

Seminars & Presentations



14th October, 2015

Advantage of Doing Business in & with Yiwu China



Seen on the dias are, Mr. Avdesh Agarwal, Vice President, Reception Committee, IHGF Delhi Fair-Autumn 2015; Mr. Pradip Shetty; Mr. Rakesh Kumar, Executive Director, EPCH and Chairman, IEML; Mr. Wang Bi Rong, Director, General Bureau of Commerce, Yiwu China (also seen right); Mr. D Kumar, Chairman, EPCH and Mr. Vijay Shanker Goel, President, Reception Committee, IHGF Delhi Fair-Autumn 2015



Mr. Rakesh Kumar, Executive Director, EPCH and Chairman, IEML, welcomed the attendees and introduced the delegation from Yiwu China. He highlighted that Yiwu has a successful business model and sells around 2200 container loads every day and added, what's interesting is that, no sort of manufacturing is done, only trading is involved in the bulk of economic activities in the city. Mr. Wang Bi Rong, Director, General Bureau of Commerce, Yiwu China, informed about the nature of business in Yiwu market and advantages of trading in Yiwu. The economic relations between Yiwu and India are getting better, with trade value positioned at 1.09 billion US \$.

Mr. D Kumar, Chairman, EPCH, informed that Yiwu China, can be an easy workspace, coupled with the fact that all customs are easily cleared by 2 days. In fact, 18, 000- 20, 000 containers are exported in just one day. Mr. Pradip Shetty, a China settled Indian businessman since 12 years shared that a huge potential to be tapped through a Yiwu EPCH connection.

14th October, 2015

Social Media - Important tool to Maximize Presence & Sales

In his presentation, Dr. P. Vigneswara Ilavarasan, Dept. of Mgmt. Studies, IIT Delhi, spoke on the indispensability of online presence as there has been a notable increase in mobile internet usage in businesses. With a growing linkage between online portals and print media, the relevance of mobile internet is growing. Dr. Ilavarasan advised exporters to adopt a three step approach for better visibility and customer interaction on social media. They could initiate online presence through various platforms available and could decide on what medium or orientation best suits his/her business.



Dr. P. Vigneswara Ilavarasan, Dept. of Mgmt. Studies, IIT Delhi, speaks on the indispensability of online presence and digital media



15th October, 2015

Increase in Exports through Effective Use of Digital Medium

In his presentation, Mr. Manuj Bajaj, CEO, GreyBox Technologies, explained about how to digital media to enhance business and build relationships. This presentation was aimed at offering a better understanding of various benefits of digital marketing, including communication, collaboration, multi-media tools as well as insight into the low cost and high yield associated with digital marketing.

Mr. Bajaj identified the different brands of digital medium and to verify that there is no dearth of buyers, he presented a denomination of all the things before one makes a purchase

online- comparative study and review forums that facilitate decision making. Mr. Bajaj also explained concepts like 'upsell' and 'crosssell'. With other tools, like SEO and Ad words, Mr. Bajaj



Seen on the dias are, Mr. Manuj Bajaj, CEO, GreyBox Technologies (also seen right, making the presentation); Mr. Vijay Shanker Goel, President, Reception Committee, IHGF Delhi Fair- Autumn 2015; Mr. D Kumar, Chairman, EPCH; and Mr. Will Fraser and Mr. Cole Brown from Velocity Consulting



demonstrated an efficient way to redirect traffic to one's portal in a matter of few hours. He added that there are multiple strategies for efficient businesses.

15th October, 2015
How to do Business with Buyers from USA

There are two distinct cultures present when Indians and Americans are doing business. These cultures can work together and there is much to be gained from Indo-American business deals but unfortunately manufacturers in India often find business deals dead before they start or soon after the first deal. There are some

key differences in the communication and expectations between the two cultures. This session focussed on understanding the business mentality of the Americans and how the wants, needs and expectations of the American



Speakers Mr. Cole Brown and Mr. Will Fraser making presentations on "How to do Business with Buyers from USA"

customers can take a business to the next level. Presenters were Mr. Will Fraser and Mr. Cole Brown from Velocity Consulting.



A glimpse of the presentation by eBay India

Retail Export –Flourishing wave of internet-enabled trade by eBay India

e-Bay India team in its presentation, spoke about its goal that was to help entrepreneurs and msme in the country, reach out to buyers across the globe. Referring to its presence at the fair through a stall and an informative team, their representative emphasised on eBay India's focus on sellers and that they look forward to meeting new people, help them facilitate their business deals and good buyer-seller transactions with value propositions.

