

Lace & Crochet from Narsapur Mega Cluster and Crafts from NER highlighted through India Pavilion at UK Spring Fair International

Spring Fair International ; Birmingham, UK; 7th-11th February, 2016

Spring Fair International, Birmingham, held from 7th-11th February, 2016, at Birmingham, UK, previews new collections from over 1,600 UK and international exhibitors. Owing to four core buying zones of Giving, Living, Greetings and Jewellery including 20 sections spread over 20 halls, the fair attracts exhibitors as well as buyers for Kitchen, Dining & Housewares; Christmas Gifts, Floral & Seasonal Decorations; Children's Gifts, Toys & Gadgets; Greetings & Stationery; Art & Framing; Gifts & Home; Contemporary Gift & Home; The Summerhouse products; Outdoor Living & Leisure; Gifts, Home & Volume; Fashion Jewellery & Accessories; Body, Bath & Home Fragrance; and Jewellery and Accessories.

EPCH's participation at this prime European fair was highlighted by an exclusive Pavilion with lace & crochet from Narsapur Mega Cluster, Andhra Pradesh and thematic display of North East Region's crafts. It was located in the Design & Gift Hall at the fair and live demonstration by five national awardees enhanced the presentation.

A total of six exporters showcased lace & textile based products like dollies, table covers, table mats & napkins, cushion covers, bed spreads, floor mats, garments and accessories at the Narsapur Mega Cluster Pavilion. This participation was under the Market Development & Trade Facilitation of Comprehensive Handicrafts Cluster



HE, Consulate General of India, Mr. J.K Sharma and Mr. B.C Pradhan, Head of Chancery, Consulate General of India, Birmingham visits the India Pavilion and met the participants



Development Scheme (CHCDS) of O/o Development Commissioner Handicrafts, with an endeavor to promote the Narsapur mega cluster and make use of this exclusive market opportunity. The interest shown by the visiting buyers is an indication that there is huge potential for generating exports of lace and textile handicrafts to many European countries. Crafts from NER too were well represented at the fair. HE, Consulate General of India, Mr. J K Sharma visited alongwith Mr. B C Pradhan, Head of Chancery, Consulate General of India, Birmingham. They met the participants and appreciated the efforts of the Council in promoting regional crafts.

Visitors to the Indian pavilion showed interest in the diverse range and made enquiries. EPCH also set up a promotional booth to disseminate information on its upcoming shows like IHGF Delhi Fair, Home Expo India and Indian Fashion Jewellery & Accessories Show, through leaflets, brochures and other literature.

Indian handicraft exporters make momentous European connect

Ambiente; Frankfurt, Germany; 12th-16th February, 2016

European Union is an important market for Indian products. In European Union, Germany has a special place and is one of the largest importers of Indian products particularly houseware and homeware handicrafts. Ambiente, one of the oldest established well-known fairs held every year in the month of February at Frankfurt, Germany, is an important marketing medium for India not only for Germany but for the entire European Union and other countries of the world. India has been participating in this fair on regular basis since many years.

Ambiente, revolving around products for the table, kitchen, household, giving and decorating, as well as for home and furnishing accessories is visited by leading buyers from nearly all regions of the world. This fair concluded its 2016 edition in February, after gathering 4,387 exhibitors from 94 countries and over 137,000 buyers from 143 countries. The proportion of trade visitors from outside Germany reached 55 percent of the total top ten visitors that came from Italy, France, Spain, the Netherlands, UK, China, USA, Switzerland, Turkey and South Korea. Above average increases were also noted in the number of visitors from the Middle East and Asia, especially from China and India. More than 500 buyers made their way from Italy with above-average increases also noted from Japan, South Korea, South America, Africa, the Middle East and countries bordering the Mediterranean.

EPCH India Pavilion at Ambiente

Due to extreme importance of the Ambiente Fair as a very effective marketing medium, 410 Indian companies participated in this fair on individual basis. These companies were from different regions of India. However, out of the total of 410, approximately 179 companies were from Uttar Pradesh alone.



Mr. Subash Chand, Consul (Head of Chancery & Commerce), CGI, Frankfurt, inaugurates the EPCH India Pavilion and visits the stalls with Mr. RK Singh, Joint Export Commissioner, Govt. of Uttar Pradesh; Vice Chairman, EPCH, Mr. Rajesh Kumar Jain; and Member COA, EPCH, Mr. Arvind Vadhera



Mr. Raveesh Kumar, Consulate General of India and Mrs. Siran Khatri, Third Secretary (Economics & Commerce), CGI, Frankfurt, seen visiting the stalls and EPCH publicity booth at Ambiente



Glimpses of the participant stands in the EPCH India pavilion

EPCH organized the Indian handicraft sector's participation in this fair with a thematic display, highlighting Indian capabilities in the houseware, gifts, decorative and homeware segments. 49 member exporters participated with wooden artwares, handicrafts, kitchen wares, decorative items, jute products, marine instruments, nautical décor etc. 5 Master crafts persons and artisans from Uttar Pradesh demonstrated their skills in "crafts from the Magical Land of Crafts & Culture of Uttar Pradesh".

EPCH India Pavilion at Ambiente

Mr. Subash Chand, Consul (Head of Chancery & Commerce), Consulate General of India in Frankfurt, Germany, inaugurated the EPCH Pavilion in the presence of Mr. R K Singh, Joint Export Commissioner, Govt. of Uttar Pradesh; Vice Chairman EPCH, Mr. Rajesh Kumar Jain; and Member COA EPCH Mr. Arvind Vadhera. He saw the display and demonstration of crafts besides visiting the individual stands of Indian companies at the fair. Mr. Chand had a discussion with EPCH exhibitors about their craft and other related aspects where he appreciated their effort & ideas including its importance for the Industry. He also advised them to emphasise more on innovation in products and designs, quality and finishing of the product so that they can compete effectively with others in the world market.

Mr. Raveesh Kumar, Consulate General of India and Mrs. Siran Khatri, Third Secretary (Economics & Commerce), Consulate General of India, Frankfurt, Germany, also visited the EPCH India Pavilion and interacted with EPCH exhibitors. about their craft and other related aspects. They were impressed with the presentation and guided the participants about the current marketing scenario of Germany and requirement of their products.

The exhibitors had a positive feedback and informed that buyers have shown keen interest and have placed orders this year as compared to previous edition held in 2015. There has been several discussions between exhibitors and buyers regarding the products, finishes and customized product developments, which is extremely positive for the exhibitors. ■