ever compatible marketplace with exclusive & distinguishing merchandize

IHGF's product offering blended artistic patterns with contemporary elegances with the product offering also counting in a range of coordinating accessories across multiple categories helping consumers achieve complete and cohesive themes as they sourced for living spaces. Traditional and seasonal embellishment beautifully juxtaposed with contemporary tendencies, brought out exclusives. The emphasis was on lifestyle, panache, value addition, utility and environment friendly.

Tastefully conceptualized furniture from sheesham, teak, mango or reclaimed wood, variety in tabletops with natural wood textures, colourful patterns inlaid in marble; home textiles in myriad weaves, patterns and embellishments; housewares to create new themes in kitchen and serve ware; French flea market inspired caddies for multi-utility; hurricane lanterns with absolute rustic charm; latticed lamps to classy chandeliers; exotic candles and rejuvenating spa and bath products are just few of the countless products that were on display at IHGF Spring.

"We got quality buyers this time", said a furniture manufacturer from Jodhpur and added, "the products which we designed and brought to the fair were very well received by buyers mostly from Europe. This time we received some new buyers as well. The new designs of **chairs and tables with new combinations** of materials



that we have created are doing really well. Some buyers from new markets like Asian Countries and Latin American Countries are now taking interest in Indian products. To woo these buyers we are trying to freshen up the look and feel of our products." Another exporter dealing in the same product group echoed this sentiment and shared, "we got new buyers from Romania, Spain and Greece which are new markets for us. Markets like Latin American Countries are coming up very fast and are already

active. We have brought completely new range of products in this fair. The collection of **furniture made of materials like brass and copper** was appreciated a lot."

An exporter from Jaipur brought in **high-end painted and vinyl furniture**. Produced in their newly set up ultra-modern factory, this furniture presents a unique blend of handicrafts and engineering, says their representative. They claim that their products have "Chinese prizes, Vietnamese finishing and are made in India". Dealing in a range of collapsible, flat pack furniture, they exhibited their new designs of dressers

New avenues for marketing of Indian handicrafts



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

This fair provides new avenues for marketing of Indian handicraft products to overseas visitors, that in turn increases production, exports and employment to make the process participative and all inclusive - "Sabka Sath - Sabka Vikash" as envisaged by our Hon'ble Prime Minister.



and entertainment units. Having honeycomb structure, their products are light-weight and yet very solid. They were visited mostly by buyers from US, Australia and Europe. A furniture company from Jaipur dealing in wooden and iron furniture has been participating at IHGF since 2000. Exporters to many countries, they have their main market in USA and UK. They bring out new designs every time with a good range of **crafted furniture**.

IHGF has contributed substantially to exports and product development



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

I compliment EPCH on IHGF's substantial contribution to exports and product development. The exchange of information and interaction of participants with visiting buyers help them improvise and innovate while enhancing market linkages. Publicity measures undertaken for organizing brand image promotion programmes by EPCH in new markets in coordination with Government of India's schemes have given further boost to the fair in terms of enhancing footfall from non-traditional markets.

A Delhi based export house manufacturing in Jodhpur brought in striking wooden cupboards and carved pieces. They export to almost all of Europe and the United States but their product is appreciated the most by German buyers. For this edition of IHGF, they came up with wooden cupboards

with **bleached white finish and painted cupboards** with authentic Indian designs.

Specialists in home decor and lifestyle products and IHGF participants since 2005, a Moradabad based exporter got a new range in home decoratives. They export to USA, South Africa and Europe. Another Moradabad based exporter specializing in **galvanized home and office decor products** shared that they

manufacture multi-utility products using iron metal with casting. They export to Kuwait, Europe, Australia and Canada. IHGF participants since past two years, they feel, taking separate stalls has facilitated them with good space to showcase their varied products, theme-wise.

