

Jodhpur Mega Cluster Programme kicked off

at Spoga +Gafa; 30th August-1st September, 2015; Cologne, Germany

Chairman, EPCH, Mr. Dinesh Kumar and Executive Director, EPCH, Mr. Rakesh Kumar, led a EPCH delegation of 15 member exporters from the Jodhpur Mega Cluster for wooden handicrafts, to leading German garden products trade show, Spoga + Gafa at Cologne. This marked a first of its kind participation by



Mrs. Kiran Khatri, Third Secretary, Consulate General of India, Frankfurt, Germany lighting the inaugural lamp at the India Pavilion at Spoga + Gafa, in the presence of Mr. Rakesh Kumar, Executive Director - EPCH (1st from left), and Mr. Dinesh Kumar, Chariman - EPCH (3rd from left)

the Council in order to provide a marketing opportunity to the stakeholders of Jodhpur Mega Cluster under market promotion scheme CHCDS O/o Development Commissioner (Handicrafts), to Promote the Jodhpur Mega Cluster. Jodhpur garden products like, garden creation and garden living, outdoor articles made of iron & stone, wooden furniture including indoor & outdoor garden furniture & accessories and tents, were among attractions for buyers.

The India Pavilion was inaugurated by Mrs. Kiran Khatri, Third Secretary, Consulate General of India, Frankfurt, Germany, after which she visited the stalls and interacted with the participants.

The show, had four major product segments, i.e. - Garden Living comprising garden furniture, garden equipment, decoration, etc.; Garden Creation & Care (machines & accessories, tools & accessories, garden equipment & sheds, water & lights), Garden Unique focusing on premium garden



(R-L) Ms. Sonja Meuters, Marketing Dept., CGI; leaders of the EPCH delegation, along with Mrs. Kiran Khatri and Mr. Ashwani Pande, MD, Koelnmesse YA Tradefair Pvt. Ltd.

furniture and garden barbeque & grill products. Garden furniture and accessories on display at the India Pavilion generated great response from visiting business buyers, leading to a large number of enquiries that may result in export orders of over Rs. 7.00 crores. The interest shown by visiting buyers is an indication that there is huge potential for



generating exports of garden furniture and accessories not only to European countries but also the American regions.

EPCH Chairman & Executive Director also had a meeting with Koelnmesse COO, Mrs. Katharina C Hamma and discussed the potential for future cooperation and participation in the fair organized by Koelnmesse. Mr. Rakesh Kumar also had an interaction with an award winner young designer from India - Mr. Aditya Khutale an NID Ahmedabad alumni, who was among winners (the only designer from Asia) of the title - Young Star, 2015, organized by Koelnmesse. Mr. Khutale showed his intention to work in areas of product & craft development and exhibitions. ■