

Overseas Media Perspectives

Our countries would benefit immensely from a skill exchange programme



One doesn't need to travel in order to 'see' the country as handicrafts here bring the entire country to one place. I appreciate the artisans practicing their family crafts and like the sections dedicated to them. I congratulate EPCH on promoting their involvement towards a thriving economy. Indian products have good quality but are not freely available in Africa, probably because these products travel to Africa via Europe which really increases their

cost. There is appreciation for Indian products back home but they are very expensive. This market base can be improved by having better trading ties within the two countries considering the young population there has similar tastes and by making Indian products directly available there. I see similarities of our artisan cultures and our countries would benefit from a skill exchange programme.

Assia Atrous, Editor, International Desk, Assabah Newspaper, **TUNISIA**

Indian fabrics, stone jewellery and furniture are popular in Egypt



Indian people are always ready to learn and improve - this is the spirit I see here. Products with good quality and competitive prices make this fair a success. In Egypt there is a huge demand for Indian silk, wool and Kashmiri shawls. Since cotton is freely available there, other

fabrics are more preferred. Egyptians like stone ornaments, the kind that is displayed at IHGF but in our market they are much more expensive so common people can only afford to buy certain kinds of Indian clothes. The Indian colour scheme and motifs of elephants are popular with the young. Elite people like to decorate their gardens and villas with sophisticated handicrafts from India. The quality of furniture in Egypt is not very competent as compared to the variety and quality of Indian wood. Design of products available in India can do much better with more innovation. EPCH should look towards Central Asia for newer markets as Indian products are quite liked there. I also feel there should be more training given to poor artisans so that they can overcome manufacturing flaws and improve.

Mesbah Abdelgalil Mohamed Kotb, Journalist, National Daily-Almasryalyoum, **EGYPT**

The creativity of artisans and exhibitors is the highlight of this show



This is my first visit to India and IHGF. I love the warmth and hospitality here. I have worked on coverage of various fairs but I am very impressed by the scale of this fair. The creativity of

handicraft artisans and exhibitors is the highlight of this show. Indian clothes are popular in Cambodia due to Indian retailers there. The Indian textile market in Cambodia is hugely encouraging due to their competitive pricing, designs and quality. I strongly feel that promotion and marketing could and must be stronger. Indian home products such as lamps and other house décor products have potential in Cambodia.

Sambo Veng, News Reporter for Hang Meas Radio and HDTV Station, **CAMBODIA**

Indian jewellery, if made to Senegalese taste, can be successful in our market



I work for Le Soleil (which means 'The Sun'), a national daily print media in Senegal. I find the fair very well organized and the people and their hospitality, nice, polite, warm and respectful. I am impressed by the creativity and particularly the diversity of crafts on display. This industry has a

huge potential which must be realized. This is slightly lacking due to lack of promotion in my home market which is dominated by Chinese products. However, Indian shoes, bags, scarves, stoles and decorative items do well in Senegal. Senegal and India have a similar culture in that, both have a penchant for grand and elaborate weddings. As such, Indian jewellery, if made according to Senegalese taste, can be successful in our market.

Diegane Sarr, Reporter, National Daily of Senegal, **SENEGAL**