A home accent specialist from Moradabad participating since the beginning years of IHGF have usually gained business and contacts at this fair. Last edition brought them new customers from Japan and China. This time too they feel they were "flooded with customers and enquiries throughout". With a range

Opportunity to showcase innovations and enhance exports



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

The consistent continuity of IHGF has carved its importance in the international market. Participation by larger number of small and medium exporters enables us to showcase and give exposure to innovative and newly designed products and enhance exports.



Largest fair of its kind held in this part of the world



Mr. Vinod Johari
President, Reception
Committee, IHGF-
Spring 2015

It is a great pleasure to welcome exhibitors and overseas buyers to IHGF-now known world over as the largest fair for handicrafts held in this part of the world. This status has been achieved over the years through constant efforts in professionalizing the work components and creating facilities comparable to any international fair.



comprising **aluminum antelopes, candles, mirror wall arts, pillar holders** and varied home decoratives, they offer products in various price points. Another home decor manufacturer from this city got in decorative items like flower vases and candle holders, made from metal, glass and wood that are exported to USA and prime European markets.



Participants at IHGF since over 30 editions now, a premium products manufacturer from Moradabad displayed **lighting options** based on Valentine and Christmas themes. With customers in USA and Germany they specialize in contemporary products like candle holders, festival products, table top accessories, planters, decorative platters, etc. besides a varied choice in furniture and furniture accessories, bath accents, **kitchen canisters and storage**. Outdoor and patio products too feature among their popular export items. They feel the response of buyers has been good. Another exporter believes that product range with Indian exporters has been same but IHGF has grown a lot. According to their representative, they had 20% new products in this fair. In order to meet international demand and to remain trendy they travel a lot and participate in overseas fairs.

A Jodhpur based IHGF patron's stylish designs and intricate workmanship spanning a range of wooden and metal handicrafts as well as utility products have won them clients from all across the world, right from US to New Zealand. With an indulgent display showing off ranges in **hand engraved metal decoratives** like lamps, tea lights, table top items and Christmas décor, this exhibitor received "fabulous response." A special mention of their

Efficient show management and expertise in place



Mr. Vishal Bohra
Vice President, Reception
Committee, IHGF-Spring 2015

With efficient management and professional expertise, the fair is an ideal platform conducive to international business. Buyers are provided special facilities and treatment in establishing contacts with Indian companies and suppliers. Similarly, Indian exhibitors have access to a large number of overseas buyers.



New entrants to IHGF are always encouraged



Mr. Shahnawaz Khan
Vice President,
Reception
Committee,
IHGF-Spring 2015

Today, IHGF is known to have taken shape as the best platform in India for this industry, especially for new comers that averagely constitute 10% of total participants at IHGF. They should participate with a positive & receptive attitude and with a focus product or theme and keep in mind the fact that there is always a huge potential in this sector.

lamps made from **rough wood for the Scandinavian market.** Jodhpur based 'form' specialists got in a colourful range in animal figurines, tree forms and accent furniture in combinations of wood, recycled fabric rag, metal, recycled wood and leather. They work with designers and buyers in USA and Europe. Offshoot of a 100 year old company, a brass bells manufacturing firm since 1900s displayed their 'copyrighted' items at the fair. They have decorative

items made of **recycled and handmade metals.** As per their representative, they got a great response on the first day of the fair itself. Among new products, they had handmade soy wax candles, garden mosquito coil holders and clocks, all received very well by buyers. With a manufacturing base in Delhi, they also do wholesale business in the US. Stationery and gifts products

specialists and IHGF participants since 2004 shared, "the design and art work in our products are our USP". Dealing majorly with USA and UK, the products of the company are primarily made from paper and leather.

"We've got a good response of buyers, hoping for the best in the coming days as well", said a representative of a Delhi based exporter manufacturing all items of hard wood, soft wood, jewellery and home décor. Participating in the fair ever since it started, they mainly deal with USA but also export to South Africa and Sri Lanka. Participating since 2000, a Noida based exporter of **photo frames** exporting to USA said they focus on bringing out latest designs as per their market.

