

Encouraging buyer footfall at India Pavilion

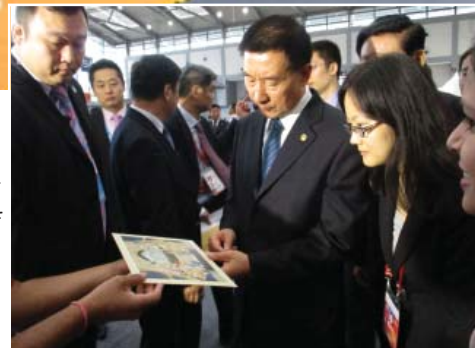
Shanghai Cooperation Organization Countries Commodity Fair;
Shaanxi Province, China; 24th September - 26th September, 2015

EPCH set up the India Pavilion at the Shanghai Cooperation Organization Countries Commodity Fair held from 24th September - 26th September' 2015 at Quijiang International Conference & Exhibition Centre, Xi'an, Shaanxi Province, China. The show is organized by "China Chamber of Commerce for Import & Export of Machinery & Electronic Products" to deepen regional cooperation and enhance sustainable and fast development of the SCO in all respects. The fair was participated by SCO Member Countries, Observer Countries, Dialogue Partners and Special Invited Countries. The Fair showcased products range from 13 participating countries.

EPCH's display in an area of 180 Sq. mtr featured 10 member exporters who participated with their exclusive range of paintings, decoratives, fashion jewellery, accessories and textile products. During the show, publicity of IHGF Delhi Fair was also made through posters, video apart from distribution of bags & brochures to visitors at the India Pavilion.



*Mr. Wang Guolong,
Deputy Director-
General, Department
of Commerce of
Shaanxi Province,
seen at the India
Pavilion*



The show was completely B2C and was widely covered by almost all the local television channels and newspapers. The India Pavilion received an encouraging footfall of the buyers and the product range was highly appreciated by the visitors as well as organizers. During the 3 days of the show, approx 1000 buyers visited India Pavilion.



*Glimpses of the EPCH
publicity booth and
distribution of
promotional products
at the Shanghai
Cooperation
Organization Countries
Commodity Fair*



Indian art & culture appreciated at Chinese commodity fair

Zhengzhou National Commodity Fair;
Zhengzhou, China ;10th - 13th October, 2015

EPCH participated in the 21st Zhengzhou National Commodity Fair at Zhengzhou, China from 10-13 October 2015 with a 35 member exporters' delegation. With an objective to promote Indian art and culture, they showcased products like scarves, bags, fashion jewellery, wood carving, handicrafts, paintings / scrolls, pearls & gems, home furnishings, brassware, India Items, imitation jewellery, embroidery furnishings, shawls, carpets & rugs, paper mache, zari and zari products, dried flowers, jute products, furniture, decoratives & giftware, leather accessories, beads & fashion accessories and home décor, all very affordable and competitively priced.

The India Pavilion was inaugurated by Ms. Chitrangana Singh, Second Secretary (Trade & Commerce), Embassy of India, in the presence of Mr. Sun Jin Xian, Vice Mayor, Zhengzhou Municipal People's Government along with other officials of Zhengzhou Municipal People's Government and Indian exporters. After the inauguration, Ms. Chitrangana Singh interacted with Indian participants.



Ms. Chitrangana Singh, Second Secretary (Trade & Commerce), Embassy of India, inaugurates the India Pavilion, in the presence of Mr. Sun Jin Xian, Vice Mayor, Zhengzhou Municipal People's Government along with other officials of Zhengzhou Municipal People's Government and Indian exporters



Mr. Li Xinyuan, Chairman, China Council for the Promotion of International Trade, seen at EPCH India publicity booth

Glimpses of buyers at the India Pavilion

Indian master crafts persons and exporters make their connect with Russian market

EPCH conducts Buyer Seller Meets in Russia

Gift Expo-Autumn 2015

Moscow; 22nd -25th September, 2015



Dr. Aseem Vohra, Deputy Head of Economic and Commercial Wing of Embassy of India in Russian Federation, inaugurates the India Pavilion and meets participants

With an objective to reach out to buyers in the Russian Market, EPCH organized a Buyer Seller Meet during Gift Expo-Autumn 2015, eastern Europe's biggest international specialized exhibition held at Moscow, Russia, under the patronage of the Moscow Government and support of the Moscow Chamber of Commerce and Industry; Civil State Registration Department of Moscow; Gifts, Housewares and Costume Jewellery Manufacturers and Suppliers Association.

Master crafts persons display live demonstrations of their crafts



EPCH set up the India Pavilion along with 18 member exporters from Moradabad, Delhi, Panipat, Varanasi, Ranchi & Bangalore. They displayed housewares, decoratives & gifts, home textiles & furnishings, Christmas decorations, scarves & stoles, incense, etc. 4 master crafts persons deputed by the O/o DC (Handicrafts) participated and displayed live demonstration of Madhubani painting, ajrakh print, shawl weaving and miniature painting.

