

Sessions & Seminars at IHGF Spring 2015

21st February, 2015

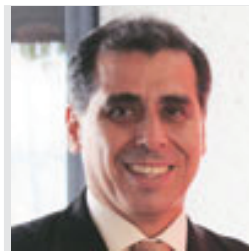
Opportunities and Export Strategies for Handicraft Products in Latin America & Caribbean Region



Mr. Rakesh Kumar Executive Director, EPCH initiates the discussion and introduces the speakers at the session

An informative session was organized in the board room in course of IHGF Spring 2015, to make exporters aware about the export strategies and opportunities in Latin American Countries. Mr. Rakesh Kumar, Chairman, IEML and Executive Director, EPCH, introducing the attendees to the topic of the seminar, said that there are tremendous opportunities in the Latin American Region. He said, the total exports of handicraft items from India is valued at 4 billion USD. The two largest markets for Indian handicrafts are US and Europe which make up for about 60% of all handicraft exports. The Latin American Region and the Caribbean region are two upcoming markets which can provide opportunities to all kinds of exporters, right from the start-ups to big and experienced players.

The seminar was moderated by Mr. R Viswanathan, Former Ambassador to Argentina, Uruguay and Paraguay, who



Mr. Luis M. Cabello, Economic and Commercial Counsellor, Embassy of Peru, advises exporters customize their products to suit the market and apply techniques to similar and familiar designs

complimented EPCH for being the most professionally organized and efficient export promotion council in the country. He informed that while Indian handicraft exports make up 4% of the total exports to Latin American countries, this share can be taken to almost 500 million dollars by 2020. Indian culture is respected in Latin America and



Mr. R Viswanathan, Former Ambassador to Argentina, Uruguay and Paraguay shares, Indian handicraft exports to Latin American countries, and this can be taken to almost 500 million dollars by 2020

Indian handicrafts are treated as cultural and not just commercial products. Latin America is a large and growing market with a population of 550 million people and the GDP of the area comes to almost 6 trillion dollars. The per capita income of the region is almost thrice the Indian per capita income. People in these countries are moving rapidly from lower class to middle class as the economies have stabilized. Brazil is the largest economy and Mexico is the second largest, added Mr. Vishwanathan.

Economic and Commercial Counsellor, Embassy of Peru, Mr. Luis M. Cabello, introduced the audience to Peru and informed them about the Peruvian markets. He informed the attendees that inflation is controlled in Peru and it is one of the strongest economies in the Latin American Region. The geography is varied and the culture is based in age old tradition just like India. Peru is a leading exporter of Lead, Fish, Silver, Copper, Zinc, Asparagus, Paprika, Avocados and Bananas. Indian producers while entering the Peruvian markets must customize their products to suit the market and must apply their techniques to similar and familiar designs, he advised.

Dr. Tamanna Chaturvedi, eminent faculty, Indian Institute of Foreign Trade, made an elaborate presentation on the need for exporters to understand the markets they are planning to sell to. Giving the example of Madhubani print t-shirts, she



Dr. Tamanna Chaturvedi, eminent faculty of Indian Institute of Foreign Trade, speaks on the need for exporters to understand the markets they are planning to export to

explained that a product which might be a best seller in one market may be altogether rejected in another. Along with the understanding of the market, an ability to adapt product to the specific market can also give exporters an edge in business. She also stressed that using the right HS codes while exporting products can help the exporters in availing the low duty brackets.

It has been observed that around 2/3rd of the total exports of handicrafts to the world are exported to these traditional markets and only 1/3rd to the rest of the world. The sector has moreover, witnessed cascading effects of economic recession in these developed markets in the form of demand stagnation and saturation under the shadow of the global recession. It is high time to look forward to the concept of diversification of trade partners and methods to access and penetrate new emerging markets in addition to the traditional ones. Latin America & Caribbean region is evolving into a strategic marketplace. The convergence of several macroeconomic trends is boosting this group of emerging markets, resulting in noteworthy expansion throughout much of the region. In particular, Latin America's major economies are seeking new ways to accelerate growth. With a growing youthful population and a rising middle class, the LAC markets may be poised for significant growth in the years ahead. Rich in natural resources, they are benefiting from a surging demand for commodities that has helped to drive strong GDP growth.