A Jodhpur based home décor manufacturer shared, they started by manufacturing for few export houses. Now they are exporters themselves and are happy with their growth with many loyal clients. Among pluses they also entertain small orders. For design inspirations, they study international trends online and work on client feedback. They say, the buyer footfall is satisfactory and

A proven medium to establish strong business relationships



Mr. Lekhraj Maheshwari
Chairman, EPCH

IHGF is a fair that has achieved great laurels in terms of exhibitors, buyers, space covered and product range on display. EPCH is a catalyst organization working between the exporters and buyers, government organizations and other agencies for facilitation of business between overseas buyers and Indian exporters. EPCH undertakes massive promotion and publicity exercises besides various developmental activities like facilitating training & guidance towards improvement in quality, designs, production techniques, price, packaging and presentation, etc. besides creating awareness on the range of products & services available from India, in overseas markets.

Exhibitors have learnt to keep refreshing their products and innovating to sustain buyer interest



Mr. Ravi K Passi
Co-Chairman, NCDPD

NCDPD has been providing design forecasting and trend analysis services to the Indian handicraft exporters. We also make professional designers available to exporters at very nominal rates. There is a huge demand for these services among the exporters. NCDPD was started 12 years ago by the Ministry of Textiles, Government of India. Apart from designing and trend forecasts, we also help artisans by providing them skill development workshops and similar assistance. In the IHGF Spring this year, we have over 2650 exhibitors including the mart owners. The response from buyers is very good. The exhibitors must keep refreshing their products and keep innovating to make sure that the buyers stay interested and many have learnt this. Basically efforts should be focused on adapting to word trends in terms of design and products. Our exporters are also getting access to new and emerging markets; exports to China have also increased. Another favorable pointer is that demand from USA, which is a long term buyer, is also increasing.

IHGF has proved to be a **great platform for new start-ups**. This wooden furniture and gift items manufacturer from Jodhpur who works with buyers in USA brings out products made primarily from wood and hand painted.

A Moradabad based designer turned exporter doing **industrial design products** shared that they work mainly with US and roll in new product offerings keeping in mind latest trends and suggestions from their clients. This is their second participation at IHGF and among innovations their 'aero-plane' design has been received with lot of enthusiasm.

A furniture and wall décor company participating in the fair since the year it started says, "the quality in our products is the strength of our company and that is why



we've always had good clientele, be it at the fair or after it". Dealing with USA, Europe and a few Middle Eastern countries, the firm manufactures goods made of metal, wood and glass.

A Moradabad based furniture and **light fixtures** manufacturer dealing with US importers brought out classic ranges in furniture. Participating since 2000 in the fair, the company has a good hand in metal products and is also working on wood items since the last two years, according to their representative.

With a display area sporting garden items, **kitchen ware, cutlery and recycled knick knacks** besides many other products, a Jaipur based exhibitor highlighted the hand-painted value addition in his products made from steel, iron, brass, wood and ceramic. They export mainly to USA, UK and smaller European markets. They have received a few enquiries from trade visitors. Another Jodhpur based exporter and manufacturer who has been in business from past 25 years manufacturing models, gifts, furniture and lamps, caters majorly to European wholesale market. In order to stay in trend they keep updating themselves with information and forecasts. They take suggestions from buyers and their client base. According to their representative, they offer 25% fresh products in each fair.

A Moradabad housewares exporter dealing in hotel and kitchen ware participated for the first time. They market products made from a **combination of wood-metal and ceramic-metal** for importers in UK. Another Moradabad based exporter dealing in wall décor, accessories, wall hooks and table wares for markets in

USA and UAE, has been participating since 22 editions and the product that they make is out of materials like aluminum, brass, copper, glass, wood and iron. With houseware as their forte, another exhibitor brought in an exquisite **range in copper finished** stainless steel platter trays, bowls and pastry stands. They also displayed beer glasses with bone handles. They felt, the fair was quite good this time. A kitchen and home exclusives manufacturer got along table tops, barware, serve ware, lamps, candleholders, storage boxes, etc. all made from **stone and wood**. They have been participating since 20 years at IHGF and through this



edition got new customers from Belgium, Turkey and Istanbul, although the response of customers was slower as compared to the October IHGF, they said and added that their kitchenware items

were sold most. They feel that there is a lot of scope for Indian products in the latin American markets and are looking forward to cater to them.