The India Pavilion was inaugurated by Dr. Aseem Vohra, Deputy Head of Economic and Commercial Wing of Embassy of India in Russian Federation. He met the exhibitors & master crafts persons, appreciated the products on display and encouraged them for doing business in Russian Market. EPCH disseminated information about its activities and the Indian handicrafts industry. The show was attended by over 500 exhibitors and 29,320 visitors. Business generated & expected in future is US\$1.25 million.

Buyers at the India pavilion



St. Petersburg, Russia 28th - 29th September, 2015



Mr. Arun Kumar Sharma, Consul General of India, CGI, St. Petersburg, Russia, inaugurates the Buyer Seller Meet

Soon after the Gift Expo in Moscow, EPCH organized an interface with Russian buyers and a delegation of 18 member exporters in a standalone exhibition-cum-Buyer Seller Meet in Hotel Holiday Inn, St. Petersburg, Russia. This is the second largest city and an important business destination in Russia.

Participants displayed a variety of Indian housewares, gifts & decoratives, home textiles & furnishings, Christmas stars & lanterns, carpets, shawls & scarves and incense.

The Buyer Seller Meet was inaugurated by Mr. Arun Kumar Sharma, Consul General of India, CGI, St. Petersburg, Russia. He met the participants and gathered feedback regarding business. The participants gained experience on this new market and created awareness about Indian products amongst visitors and consumers. This participation is expected to create a market linkage in this region. The business generated & expected in future is US \$1,09,000. EPCH had also setup an information booth during the BSM to disseminate information on handicraft products and sourcing centres as well as about its then forthcoming IHGF Delhi Fair-Autumn 2015.



The EPCH publicity booth at the BSM

India Pavilion gets encouraging buyer attention

Asian Gifts & Premium Show; 20th - 23th October 2015; Hong Kong

EPCH set up the Indian Pavilion in the Asian Gifts & Premium Show (Mega Show, Part-1) held at Hong Kong Convention and Exhibition Centre (HKCEC), Hong Kong, from 20 - 23 October, 2015. The pavilion was set up with a contingent of 109 member exporters. EPCH's participation at this show was aimed to project and market Indian handicrafts in the world market through the 39,985 from 117 countries and 3398 exhibitors from 32 countries at this Asian show.

Mr. Virender Sharma, Consul from Consul General of India, Hong Kong, inaugurated the EPCH India Pavilion and met the exhibitors. The Council's participants displayed home decoratives & gifts, glass & iron articles, kitchen & garden accessories, home furnishings, rugs and bathmats, photo



Mr. Virender Sharma, Commercial Counsellor, CGI, Hong Kong, inaugurates the India Pavilion and meets the exhibitors



frames, jute & eco-friendly bags, fashion accessories & jewellery, handmade paper & paper products, leather accessories & garments, laces & embroidery, etc. Visitors to the India Pavilion showed interest in the diverse range.

The participants were satisfied with the overall enquires generated during the show. Around 2180 business enquiries were

generated with business generated & expected in future in future is US\$12.13 million. Business visitors attending the fair also visited the EPCH India Pavilion in Hall 3B-C & Hall 3 F-G and inquired about the activities of the Council and the forthcoming IHGF Delhi Fair - Spring 2016 edition. Promotional material like brochures & bags were distributed to visitors.

The show living up to its reputation as the premier sourcing event every October in Hong Kong, brought together companies from Hong Kong, China, Australia, UK, Ireland, France, Germany, India, Bangladesh, Belgium, Cambodia, Canada, Czech Republic, Egypt, Indonesia, Israel, Italy, Japan, Malaysia, Thailand, Mexico, Nepal, The Netherlands, Pakistan, Philippines, Russia, South Korea, Spain and Taiwan. Despite the

economic slowdown which is still evident in the established markets of USA and the EU, the quality of the long-distance buyers, and the level of interest in sourcing from the exhibiting companies, was very positive for potential trade and sales.

An increase in European buyers came from Italy, Spain, The Netherlands, United Kingdom, Denmark, Poland, Finland and Portugal, with a similar attendance as compared to 2014, from France and Germany. The number of USA buyers remained steady with a small drop in the Canadian companies visiting

although attendance from Mexico increased considerably. More South American buyers particularly from Bolivia, Colombia, Chile, Costa Rica, Paraguay and Peru visited, although a small decrease was registered in the attendance level from Argentina and Brazil.

Other countries of interest that improved in visitor numbers were Israel, United Arab Emirates, Egypt, Hungary, Iran, Romania, Bulgaria, Jordan and Lebanon, with Russia, Turkey and Czech Republic remaining steady. ■