

EPCH exhibitors present gifting ideas to a global audience

Hong Kong Gift & Premium, Hong Kong; 27th-30th April, 2015

The 29th HKTDC Hong Kong Gifts & Premium Fair, organized by the Hong Kong Trade Development Council (HKTDC) in cooperation with the Hong Kong Exporters' Association, sustained as the world's biggest gifts event, featured 4,262 exhibitors from 40 countries and regions. The fair showcased hundreds of thousands of trend-setting and innovative gifts and premium items. 16 group pavilions had taken part.

The top visiting countries and regions included China, Taiwan, the United States, Japan, Australia, the United Kingdom, Germany, Korea, Thailand and India. Over 45,000 buyers from 135 countries and regions attended the fair. Emerging market buyers rose 12%, with China up 18%, India 25%, the Philippines 18% and Thailand 32%. The fair featured a wide range of product categories, including advertising gifts & premium, tech gifts, figurines & decorations, fashion jewellery & accessories, green gifts, personal & well-being gifts, etc. The Hall of Fine Designs returned with more than 140 brands. More than 760 exhibitors were showcasing trend-setting offerings in the World of Gift Ideas. iAccessories, returning for the second year, spotlighted gadgets and accessories for Smartphone's and tablets.

The Council participated with a contingent of 54 member companies and set up the India Pavilion with a display spanning home furnishings, rugs and bathmats, photo frames, jute & eco-friendly bags, fashion accessories & jewellery, handmade paper & products, leather accessories & garments, laces & embroidery, etc. The participants were satisfied with the buyer visit as well as enquires. Around 1115 business



Mr. Virender Sharma, Consul from Consul General of India, Hong Kong, seen at the India Pavilion

enquires were generated during the show with on spot business reported at US\$ 479,490/- and an additional business under negotiation to materialise in future at US\$ 2,064,450/-.

Mr. Virender Sharma, Consul from Consul General of India, Hong Kong, visited India Pavilion, met the Indian exhibitors and learnt of their views about the show, business, display in the booths, etc. Business visitors attending the fair also visited the EPCH booth and inquired about the activities of the Council and the forthcoming IHGF Delhi Fair - Autumn 2015 and the Indian Fashion Jewellery & Accessories show 2015. Promotional material like brochures & bags were distributed from the EPCH booth to the visitors. ■

A glimpse of publicity measures undertaken at Hong Kong towards IHGF Delhi Fair-Autumn 2015



Maiden presence at Korean festival highlighted with craft demos

1st Asiamania at C-Festival 2015; Seoul, South Korea; 30th April-3rd May, 2015



Mr. Upender Rawat, Dy. Chief of Mission; Mr. In-Ho Kim, President, Korea International Trade Association; and Mr. Bo-Kyung, Chief Executive Officer, COEX, inaugurate the India Pavilion

Asiamania, held at Coex Convention & Exhibition Center in Seoul, is a show about Asian culture and heritage with an awesome display of Asian food and beverages, Asian art and design products, Asian fashion products and accessories, Asian beauty treatments and products, Asian music and entertainment, Asian branded technologies and solutions, Asian travelling services and solutions and education. The event aims to place the continent on the global platform and showcases leading brands and products that satisfy both business and consumer needs. This brand new expo took place during Japan's Golden Week and Korea's official Tourism Week.

South Korea's market economy ranks 13th in the world by both nominal and purchasing power parity GDP, identifying it as one of the G-20 major economies. It is a developed country with a high-income economy and is the most industrialized member country of the OECD.

EPCH participated in the show along with two Master craftsmen to present live demonstration of paper mache and Banabihari silk sari; and also organized an exclusive Buyer Seller Meet that featured 15 exporters. This was put together in an exclusive 'India Pavilion' of 180 sq.mtr. area to highlight the varied range of products and to disseminate information about

the Indian handicrafts sector and sourcing hubs in India. The display of Indian exhibitors comprised a wide range of wooden products, shawls, stoles, fashion jewellery, leather purses and belts, gifts and decorative products, etc.

The India Pavilion was inaugurated by Mr. Upender Rawat, Dy. Chief of Mission; Mr. In-Ho Kim, President, Korea International Trade Association; and Mr. Bo-Kyung, Chief Executive Officer, COEX. Mr. Rawat met each and every exhibitor and enquired about the footfall of buyers, products on display and business. He was very much impressed with the items displayed by the exhibitors.

The Buyer Seller Meet gave an opportunity to EPCH's participants to interact with about 15 representatives of big Korean companies (retail chain stores, online retailers, etc.). Among publicity and promotions, EPCH promoted the upcoming IFJAS and IHGF Delhi Fair -Autumn 2015 through brochures, leaflets, flyers as well as personal interactions.