An exhibitor of decorative items, participating for the second time at IHGF says, they worked hard since the past six months preparing new products for the fair as well as the season ahead and got along **cabinet knobs out of concrete**. "We are probably the second in the world in doing this line of products, claims their representative. Their main export markets are USA, UK, Germany and Australia.

Tremendous buyer response to products & designs by exhibitors in this edition



Mr. Rajesh K Jain
Vice Chairman, EPCH

We are getting tremendous response from buyers through this edition of IHGF, mainly because exhibitors have come up with fresh designs, be it their booths in the fair area or their products. Buyers from the USA are also increasing in numbers again.

EPCH has closely worked with NCDPD all through last year and that has yielded positive results. The Coastal theme and the Indigo blue colour are in vogue in the international markets and our exporters have designed their products accordingly. This understanding of trends was given to the exporters by EPCH organized seminars in places like Firozabad, Agra, Saharanpur, Meerut, Aligarh, etc. Along with our regular customers from countries like USA, Australia and European region, we are focusing on attracting buyers from Latin American Countries and to expand our reach in these markets. Exporters are doing well in terms of design and materials and can improve if technology is upgraded and help is provided to the artisans in form of machines and tools. There is freshness in the fair this time and the Marts are also witnessing much higher footfall.

An Agra based exhibitor got along crafts the city of the Taj is famous for. They have **ethnically exclusive utility decorative items**, aromatherapy diffusers, oil burners, incense holders, candle holders, potpourri boxes, bathroom accessories, etc., all made of soft stone with judicial combinations of wood. They export to US and parts of Europe. They have seen the fair take shape and become a platform of international repute, bringing in potential business for all. Another, engaged in the manufacture of antique reproductions as well as classic home décor articles in metal, glass and wood, says their range is enriched with innovations every season. This time they offered new varieties in **globes, magnifiers with bone handles and aluminum boats**. They also have items like antique clocks, phones, sand clocks and chess boards.



A rug manufacturer and IHGF participant since past 12 years innovated new designs for the current and upcoming seasons.

Out of their total imports, 50% are directed at USA and 30% go to various markets in Europe. Keeping alive a continuous process of **moving away from old designs** and bringing out new ones keeps buyers' interest in their products intact, he shared. They are based in Bhadohi, near Varanasi.

A colourful selection in rugs, poufs, ottomans and bath mats, sat pretty at a Meerut based exporter's stall who exports to over 80 countries. This is the third time they participated in and got along new **denim patterned area rugs** besides area rugs made of viscose material. They are happy with the response.

A home products manufacturer who has been in the market since 40 years, dealing in all sorts of knitted items, from throws, blankets, cushion covers to hot



The timing of Spring fair primarily attracts those with serious buying intent



Mr. Prince Malik
Vice Chairman, EPCH

Spring Fair is the oldest IHGF fair. It is a prime fair in terms of its line of products. Only those with serious buying intent come to this fair. So in terms of business we are much focused in this fair. Scheduling of IHGF Spring and Autumn fairs fall in the international fair circuit.

Though it is difficult for Indian exhibitors to manage two fairs in such a short span but being in the circuit brings satisfactory footfall. I strongly believe that by the end of spring'15 we will be able to meet our goals. We are positive about the outputs. As exporters we are trying to become country specific so that we can attract focused footfall.

bottle covers, scarves, caps, bags and kitchen towels, highlighted their quality and delivery commitment towards buyers as their USP. US, Europe, Australia and Japan are their main importers. With products made from cotton, wool, linen, acrylic, polyester and blends, the company stands out in its colour combinations and presentation. "The visit of the buyers has been good till now, we have got new buyers along with our old buyers who keep coming to us," said the director of the company.

