

# Overseas Media on IHGF Delhi Fair - Spring 2016

The Indian market is where the excitement is

I have been with my newspaper since 15 years now as a writer on diplomatic affairs. While touring the exhibition I



**Ms. Warda El Hosani Amin,** Chief Editor, Akbhar Alyoum, Cairo, **Egypt**

particularly liked the home décor products as well as textiles. Prices are really competitive here. The Indian market is where the excitement is as Chinese products are by and large made from machines whereas Indian goods are more of handcraft based. In my reviews, I will recommend Egyptian businessmen to invest in the Indian market and also hope for more collaboration between Egypt and India to exchange technology and skill-sets.



**Mr. Mark Loraine Allix,** Journalist, Business Day, Johannesburg, **South Africa**

Craftsmanship among exquisite characters in Indian products

I have been visiting India since the 1960s. I am quite impressed with Kashmiri textiles, lacquer work, elaborate furniture and bedroom and kitchen furnishing. Having visited international markets and fairs in South Africa and Hong Kong, I have noticed a recent price hike in the Indian products, yet the craftsmanship still retains its exquisite character and is worth every penny.



**Ms. Caroline Andrea Torres Ayala,** Writer, Casa Magazine, Santiago, **Chile**

Interesting North-Eastern craftsmanship are worth admiring

This is my first visit to IHGF Delhi Fair. I am enthralled with the lighting and lamps variety, bronze craftwork and metal craft as well as embroidery work from Rajasthan. I have visited international markets in South America, and compared to the zonal products there I feel the exquisite North-Eastern craftsmanship in this

fair and other ethnic and varied products displayed here are worth admiring. The pricing need to be competitive as it is prime time for India to engage in business with Chile, given our present economy.



**Mr. Mohamed Mounjid** Publication Director, Libre Enterprise, Casablanca, **Morocco**

Intricate and elaborate hand work brimming throughout

I am amazed by the textiles and exquisite craftsmanship as well as the large variety of colours infused in the ethnic crafts. Having visited international markets in Dubai, Germany and seven countries in Africa, I rank

the products displayed at EPCH as better than most. The products here have intricate and elaborate craftsmanship brimming throughout.



**Ms. Magali Anne Frederic,** Editor in Chief, Business Magazine, Port Louis, **Mauritius**

There is need for more aggressive promotion of products made in India

I am overwhelmed and bowled over by my first Indian and EPCH experience. The variety, colour and creativity of Indian craftsmen are a surprise to me as I had expected them to produce traditional stuff. It left me puzzled as to why these products are not so well known in Mauritius. I feel, there is need for more aggressive promotion of products made in India. I liked the creativity, finishing as well as quality. To top it all, the prices are really competitive and can do well with Mauritians' increasing purchasing power. I also emphasize on the need for closer economic ties between SAFF countries to compliment the closely linked historical ties.