16th October, 2015
Export opportunity in Latin America through warehousing facility at Uruguay



A glimpse of the dignitaries on the dais at the seminar

Mr. Rakesh Kumar, Chairman, IEML and Executive Director, EPCH, introducing the attendees to the topic of the seminar, said that there are tremendous opportunities in the Latin American Region and a warehousing option can further facilitate doing business in that region. The seminar was moderated by Mr. R Viswanathan, Former Ambassador to

Argentina, Uruguay and Paraguay. This was his third visit to IHGF and he feels, "it is the biggest show of handicrafts in this world, setting an example for other export promotion councils".

Mr. Walter Campo Director, Port Trade Center, Uruguay, in his presentation highlighted the fact that India's festivities and



Mr. R Viswanathan, Former Ambassador to Argentina, Uruguay and Paraguay



Mr. Walter Campo Director, Port Trade Center, Uruguay

craftsmanship are popular and have a receptive market all over the world, with EU in particular. Export consignments to EU can be sent through the Brazilian free tax zone. There has been a signing of MOU recently between the EPCH and the Port Trade Center, with the Minister of Foreign Affairs being a witness to the whole event. He then listed the benefits of establishing business in Latin America, as a duty-free wholesale market, with an immediate distribution arrangement with 40+ offices. With an objective to promote the Port Trade Center (PTC) in South America and answer related queries, Mr. Campo said that it's a huge untapped market for Indian exports and the trade center is being regulated by free port laws worldwide.

16th October, 2015

How to Safeguard Your Business from International Frauds

Mr. Munindra Pal Singh, Sr. Consultant on Export Documentation conducted this seminar. He explained that different types of frauds include confidence tricks, lottery fraud and advance-fee fraud as well as insurance fraud, tax avoidance, offshore investment scams, marriage fraud, pyramid schemes and payment card fraud. These crimes often have an international dimension and are committed through a variety of media. Sophisticated social engineering techniques are carried out on the internet to trick people into revealing personal data, banking details and passwords. Mr. Singh listed

the different kinds of frauds happening online, and showed solutions on how to save oneself from such scams, with interesting examples like the Bhagwan Singh ship-sinking scam, where his vessel resurfaced (initially named Katrina) after every reported sinking and supposed deaths of his employees, and amounted to a bank fraud.



Munindra Pal Singh, Sr. Consultant on Export Documentation

16th October, 2015

VRIKSH - Indian Timber Legality Assessment and Verification Scheme

Mr. Manu Jose Mattam, Director, Natural Resources Programs Division, Scientific Certification Systems (India) Pvt. Ltd. presented an overview of the wooden handicrafts sector and showed how it is connected to VRIKSH. He made a presentation on the EPCH "VRIKSH", that aims not only at tracking "VRIKSH" timber products but can also be used to track timber products verified by other legal origin standards.



Mr. Manu Jose Mattam, Director, Natural Resources Programs Division, Scientific Certification Systems (India) Pvt. Ltd.

17th October, 2015

Opportunities and Export Strategies for Handicraft Products in Commonwealth of Independent States (CIS) Market

This session was an attempt to help exporters to witness the opportunities fostered by the CIS region. Dr. Tamanna Chaturvedi, eminent faculty, Indian Institute of Foreign Trade, made an



Dr. Tamanna Chaturvedi, Assistant Professor, IIFT, New Delhi seen interacting with the participants

elaborate presentation on the need for exporters to understand the markets they are planning to sell to. Along with the understanding of the market, an ability to adapt product to the specific market can also give exporters an edge in business. She explained, to change the bracket of intl.trade, Indian trade needs to focus on small-scale markets and bring it up to the level of the intl.markets. There is always a methodological way of presenting the right product to the right markets.

17th October, 2015

The Retail Evolution - Opportunity for Handicrafts Sector

Mr.Vikram Chitnis from Shoppers Stop, emphasized upon the practical and aesthetic aspect of the handicraft sector in India, wherein its strengths entail upon as being a large and diversified market, a strong and supportive infrastructure, cheap labor rates and low capital investment. He described the Indian proposition to understand the retail business thoroughly, by how and what the buyers want, and how we suffice their needs.



Mr. Vikram Chitnis from Shoppers Stop

18th October, 2015

Trends & Forecast on Home, Lifestyle & Fashion for Spring Summer 2016

Designing the product according to the taste and preferences of the customer is utmost important to attract them. Through his illustrative presentation, Mr. P J Aranador guided on understanding markets and customer choices. While explaining trends and forecasts for spring summer 2016, he highlighted that lifestyle is influenced by the mainstream. Objective of common folk is to come into the limelight, while the stars wish to stay away from it. One has to be in a quest for unpretentiousness. Utility is much more important than other trends. There has been a consumer movement towards green products. e.g. morphological organ shapes. Preferences are simpler and better- green production. Indian exuberant products have to be reworked into a similar array of pastels.

