

EPCH on Promotional Mode at Dallas Show

The Dallas Temp Show, 25th-28th June, 2015; Texas, USA



Glimpses of the EPCH's Publicity Booth

The Council participated in The Dallas Temp Show held at Dallas Market Center, Dallas, USA held from 25-28 June, 2015 in its ongoing effort to promote IHGF Delhi -Autumn, 2015 by setting up a promotional booth in a more bigger and broader way to bring home the additional advantage, the show coincided with Dallas Market with opening of the permanent showrooms at Dallas Market Center. It is the world's most complete wholesale marketplace. Within its marketplace retailers from around the globe source products ranging from home furnishings, gifts, decorative accessories and lighting to textiles, fashion accessories and men's, western, women's and children's apparel. The Council's booth was located in main building i.e. World Trade Center .

The Dallas Temp Show offered retail buyers the newest, most innovative products on the market in different product categories. The temps were set up in distinctive, easy-to-shop sections with targeted marketing that captured the retail industry's attention and enhanced the show's overall success. With both order writing and immediate purchase sections, the Dallas Market Center is their one stop shopping experience.

The buyers and visitors noticed the Council's presence in this market and many of them noticed the Council's advt. in the local USA publications .The Council regular e-mailers send to the potential visitors also helped many to make them aware of EPCH's presence at the show.

Socio Legal Standards Handbook



EPCH has brought out handbook on necessary compliances in the handicrafts sector - released in 11 regional languages

EPCH has brought out a Guidance Handbook on Socio Legal Standards which contains chapters providing knowledge and information of the applicable laws/ rules as well as the international standards that pertain to social and environmental compliance within the industry.

For more details please visit: www.epch.in/compliancehandbook/

EPCH reaches out to Asian buyers

Giftex World; 8th-10th July, 2015; Tokyo, Japan

EPCH participated in the three-day Giftex World 2015, held at Tokyo Big Sight, Japan, from 08th to 10th July, 2015. This annual business event is organised by Reed Exhibitions Japan Ltd. and is considered to be Japan's leading trade fair for all kinds of gift items. Its features 7 specialised shows for general gift items, cutting edge design products, tableware, kitchenware, fashion accessories, health and beauty products and baby and kids items. Around 1740 exhibitors from 35 countries participated in this event that also saw the presence of 60000 buyers.

EPCH participated with a delegation of 22 member exporters from Jaipur, Kolkata, Karur, Mysore, Meerut, Mumbai, Noida and Roorkee. They displayed jute and cotton products, fashion jewellery, glass decoratives, artificial brass metal jewellery, embroidery bags, jute bags, incense sticks, home textile products, kitchen, bed, table linen, bag and storage boxes, rugs, made-ups, nautical clocks, wine accessories, etc.

The India Pavilion were visited by Mr. Abbagani Ramu, Counsellor (Commercial and PIC) and Mr. Shivji Tiwari, Attache (E&C) on the 2nd day of the show i.e on 9th July. They also interacted with the exhibitors and gathered excellent feedback regarding the business.

Japan represents tremendous business opportunities for Indian handicraft exporters in the



A glimpse of India's participation at Giftex World, Japan



President of Reed Exhibitions Japan Ltd., Mr. Tad Ishizumi, inaugurates the show with 40 top buyers of Japan



Mr. Abbagani Ramu, Counsellor (Commercial and PIC) and Mr. Shivji Tiwari, Attache (E&C), visit EPCH exhibitor stalls

growing Asian market. Over the years it has been observed that a sizable number of buyers from Japan have been visiting fairs organized by EPCH in Delhi and there is an increased sense of optimism amongst both the Indian exporters and Japanese buyers to do business. Japan is the second largest market in the world, after USA but slightly ahead of Germany for consumer and capital goods. Japan imports goods & services worth US\$ 700 billion and is presently India's key trading partner in the Asian region. The Japanese have many gift giving traditions and exchange many high value gifts during the year. The Japanese lucrative gift market is estimated to be worth US\$ 150 billion. ■