A Mumbai based manufacturer of textile products like bed linen, embellished pillows and cushion covers, who has been participating in IHGF since 10 years is expecting a good post fair feedback to their 'entire' new range. Mainly exporting to Germany, they rate their **quality fabric and innovative designs** as their combined unique selling proposition.

Moradabad based exporters of soft home furnishings like bed covers, cushions, curtains, etc. exporting majorly to the Middle East and European countries say, they aim to bring out a minimum of 40 to 50 new designs every time they are at IHGF and they have marked their presence here since 2009. The fabric used in their products is usually blended. They have



been visited by their major clients as well as few new buyers. A variety in **hand block printed quilts** came in from Jaipur based manufacturers who have USA and Europe among their traditional markets.

An exporter duo consisting of young designers, dealing in **hand woven and printed scarves**, shawls and dresses looked forward to meet new buyers. They are already supplying their products to various buyers in Europe. They have been exhibiting in IHGF for many years and are also regular exhibitors at fairs abroad. They have created new designs in handmade fabric and buyers were impressed by their silk and wool scarves.

An exporter of garments and accessories dealing with countries like Spain and Germany said, he has participating in the event since three years. "We have come up with new range of wool and polyester stuff this time", said their representative. A manufacturer of various home and fashion products focused on stoles & scarves this time. Participants at IHGF since 4 years now, they work with importers in USA and UK. This time they had accessories to apparel in cotton, linen, polyester, wool and blends of different fabrics. Talking about buyer response, he shared, "we are very excited. Since the business is a little slow these days, we are dependent on such fairs." Boasting of repeat participation since fourteen years and good business, a Kolkata based woolen scarves exporter got a diverse range tailor-made for their Japanese and European clientele.

A manufacturer of scarves who have also ventured into the rug segment got new buyers from Spain,

Denmark, Norway and US. Their scarves toned in pastels for the seasons ahead combined silk and wool. Rugs were a blend of wool and leather.

A Howrah, West Bengal based manufacturer of **reusable bags made from jute, cotton, canvas** and

blend of other fabrics promotes the eco-friendly theme through their merchandise. Exhibitors at IHGF since 15 years now, they mainly export to Europe and USA besides Canada and Middle- East. A Delhi based bag specialist at IHGF had on display, hand bags with **elaborate mirror work**.

Participating since five years, they are in business with

buyers in Europe, USA as well as Japan. They are happy being at IHGF. A range in jute, cotton, canvas and leather bags, with focus on a new range of laptop and iPad covers, came in from a Kolkata based IHGF participant since 21 years. All their products are **hand painted and hand crafted** for markets in Europe, Japan and USA.

Leading exporters of fashion jewellery and accessories to apparel shared that they got new buyers from Japan and Australia besides being visited by

Requirements of varied markets has always spurred our growth



Mr. Rakesh Kumar

Chairman, IEML and Executive Director, EPCH

IHGF has evolved as a strong support platform for our exporters and buyers from all over the world. It has become a proven medium to establish strong business relationships.

IHGF is a prestigious exposition of an elaborate products range covering all segments of home, fashion & lifestyle.

I am sure this fair would yield excellent results in increasing exports of handicrafts and shall also provide impetus to small exporters to participate in such a mega international event. I convey my greetings and good wishes to all the participating companies for excellent business results.

almost all their regular buyers. In jewellery, they have necklaces, finger rings, hair bands, etc. made of natural products such as bone and horns, metals like iron and brass, leather, resin and stones. They use techniques like **casting, threading, beading and knitting** in making jewellery.

A fashion accessories exhibitor with a social cause put up a colourful display with **jewellery made of beads, seeds, rags, strings and threads**-all passionately crafted in and around Delhi. The crafts women numbering about 550 are mostly from poor backgrounds, trained in the art of jewellery that can help them earn a living. Artisans receive skills training, health care, a fair living wage, and the luxury of working from home so they can care for their children. This organization has been participating in the fair since 2 years but has been represented here since ten years. They have main importers in USA and export to almost every part of the world barring a few countries. They also participate in trade events in Hong Kong, China and Japan. A range of hand embroidered jewellery came in by another Delhi based exporter with **themes in neck adornments, rings and bracelets**.