22nd February, 2015

Effective Use of Digital Marketing and Online Promotion for Handicrafts Sector

On the second last day of IHGF Spring 2015 a seminar on 'Digital marketing for overseas handicrafts client acquisition' was organized. Mr. Manuj Bajaj (CEO & Founding Partner at



Mr. Manuj Bajaj, CEO & Founder - GREYBOX Technologies makes a presentation on benefits of digital marketing

Greybox Technology) enlightened the delegates that how digital marketing can be used to expand the business opportunity. Present on the occasion were Mr. Lekhraj maheshwari, Chairman, EPCH; Mr. Vinod Johari, President, Reception Committee, IHGF Spring 2015; Vice Presidents-Reception Committee, IHGF Spring 2015-Mr. Vishal Bohra and Mr. Shahnawaz Khan; and presenter, Mr. Manuj Bajaj, CEO & Founder - GREYBOX Technologies and member exporters.



Mr. Manuj Bajaj is an online business growth consultant who guides exporters gain a better understanding of the digital marketplace.

The two hour long interactive session helped delegates to understand the marketing strategies and various means of reaching out the customers by engaging with them. Mr Manuj Bajaj also emphasized on importance of taking feedback from customers. Using SEO as tool to increase the websites in order to be on the top of the Google search thus increasing the possibilities of getting clicked and generate leads, converting them to business later on.

It is an information age and social media platform like Twitter, Facebook, Pinterest, Google+, YouTube... are being used as marketing "tools" to communicate with customers. This seminar guides about effective use of digital media to enhance export business and reach out to business associates as well as buyers. Whether exporters are promoting their company, their personal business or a local event, it pays to understand the value of digital marketing. With this seminar, the participants also gained an insight into the low cost and high yield associated with digital marketing.

23rd February, 2015
Yiwu China
New Starting Point of New Silk Road



Mr. Rakesh Kumar, Executive Director, EPCH and Chairman, IEML, welcomes the attendees and introduces the delegation from Yiwu

Mr. Rakesh Kumar, Executive Director, EPCH and Chairman, IEML, welcomed the attendees and introduced the delegation from Yiwu China. He highlighted that Yiwu has a successful business model and manages to sell 2200 container loads every day. With 75000 shops spread over 5.5 million square meters, Yiwu is known all around the world as a commercial center. He said that the Yiwu Model can be adapted to the Marts at IEML, to help them attract more customers.

Mr. Pradip Shetty, who has been living in china for over 20 years and is a well-known businessman and respected citizen there, delivered the keynote address. He said that EPCH has impressed him with its efficiency and he is amazed to see a variety of products at IHGF.

A presentation on Yiwu commodity city was made by Ms. Tina Sun (GM, Yiwu International Commodities Fair Co. Ltd). The presentation informed the attendees about the nature of business in Yiwu market and the advantages of trading in Yiwu. She also mentioned that Yiwu management has preferential policies for Indian traders which can be taken advantage of. The China Yiwu International Commodities Fair (Yiwu Fair) is



Ms. Tina Sun (GM, Yiwu International Commodities Fair Co. Ltd) informs the attendees about the nature of business in Yiwu market and advantages of trading in Yiwu

an UFI approved event jointly hosted by the Ministry of Commerce, the People's Government of Zhejiang Province and other relevant authorities in China. It has become the third largest exhibition sponsored by the Chinese Ministry of Commerce. Yiwu, located in the east of China, is famous for its largest wholesale market of general merchandise that attracts several overseas buyers for sourcing. There are over 50,000 kinds of commodities from 90 countries in Yiwu Imported Commodities Mall.

The Chinese market is opening for Indian handicraft items



Mr. Pradip Shetty, who has been based in China for over 20 years, feels that we can learn humility and hospitality from the Chinese companies. Talking about the rich cultural heritage that India has, he said that "India is lucky to have had the forefathers we had, who gave us such a rich culture; we are now

selling culture through our handicrafts". He said that the Chinese market is opening for Indian handicraft items as there is very high buying capacity and they have great regard for Indian traditions, culture and handicrafts. Mr. Shetty mentioned that he saw the fair and felt that Metals from Moradabad and Wooden Items from Jaipur and Jodhpur will be received well in the Chinese markets. He also said, to enter the Chinese markets we need to focus on Premium Hand made products with superb quality and finish.

