

# South Africa warms up to Indian home & lifestyle products

Decorex Show, 6th-10th August, 2015; Johannesburg, South Africa

EPCH participated in the Decorex Show organized at Gallagher Convention Centre, Johannesburg, from 06-10 August 2015. Organized by Thebe Reed Exhibitions, this show is considered to be the leading trade fair in South Africa for all kinds of home textiles, carpets, rugs, furniture & accessories, houseware & decoratives, kitchenware, bathroom accessories, lamps & lighting, candles, incense & potpourri and garden decorations. Around 750 exhibitors from different countries participated in the event.

EPCH was emphatically represented by a delegation of 15 member exporters from Jaipur, New Delhi, Kerala, Saharanpur, Indore, Moradabad, Panipat, Mumbai and Bangalore. They



*Ms. Ruchi Ghanashyam, High Commissioner of India to South Africa and Mr. Randhir Jaiswal, Consul General, inaugurate the India Pavilion*

displayed home textiles, carpets, rugs & floor coverings, houseware & decoratives, furniture, bags, cushion covers, sofa covers, throws, coir door mats, handmade animal figurines in leather and textiles, metal animal figurines, incense sticks, aromatics, accessories, etc.

The India Pavilion was inaugurated by Ms. Ruchi Ghanashyam, High Commissioner of India to South Africa and Mr. Randhir Jaiswal, Consul General. They also interacted with the exhibitors and gathered excellent feedback regarding the business.

South Africa represents tremendous business opportunities for Indian handicraft exporters in the growing African market. Over the year it has been observed that a sizable number of buyers from South Africa have been visiting fairs organized by ECPH in Delhi and there is an increased sense of optimism amongst both the Indian exporters and South African buyers to do business. South Africa is a good market for Indian carpets, furniture, home furnishings and home accessories. Large number of Indian companies is already doing business here. India exported carpets worth USD 10 million to South Africa in 2014. It is learnt that the annual carpet market in South Africa is in the range of US\$ 100 million. ■

## Buyer Seller Meet, Cape Town, South Africa 12th-13th August, 2015



*Glimpses of the BSM*



*Mr. Puneet R. Kundal, Consul General, Ms. Mary Jean Thomas, Business information officer Cape Chamber and Ms. Cindy Pereira Buser, MD, Mirchee inaugurating the Buyer Seller Meet at Cape Town, South Africa*

With an objective to explore the South African market, ECPH organized a Buyer Seller Meet at Townhouse Hotel, Cape Town, South Africa. This was put together in coordination with Cape Town Chamber of Commerce and the Indian Embassy. The BSM was inaugurated by Mr. Puneet R. Kundal, Consul General, Ms. Mary Jean Thomas, Business information officer Cape Chamber. They also interacted with the participants and gathered excellent feedback regarding the business. ■

## Indian design led crafts entice Scandinavian buyers

Buyer Seller Meet during Formex-2015, 19th-22nd August, 2015; Stockholm, Sweden



HE Mrs. Banashri Bose Harrison, Ambassador of India to Sweden, inaugurating the India Pavilion. Also seen are Mr. Naved Ur Rehman, COA Member, EPCH; Mrs. Manju, Counsellor- Commercial, Embassy of India, Sweden and participants from EPCH

metal wares, knobs, durries, antique reproductions, paper products and lamp shades.

The pavilion was inaugurated by H E Mrs. Banashri Bose Harrison, Ambassador of India to Sweden, in presence of Mr. Vijay Kumar, First Secretary, Ms. Manju, Counsellor, Commercial, Embassy of India, Ms. Shara Said, Sales Manager, Stockholmssmassan and EPCH COA Members- Mr. Naved Ur Rehman and Mr. Arvind Vadhera. H E Mrs. Banashri Bose Harrison met the exhibitors in the India Pavilion and appreciated the products on display.

As per feedback, EPCH participants received a good number of enquiries and generated on the spot business. The Council disseminated information about its activities and handicrafts products, range & sourcing centres as well as about the forthcoming IHGF Delhi Fair-2015. ■

FORMEX, a biannual trade fair for design-led gifts and interior accessories from Scandinavia for textiles, tableware, folk arts and crafts, toys, general gifts, etc. is the largest meeting place for Nordic interior design and held since 1960. Formex-2015 was attended by over 850 professional exhibitors and 25,000 national and international visitors. Several top Swedish companies exhibited their products at the show.

With an objective to reach out to buyers in the Scandinavian countries, EPCH organized a Buyer Seller Meet during this show and set up the India Pavilion with 22 member exporters and a

variety in home furnishings, leather products, scarves/stoles, Christmas stars, lanterns, art



Glimpses of exhibitor stalls in the India Pavilion at Formex





## Maiden participation in Denmark's Design Community Fair

Buyer Seller Meet during Formland, 25th-26th August, 2015; Herning, Denmark

Formland, held as a design community platform is organized twice every year at Herning, Denmark. It is a design community for the entire industry. Every sector on the trade fair states a community, where exhibitors and visitors share a common passion, style and atmosphere. The Formland 2015, was focussed on Designs, which is much more than form, function and aesthetics. About sharing beauty, craftsmanship, passion, quirkiness, the unexpected, what's upcoming and what's making a comeback – with visitors, exhibitors and everyone. Formland is a professional design community with focus on inspiration, trade, networking and experiences. 10,500 potential customers attended the trade show to make purchases and to get a first-hand look at all the latest.

Formland 2015 was divided into 9 different creative communities, each indicative of the exhibitors' style, atmosphere and industry. The four day event showcased a complete segment of Danish interiors, design and lifestyle. It provided space for buyers from 5439 stores, an increase of 31% compared to just 4146 in the previous year. Similarly greater rise came from the number of foreign buyers. A total of 501 foreign stores from 36 countries was represented. This marked a rise of 72 % compared to last autumn, when just 292 foreign stores visited the fair.

EPCH organized a Buyer Seller Meet during this show at Messe Centre Herning, Herning, Denmark and set-up an exclusive handicrafts pavilion with 22 members exporters. This was the Council's maiden participation at this show, manifested with an objective to spread awareness about Indian handicrafts in the Scandinavian market that has a negligible share in India's handicraft exports. EPCH, in support with O/o Development Commissioner (Handicrafts) took the initiative and participated in the show. Participants displayed a variety in lamps- glass &



Mr. Navraj Goyal, Addl. Development Commissioner, Handicrafts, seen with Mr. Anil K Sharma, Counsellor, Embassy of India, Copenhagen; Mr. Ashok Polur, official from Embassy of India and Mr. Naved Ur Rehman, COA Member, EPCH, member exporters and participants., after inaugurating the India Pavilion at Formland

metal; metalware; glassware, Cashmere handcrafted shawls and scarves; leather products, Christmas stars & lamps, interior hardware like door knobs of all types, home furnishings, rugs, bathroom accessories, etc.

The India Pavilion was Inaugurated by Mr. Navraj Goyal, Additional Development Commissioner (Handicrafts), in the presence of Mr. Anil K Sharma, Counsellor, Embassy of India, Copenhagen; Mr. Ashok Polur, official from Embassy of India and Mr. Naved Ur Rehman, COA Member, EPCH; member exporters as well as participants.

As this was the first participation in the show, the response in this fair varied from product to product. The participants gained experience on this new market and the awareness created about Indian products amongst visitors and consumers is expected to create a market linkage in this region. EPCH also

set up an information booth during the fair to disseminate information on handicraft products, range and sourcing centres as well as about forthcoming IHGF Delhi Fair- Autumn 2015. ■