A Delhi based **paper products and paper decoratives** manufacturer with legacy of over two decades said, they have an emotional attachment with the IHGF. The fair has provided them ample opportunity since their inception days. Apart from Indian fairs they also do Frankfurt fairs. Their artifacts that include 100% fresh products comes from their design team they are "heavily dependent upon". They keep on checking the trend books and also take constant customer feedback. They keep updating their design every month. They say, "considering the efforts made by the vibrant IHGF team we have huge expectations from this fair."

Last Christmas has passed just a couple of months back but sourcing is already in place with exhibitors specializing in **festive décor and Christmas trimmings** busy since early hours of the fair. Some of them had peppy animal figurines for gardens as well. One of them, recently back with appreciation and positive tidings from a renowned German fair shared how this fair and India Expo Mart had been their platform for growth since they established themselves as an export firm, five years ago. At IHGF too, they had a delightful display that made many stop and take notice.

Several exhibitors played an eco-friendly tune at IHGF. A jute shop that has attracted a good number of buyers over a decade says that they had something really innovative to offer this time. "Ours are **bio-degradable products** - a blend of jute and cotton, and



also a blend of cotton and jute which nobody has. We are the first company to do that. With a consumer and market preference for bio-degradable materials over plastic goods, all major markets like the US, China and Hong Kong are buying our products," said their representative.



Participants represented in the North East Pavilion at IHGF displayed home textiles like curtain fabrics, home furnishings, fragrant candles, hand-woven shawls, cane and bamboo products, lamps, jewellery, bags, seetal patti chappals, fishing items, etc. bringing in products from all six states of India's north east region except Sikkim. The products were mostly natural, handmade and woven. Providing the artisans and craft clusters of north east, a platform to showcase their art, the North East



39th IHGF-a perfect run-up for the milestone edition, the 40th IHGF Delhi Fair



Mr. R K Verma
Director, EPCH

This 39th edition of IHGF has been a perfect run-up for the milestone edition, the 40th IHGF Delhi Fair. We witness all round development and progress. Our participants have quickly adapted to, and further developed design trends based on market information and design initiatives of the last edition.

Buyer feedback too is very encouraging. We are engaging with our visiting buyers to take their valued feedback to better plan next edition of mega IHGF Delhi Fair.

More exhibitors in the mart area along with many other initiatives of the Expo Mart management have worked very well for all our exhibitors, as buyers could freely move between Halls and Marts.

I extend a very warm welcome to all exhibitors and visitors to be with us here again for IHGF Delhi Fair 2015 from 14- 18 October 2015. Patrons dealing in Home products should meet again during Home Expo India - the triple show from 16- 18 April 2015, while our fashion jewellery and accessories buyers and exhibitors are invited during 10- 12 July for the Indian Fashion Jewellery & Accessories Show.

Corporation displayed all range of products made by them. "We provide the local unemployed women a chance to come up with the skill they have and give them a platform to earn a living. All our products are

made by women only", said the representative of Manipur state. Variety of products out of silk, bamboo, seeds, terracotta and cotton were displayed alongside accent chairs and moodhas (stools for sitting). Exporting products to Los Angeles, Sweden, Italy, Bangkok, Australia, Germany they have a unique and eco-friendly range of products.

Exhibitors in Marts greet IHGF trade visitors with lively display and visual merchandising

There was a healthy buyer presence in the Mart area. With the enhanced ambience and most Marts open in continuity - especially on the ground floor, buyers found good reason to visit the exhibitors there. The ones who made most of the visual merchandising opportunity, also using the aisle sides, were at a distinct advantage and saw encouraging buyer footfall. Also, the restoration of one registration counter to the original place, i.e. between the Mart entrances made the access direct. Buyers shared that good displays along the aisles make the look of the aisle festive, warm and inviting and



also eases buyers in spotting products / exhibitors with products of their interest. The extra business hour was also welcomed both by Mart owners and buyers. In a visiting buyer words "having just four days, extra time is always welcome, moreover, after 6pm, we are not in a hurry to return to the fair area".

