

# High-end furniture & home decor lines from Jodhpur Mega Cluster appreciated at IMM Cologne

Cologne, Germany; 18<sup>th</sup>-24<sup>th</sup> January 2016

EPCH set up an exclusive India Pavilion of high-end furniture and home interior products with 15 member exporters from Jodhpur Mega Cluster and 2 from Saharanpur, at IMM Cologne, Germany, held from 18th to 24th January, 2016. This participation was organized under Comprehensive Handicrafts Cluster Development Scheme of O/o DC (Handicrafts), Ministry of Textile, Govt. of India.

This India Pavilion was inaugurated by Dr. K Gopal, IAS, Development Commissioner (Handicrafts), in the presence of Ms. Katharina C. Hamma, Chief Executive Officer, Kolnmesse Gmbh. Ms. Sonia Meuters from Consulate General of India, Frankfurt also visited and interacted with the participants in the India Pavilion.

EPCH also set up a publicity booth during the fair with an objective to disseminate information about IHGF Delhi Fair-Spring & Autumn 2016 through distribution of leaflets and brochures of the fair along with other promotional material explaining composition of product range in the fair and opportunity to source directly from manufacturers. Additionally, EPCH conducted a road show and its representatives had one to one interactions with other overseas exhibitors at the fair to invite them to visit IHGF Delhi Fair. As per feedback of participants, the footfall of buyers was good and many enquiries were received.

In all, out of the total 1100+ exhibitors from Europe,



*Dr. K Gopal, IAS, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India, inaugurates the India Pavilion in the presence of Ms. Katharina C. Hamma, Chief Executive Officer, Kolnmesse Gmbh and participating EPCH members*

France, Italy, Japan, Ukraine, Turkey, Malaysia, India and other countries, 37 companies from India participated in this edition. IMM Cologne held in Germany is the key furniture show in the world's most important furniture market. Right at the start of the every year, it presents the latest international furniture and interior trends and creates a compelling and highly effective business atmosphere. ■



*Lighting of the auspicious lamp at the EPCH publicity booth and below, visitors at the booth and a glimpse of the IHGF Delhi Fair road show*



# Maiden promotion of Indian handicrafts in HOMI Milano

Milan, Italy; 29<sup>th</sup> January-1<sup>st</sup> February 2016



*EPCH promotional booths at the fair - one at Hall No 14(Gifts & Events), for Promotion of IHGF Delhi Fair(Spring & Autumn) and another in Hall No. 1 (Fashion & Jewellery), for IFJAS*

HOMI Milano, known as the lifestyle trade fair in Milan, Italy, took place at Fiera Milano from 29th January - 1st February, 2016. With unique concepts, complex solutions and invaluable business opportunities, HOMI Milano 2016 is known to be among the must-visit international events of the year. This edition of the fair brought together over 1400 exhibiting companies and more than 81,450 visitors from Italy, France, Russia, Singapore, Taiwan, Iran, China, USA and Japan. HOMI Milano is attended by professionals in search of the best and latest products, displayed in 10 sectors of the fair i.e. Living Habits, Fragrances & Personal Care, Gifts & Events, Kid Style, Hobby & Work, Home Wellness, Fashion & Jewels, Garden & Outdoors, Home Textiles and Concept Lab.

This show, accompanied by meetings, workshops, seminars and special projects, has become the place to be in order to discover the current developments, innovations and emerging trends. The HOMI Maker Design Award encourages creativity, while The Expo Matching Programme enables



exhibitors and buyers to arrange their appointments in a more efficient way so they make the most of their participation in HOMI Milano.

EPCH set up two promotional booths - one at Hall No 14(Gifts & Events), for Promotion of IHGF Delhi Fair(Spring & Autumn) and another one in Hall No. 1 (Fashion & Jewellery), for IFJAS. ■