The showcasing of Indian handicrafts in the form of BSM in the exclusive set up 'India Pavilion' was the first activity undertaken in South Korea to explore export to South Korea and create awareness for further market linkages as an effort to establish new market. ■



Manufacturers led by EPCH, reach out to Middle East buyers

INDEX; Dubai, UAE; 18th-21st May, 2015



Dr. Tiju Thomas, Consul, Consulate General of India, Dubai, inaugurating the India Pavilion and (right) visiting EPCH member exhibitors at INDEX

INDEX is known to be the most diverse international design exhibition held in the Middle East and North Africa's Region and is dedicated to 8 show sectors, along with three new sub-sectors covering the entire spectrum of products and services required for the design, fit-out, or upgrade of residential, retail, and hospitality spaces. Country pavilions included representations from India, China, Malaysia, Taiwan, Japan, Germany, Egypt, Singapore and Pakistan, all located in Hall No.2 of the Dubai World Trade Centre, Dubai, UAE.

The official inauguration was by H.H. Sheikh Hamdan bin Rashid Al Maktoum and by H.E. Humaid Mohammed Obaid Al



EPCH makes its mark at INDEX

Qatami at the Dubai World Trade. EPCH set up an exclusive Handicrafts Pavilion that was visited and inaugurated by Dr. Tiju Thomas, Consul, Consulate General of India, Dubai. After inauguration the guest visited the entire pavilion and interacted with the participants about their participation. Dr. Thomas appreciating EPCH and all the participants products, especially Juhi Artz which presented new concept in the exhibition of art lighting fixtures using pinewood. Appreciating participants endeavors, the he wished them all success in their business.

The response of this fair has encouraged the Council to participate in the next edition. The EPCH publicity booth was set up in the fair to promote the upcoming IHGF Delhi Fair (Autumn) 2015 and buyers have expressed their interest. ■

Indian decoratives and gifts showcased in Chinese market

China Brand Product Import-Export Show; Kunshan, China; 20th-23rd May, 2015



Mr. Navin Srivastava, Consul General of India, inaugurates the India Pavilion in the presence of Mr. Li Yunfeng - Executive Vice Governor, Jiangsu Province; Mr. Yin Zonghua - Vice Chairman, CCPIT, CCOIC; Mr. Fang Wei - Deputy Secretary General of Jiangsu Provincial, People's Government, China; and Mr. Long Guoqiang, Director of Development Research Center of the State Council

EPCH participated in the China Brand Product Import Expo, organized and hosted by Ministry of Commerce of China & China Council for the Promotion of International Trade and the Jiangsu Provincial People's Government at Kunshan, Jiangsu Province, China.

The Kunshan Import fair is known to be a large scale event which attracts not just domestic Chinese companies but also a large number of foreign firms with more than 100,000 visitors. EPCH set up the India pavilion and participated with 20 member exporters displaying decoratives, home furnishings and Christmas items.

The India Pavilion was inaugurated by Mr. Navin Srivastava, Consul General of India in Shanghai on 20th May, 2015, in the presence of Mr. Li Yunfeng - Executive Vice Governor, Jiangsu Province; Mr. Yin Zonghua - Vice Chairman, CCPIT, CCOIC; Mr. Fang Wei - Deputy Secretary General of Jiangsu Provincial, People's Government, China; and Mr. Long Guoqiang, Director of Development Research Center of the State Council. Mr. Navin Srivastava interacted with the Indian participants, sharing valuable tips on developing business in a typical Chinese market. Consul General of India in Shanghai expressed that China represents tremendous business opportunities for Indian handicraft exporters in the growing Asian market. The Embassy of India in Shanghai would extend necessary support to EPCH to formulate a road map for promotion of Indian

handicrafts in the Chinese market. He also informed about a teamall portal which is a good platform for Indian companies to enter into the Chinese market and suggested that Indian companies can take the space in that by clubbing 4-5 companies.

The exhibitors representing various Indian states like West Bengal, Delhi, Rajasthan, Uttar Pradesh, Haryana, and Uttarakhand, had on display, Christmas gifts & stars, Chikankari kurtas, artmetal ware, stuffed animals, epns artware, photo frames, boxes, stoles, scarves, bags & fashion accessories, leather products, fashion jewellery, eco- friendly jute bags, beaded boxes and textile based gift sets as well as cushion covers. The Council's promotional stand disseminated information on its forthcoming shows and distributed publicity material related to its mega show - IHGF Delhi Fair scheduled from October 14-18, 2015. ■