Mr. P.J is a multi-faceted, design professional who has worked with over 25 countries. His areas of expertise include

home & fashion, green, ethical, responsible, sustainable, social and innovative design and product developments; industrial design & range product development; retail tourism, space planning for store, residential; hotel and resorts design and development; museums, exhibitions & brand image building; visual merchandising, packaging, graphics design and styling. A trends presenter and blogger, he is an analyser and interpreter for Pantone Colors (New York) & Eclat de Mode (Paris). He is also a successful entrepreneur.



PJ Arañador
International
Lifestyle Designer,
Industrial Design,
Product
Development,
Merchandise and
Branding Consultant

18th October, 2015

Skill Development in Handicrafts & Carpet Sector - Need of the Hour

In today's dynamic and modern era, where the whole world has transformed into a small common market; the role of specific skills can never be deterred. It is the skill and innovation that has to be balanced to produce the real potential of the country in terms of its valuable products. For a country like India, with such a huge number of youth and women population, the concept of training them with 'employable skills' has become critically important.



Manish Singh
MD, M/s Prodigence

Handicrafts & Carpet Sector Skill Council (HCSSC) has been specifically set up by EPCH to undertake skill development in the handicrafts & carpet segment. Mr. Singh in his presentation explained the process of skill development in the country wherein Sector Skill Councils have been set up to undertake skilling in each specific sector. Handicrafts and Carpet Sector Skill Council has already been set up and the first and foremost thing that it did was, mapping of occupational involvement in creating different handicrafts. After occupational mapping, Qualification Packs/National Occupation Standards have been framed and based on these standards, training is being undertaken across the country. The first and foremost cluster where the occupational standard based training is being undertaken is Narsapur Mega Cluster, wherein 5000 individuals are being trained in lace and lace crafts.

EPCH conducts Awareness Seminars & Interactions in Kolkata

Export Benefits

Kolkata; 16th September, 2015



Seen L to R: Mr. OP Prahadka, Convenor (Eastern Region), EPCH; Mr. Sunil Jain, Consultant; and Mr. Sandip Routh, Kolkata Customs (Airport), interacting with the participants at the seminar

At this seminar, eminent consultant on Foreign Trade Policy, Mr. Sunil Jain detailed on benefits provided in various chapters of the FTP and elaborated on Chapter-3 that enlists handicrafts presently included in Merchandise Export Incentive Scheme (MEIS). He discussed in detail about the rates and countries covered under MEIS as well as about other schemes under Chapter Nos. 4 and 5 of Foreign Trade Policy which primarily relate to Advance Licensing Scheme and EPCG. He also informed participants about EPCH procedures for issuance of Duty Free Import Certificate and procedure for issuance of certification/classification of handicrafts, etc.

Mr. Sandip Routh spoke about the elements included in All Industry DBK Rates and also detailed on how to fix DBK Brand Rate and the procedure of how to claim drawback. Mr. PT Srinath, FIEO, discussed about MDA scheme extended to exporters for their participation at overseas trade events.

Connecting with Buying Houses & Agents and Importance of Social Compliance & Product Testing

Kolkata; 21st September, 2015

Vice Chairman, EPCH, Mr. Rajesh Jain, briefed the participants on export prospects of Indian handicrafts and stressed on the need of producing value added products. He also spoke about the requirements of overseas buyers which

include testing, quality compliance, social compliance, etc. He also explained about the role of buying houses/agents pertaining to the Indian handicraft exports industry and how they help new entrepreneurs in developing trade of their individual handicrafts products. He also touched upon the quality aspect of handicraft products meant for exports and stressed on timely execution of export orders.



Seen L to R: Mr. Unus Mollah; Mr. Anil Kariwala; Mr. Arup Jana; and Mr. Rajesh Jain, Vice-Chairman, EPCH, addressing the participants

Mr. Anil Kariwala, an eminent exporter from Kolkata, described about the necessity of complying with social compliances and how being non-compliant could affect business. He mentioned about software related to social compliance. Mr. Arup Jana showed a video presentation on how testing formalities could be undertaken prior to shipment of handicrafts products. Mr. G Sunil spoke on the importance of audit for social compliance.

How to Prepare Project Report for Bank Loan

Kolkata; 26th September, 2015

Mr. Ashish Kumar Ray, retired Chief Manager, Indian Bank, discussed in detail about various steps to be taken for availing bank finance for both fixed capital requirements and working capital requirements. He also briefed members on how to prepare their project report, where to submit the same for approval, how to get registration from MSME, etc. He suggested that new entrepreneurs should approach NSIC/DIC for procurement of machinery as their interest rates are not very

Leveraging Website and Digital Marketing

Kolkata; 28th September, 2015

Dr. Gautam Dutta, Associate Professor, IIFT, Kolkata, briefed the participants on how to increase exports of handcraft products from the Eastern Region. He suggested participants to produce value added handicrafts. He also referred to his study on Exports of Handicraft Products from Vietnam. He briefed participants about the concept of Craft Village in Vietnam and their marketing strategy, stressing on how to access product specific/ market specific information on handicraft exports from various global database and how to leverage website and digital marketing help for business growth in domestic as well as the international market.

