

EPCH at XXV Expoartesanas

Bogota, Colombia; 4th-17th December 2015



Inauguration of India Pavilion and visit to EPCH participants- HE, Ambassador of India to Colombia, Mr. Prabhat Kumar; Mr. Jaime Mantilla, President, Colombia India Chamber of Commerce; Dr. Rajneesh Dube, Principal Secretary, MSME & Export Promotion, Government of Uttar Pradesh; Mr. R.K Malhotra, former Chairman & Member COA, EPCH; and Mr. R.K. Verma, Director, EPCH

11 member exporters from EPCH showcased a wide ranging display range with home furnishings, fashion jewellery & accessories and wooden as well as metal handicrafts at the XXV Expoartesanas in Bogotá, Colombia. This participation was a part of the EPCH strategy and policy to aggressively promote Indian products in the Latin American Region. Participation in the fair was with the active support and guidance from the Embassy of India in Bogotá, Colombia and the Artesanias de Colombia S. A. of the Ministry of Commerce, Industry and Tourism of Colombia.

The India Pavilion was inaugurated by Ambassador of India, HE, Mr. Prabhat Kumar in the presence of Dr. Rajneesh Dube, Principal Secretary, MSME & Export Promotion, Government of Uttar Pradesh; Mr. R K Singh, Joint Commissioner, Export Promotion Bureau, Government of Uttar Pradesh; Mr. Raj Kumar Malhotra, former Chairman & Member COA-EPCH; Mr. Jaime Mantilla, President – Colombia India Chamber of Commerce, Bogota; and Mr. R.K. Verma, Director-EPCH, along with local dignitaries from Bogota, Colombia. Mr. Kumar also met the participants.

Expoartesanas is a specialized fair organized since 1991 by the International Business and Exhibitions Center - Corferias, in association with the Artesanias de Colombia (Handicrafts of Colombia). Year after year, this event allows artisans from Colombia and other participating countries to promote and commercialize their work, on a national and international level, consolidating this handicrafts fair as the first of its kind in Latin America. India was part of 19 countries represented at this event that also saw participation from a total of 700 exhibitors - handicrafts manufacturers from LAC countries such as Columbia, Argentina, Mexico, Paragay, Uruguay, Guatemala, Peru, Venezuela, Ecuador beside India, Pakistan, Turkey.

Colombia is a free market economy with major commercial and investment links from USA & Europe. Colombia's GDP have been growing steadily at around 4% during last 5 years with per capita income US\$ 7400. In last 3 years handicrafts exports from India to Colombia has growth 2.14% in 2014-15 over 2013-14. ■

Indian crafts showcased with live demonstrations

AF- L'Artigiano in Fiera, Milan, Italy; 5th-13th December 2015

AF- L' Artigiano in Fiera, Milan, Italy is an important event, held every year to promote handcrafted products from various parts of the world to Italy and other European markets. The speciality of the fair is that sales across the counter are permitted, besides booking of orders for long term business. The 20th edition of the fair had more than 2900 exhibitors with display spread across 1,614,600 Sq.feet. This year, the best in the world of crafts featured for 9 days inside in an exhibition space organized into geographical areas (Italy, Europe and International Countries), each divided into sectors dedicated to the different regions, nations and continents.

EPCH set up the "Indian Pavilion" that came up vibrantly with a variety of Indian crafts. This was inaugurated by Mr. Arun Kumar Sharma, Consul, from Consul General of India at Milan, in the presence of Mr. Antonio Intiglietta, President (Ge.Fi. - Gestione Fiere Spa) and senior officials from Govt. of India.



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A glimpse of live demonstration of crafts by Master crafts persons and EPCH participants at the fair



The most important aspect was display of Indian handcrafted products in textiles, furnishing fabrics, costume jewellery and accessories, Christmas decoration, home decor & giftware, Kashmiri products, incense, etc. Eleven EPCH member exporters displayed their product range in the Indian Pavilion. In all, over 104 companies from India participated.

An attractive component of this showcase was live crafts demonstration by two Master crafts persons specializing in art of Mithila painting from Madhubani-Bihar; silver filigree from Andhra Pradesh; camel leather jewellery from Jodhpur-Rajasthan; bell metal from Chattisgarh; and Embroidery from Varanasi, Uttar Pradesh. ■

Growing Gulf market receptive to Indian crafts

Jeddah International Trade Fair, Jeddah, UAE; 22nd -25th December 2015

Jeddah International Trade Fair is known to be the Gulf's longest established multi-sectoral event and a not to be missed outstanding marketing opportunity. Historically, this multi-sectoral event is a platform for various national country pavilions displaying their industrial potential to the Saudi market, enjoying the support of a large number of Foreign Trade Missions based in Saudi Arabia who work closely with



Mr. SRH Fahmi, Consul (Commerce) and Mr. Amjad Shareef, Marketing Research Assistant from CGI, Jeddah, at the EPCH display area

their counterpart international trade associations, export promotion bureaus and relevant government bodies. The industrial companies and the Arab world consider Jeddah International Trade Fair as gateway to enter the Saudi

Market and the fair has become a prominent meeting place for many industry leaders. This is organized by Jeddah based Al-Harthy Company for Exhibitions, also known as Saudi Arabia's leading event organizer. They have over 30 years, staged in excess of 500 successful exhibitions in Jeddah, across a wide range of industry sectors.

Located in Jeddah, a city renowned as the commercial and leisure centre of the kingdom, the fair attracts businessmen from across Saudi Arabia and neighboring Gulf States eager to see the latest products. To provide an opportunity to reach out to buyers in this region, EPCH led the Indian handicraft industry's participation to this fair. EPCH set up the Indian Pavilion with 10 member exporters and 4



Sheikh HL Adnan H Mandoura, Secretary General of the Jeddah Chamber of Commerce and Industry, at the EPCH stands

Master crafts persons deputed by Development Commissioner (Handicrafts), for live demonstration of tie & dye (Ikat), patta painting, marble inlay, Pashmina kani shawl embroidery and textile hand printing, in a total area of 144 sq. mt. Members had put on display, an extensive variety comprising giftware & premiums, interior products and furnishings, textiles and fabrics, costume/fashion jewellery and accessories, kitchen and bathroom accessories, etc. The Council's promotional stand disseminated information on its forthcoming shows and distributed publicity material on the upcoming IHGF Delhi Fair - Spring 2016 and Indian Fashion Jewellery & Accessories Show-2016.

Sheikh HL Adnan H Mandoura, Secretary General of the Jeddah Chamber of Commerce and Industry inaugurated the fair. Around 150 local and international companies participated in the four day event that gathered local and international traders, manufacturers, agents, investors and entrepreneurs from China, Egypt, India, Indonesia, Malaysia, Pakistan, Saudi Arabia and South Africa alongside a contingent of Saudi Companies. This edition was visited by more than 6000 visitors.

Mr. SRH Fahmi, Consul (Commerce) along with Mr. Amjad Shareef, Marketing Research Assistant from CGI, Jeddah, visited the fair. Mr. Fahmi appreciated the products as well as efforts and said, Indian and Saudi business communities are keen to strengthen relationships between the two countries. He met each exhibitor and enquired about the foot fall of buyers. ■