Talking about buyer traffic, many said that the response of buyers this time was very good, some shared that they got new buyers from new markets like Romania, Spain, Greece, etc. and that markets like Latin American Countries are coming up very fast and are already active. "We've had the best foot fall ever in last five years. If things go like this, we should be able to route in overwhelming buyer traffic within a year," opined a Mart owner specializing in fashion accessories. Another says that they got quality buyers including new ones this time during IHGF.

A shared sentiment echoed, "this is the first time that we had a feeling that Expo Mart is also a part of EPCH events." One of them puts it across with sincere appreciation, "we saw a positive change and a renewed energy in the Mart area. Due to a disciplined approach, the Mart area had a sense of belonging to the handicraft fair, there was a completeness in the fair as Mart and halls complemented each other.

Many Mart owners shared that since they bought a Mart, they never displayed at the temporary halls during any EPCH fair, solely dependent on the mart platform to interact with buyers. One of them says, "Thank you very much for the efforts for enhancement of business in the permanent Marts. Whether it was due to the brighter aisles or the display boards or other efforts, for us it was good business! This is irrespective of the buyer footfall. We managed to have done well!

IHGF proves to be a distinguished trade appointment, well received by buyers

The statistics at IHGF Spring 2015 indicates that several buyers from over 60 countries and buying agents from across India have attended and conducted business. This is 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. IHGF undoubtedly is a platform for the handicrafts industry to demonstrate its strengths & capabilities to the world.

Regular old buyers, who treat IHGF as a home coming, connect with their suppliers and make new contacts, share appreciation as well as ideas and desire to see them incorporated by the next edition. IHGF has not failed to astonish new buyers as they leave with business contacts and experimental orders. Most of them cherish the variety, quality and even prices of many products. Quality keeps getting better and prices are most of the times, attractive or have scope for negotiations.

Contributing to busy aisles at IHGF were buyers in good numbers from USA, Canada, Germany, Sweden, UK, Spain, Italy, Russia, Australia, Japan, China, South Africa, Brazil and Argentina. IHGF also brought in Indian representatives of foreign buyers. Visitors came in from Norway, Holland, Czech Republic, Vietnam and Singapore. There have been a large number of buyers from almost all product categories. Some overseas journalists were among visitors, taking keen note of Indian handicrafts, entrepreneurship, regional cultures and the industry.

It is observed that as opposed to buyer feedback at previous editions of IHGF, this fair had buyers who are sourcing an average of over 30% from India. Many source 50% to 70% of their total imports from vendors they got associated with through IHGF.

Among visitors, there were designers who were keen to seek suppliers who can innovate and customize their ideas into products of home decor. Some appreciated EPCH as a well-functioning organization, facilitating buyers, before, during and after the fair. While there were many regular patrons who pride in their contribution to the Indian handicraft industry's story of growth and improvement, there were few new comers who were on their first visit to explore a long lasting connection with Indian manufacturers.

Seminars and Display Awards

IHGF also adequately addresses the developmental needs of the industry and its organizer-EPCH, invites experts to make insightful presentations and answer queries. This time, a session on Opportunities and Export Strategies for Handicraft Products in Latin America & Caribbean Region and an interactive seminar on Effective Use of Digital Marketing and Online Promotion for Handicrafts Sector were conducted. A special delegation from China made a detailed presentation on Yiwu China-New Starting Point of New Silk Road. The Ajay Shankar Memorial Award for Best Display was given away in 6 categories for IHGF Spring 2015. Expo Mart Awards were given in 5 categories besides a Teaser Award. 'Smriti Chinhs' were awarded to people from the industry for their distinguishing services. ■