Mr. Arun Agarwal, Director, EbizIndia spoke to participants about the utilities of social media for business growth in domestic and international market and how to use social media for enhancing business. He also insisted that participants make culture studies on markets as well as learn perfect communication and branding skills.



Dr. Gautam Dutta, Associate Professor, Indian Institute of Foreign Trade (IIFT) Kolkata interacting with the participants at the seminar



Participants interacting with Mr. Arun Agarwal, Consultant & Director, EbizIndia at the seminar



Mr. Sarda Nath (seen above), AGM, National Bank for Agriculture and Rural Development (NABARD), West Bengal Regional Office, Kolkata and Mr. Ashish Kumar Ray (seen below), retired Chief Manager, Indian Bank, interacting with the participants at the seminar



high as compared to the same of banks. He also stated that entrepreneurs should always monitor operating profit after availing bank finance for survival of business. He also distributed CDs among the participants wherein detailed formalities for availing bank finance were incorporated. He also offered guidance and help to entrepreneurs/ EPCH member exporters in case of any problem in getting bank loans from any nationalized bank. He urged all to avail the Prime Minister's Mundra Loan Scheme.

Mr. Sarda Nath, AGM, National Bank for Agriculture and Rural Development (NABARD), West Bengal Regional Office, Kolkata, discussed about the role of NABARD and how they provide finance to craftsmen and new entrepreneurs in the handicraft sector. He also made a presentation about the refinancing scheme of NABARD and insisted that participants get in touch with them for availing finance.

e-Hub



e-market opportunity at IHGF Delhi Fair

This special section of the fair at this edition was located at the Central Function Building. At the e-hub, representatives of some leading companies in the online marketplace like eBay, Shopclues and flipkart, guided manufacturer exporters on how to take a business online to tap this vast marketplace.

Innovation that revolutionises online shopping

Flipkart representatives are extremely hopeful of drawing mileage out of this participation at IHGF. Their previous participation during IHGF Delhi Fair-Autumn 2014 connected them to more than 250 sellers and they are hopeful of an

increase in the tally. They are happy with this marketing platform that allows one-to-one interactions with potential sellers. They shared that Flipkart has become more seller friendly now by replacing the earlier lengthy registration process with a 2-step process with just an e-mail confirmation and online uploading of documents. Flipkart participated in the previous edition of IHGF Delhi Fair with great success.

Unique offering of retail exports

eBay India team at IHGF liked this medium of participating in a trade show that brings together several suppliers. For them, this is an emerging platform for meeting new exporters and seeing new and

upcoming brands, thus, guiding sellers and buyers to efficient and engaging deals. Being a facilitator of e-commerce, they view retail export as the new emergent concept that has been largely adopted by both eBay and Amazon. Being introduced across 39 different countries, he views e-commerce as the new attraction that would be profitable.



Connecting manufacturers to Mass Market with fastest growing merchant base

ShopClues
.com

Shopclues representatives are hopeful of transactions through IHGF. They share that

they wish to facilitate people who are not having the capability to transact or get hold of efficient and quick e-Commerce services. Shopclues have already spread their services across 28,000 different pincodes stationed across the whole country. Since they are tied up with India Post for their various services, they are expecting a good response from upcoming entrepreneurs as well. As the emphasis is more on e-retail now, their organization plans to make the platform more tech-savvy, and in the process, introduce unconventional services.

Premium to high-end

Exclusive sourcing for Indian Retail at IHGF

Among its many recent attributes, IHGF has opened its doors to domestic volume retail buyers, interior designers and architects. Some of the retail chains whose sourcing teams pre-registered to visit are Westside; Goodearth; The Furniture Republic; Reliance Home Store Limited; @home, Nilkamal Ltd.; Home Town, Future Retail; Shopper Stop; Archies; Chumbak Design Pvt. Ltd.; The Bombay Store; Landmark Group; Skipper Furnishings; and The Style Spa. Among E-commerce groups, eBay.in; flipkart.com; bedbathmore.com; fabfurnish.com; pepperfry.com; and Urban Ladder Home Decor have already registered to visit and source. To facilitate sourcing by domestic buyers, EPCH made special arrangements amongst exhibiting companies through the SR coding/marketing, meant to indicate that the companies are interested in Retail Business - intended to save time of domestic buyers for reaching out to the correct stand/companies. Domestic volume trade buyers also displayed SR on their badge. 1248 exhibitors at the show came up to mark themselves with SR. IHGF Delhi Fair-Autumn 2015 offered an excellent opportunity for Indian retail brands that strive to step-up their offer for top-end consumers, besides the global home & lifestyle retail brands/chains which have a growing interest in India-both for sourcing as well as retailing.

