

# Vibrant display and NER crafts draw buyers to India Pavilion

Source Direct- ASD Market Week, Las Vegas, USA; 28th February-2nd March, 2016



*Glimpses of the India Pavilion at ASD, Las Vegas*

North America's ASD Market Week, according to its organizers, brings the world's widest variety of merchandise together in one efficient consumer-goods trade show, organized by the Emerald Exposition, USA. Held in Las Vegas twice annually, this Market Week is a destination for wholesale buying. Buyers from department stores to convenience stores, from college book stores to general stores, from grocery store distributors to fashion boutique stores and many more attend to find unique merchandise that will set their business apart.



*"North East Indian Pavilion" at the show that won Best Display Stand of Thematic Display*

EPCH set up the India Pavilion with a contingent of five member exporters at the ASD market Week, Las Vegas. They displayed a variety of products like incense sticks from Bengaluru, jute products like bags, gift items, etc. from Kolkata and souvenirs from Jaipur in wood, metal, inlay work, etc., while few others brought in scarves and textile products.

EPCH also set up a thematic display of NER crafts through a "North East Indian Pavilion" that came up vibrantly with products from North East under the Ministry of Textile's NERTPS scheme. Products on display here comprised bamboo baskets, trays, card holders, bathroom accessories, home furnishings, table linen, select artisanal apparel as well as stoles. All products at the theme pavilion were highly appreciated and received a large number of inquiries, as the buyers showed their keen interest in the products displayed.

All products at the theme pavilion were highly appreciated and received a large number of inquiries, as the buyers showed keen interest in the products displayed. EPCH was also awarded and recognized for its Best Display Stand of Thematic Display at ASD Las Vegas.

In order to promote its forthcoming shows, EPCH set up an information booth and disseminated details on Home Expo India-2016, IFJAS-2016 and IHGF Delhi Fair-Autumn-2016, through hand-outs, leaflets and other promotional material like bags. Promotional posters of the forthcoming shows were displayed in the booth. ■



# EPCH leads contingent of 23 prominent exporters of fashion jewellery to prime industry show in Hong Kong

Asia's Fashion Jewellery & Accessories Show, Hong Kong; 2nd-5th March, 2016



Some of the member exporters' stands at the Asia's Fashion Jewellery & Accessories Show, March 2016

China and Hong Kong being USA, Korea, Italy, Japan, Taiwan, Australia, Spain, Thailand and UK.

EPCH set up the India Pavilion with 23 member exporters. EPCH publicity booth was also set up to disseminate information about the Council's forthcoming exhibition i.e. IFJAS 2016 & IHGF Delhi Fair-Autumn 2016. The information channels included distribution of brochures, display of posters and informative videos at the booth. The product ranges were highly appreciated by visitors. Exhibitors in the India Pavilion received good response and almost all of them were satisfied with their participation. ■



The 10th addition of Asia's Fashion Jewellery & Accessories Show (AFJAS) Hong Kong, held at Asia World Expo, Hong Kong, gathered over 380 quality exhibitors from 15 countries and regions, who unveiled the latest designs and collections in fashion jewellery and accessories for Autumn/Winter. It showcased six group pavilions housing exhibitors from China, India, Japan, Korea, Philippines and Taiwan. AFJAS drew 5900 visitors from 99 countries and regions with the top ones outside

Glimpses of the EPCH Publicity Booth at AFJAS, Hong Kong



# EPCH shows promoted at Home+Houseware Show

Chicago, USA; 5th-8th March, 2016

The International Home + Housewares Show is the world's premier housewares marketplace, that provides an opportunity to see first-hand consumer lifestyle and product trends for all segments of the home, both inside and out, under one roof at McCormick Place, Chicago, USA.

This edition, the 119th in the series, had participation of 2,200 exhibitors from 47 countries, and more than 62,000 attendees from over 100 countries. The show is owned and organized by International Houseware Association (IHA), USA,



and is known to be one of the biggest shows of home & houseware products.

The show was categorically divided into four sections: clean, contain + sustain; dine + design; discover design; wired + well; and global crossroads (international pavilions/ OEM suppliers).

EPCH set up a promotional booth at this show, with an objective to provide maximum information about the Council's forthcoming shows as well as about the Indian handicrafts industry. Information was disseminated to visitors to encourage them to visit the Council's forthcoming shows. One to one interaction with houseware, tableware, glassware, kitchenware, etc. exhibitors was carried out to share details on aspects of Home Expo India-2016 and IHGF Delhi Fair-Autumn 2016. The queries of new and old buyers for EPCH fairs were answered and they were invited to plan their sourcing visit to the shows organized by the EPCH, where they can directly meet manufacturer suppliers as well as visit their manufacturing units. ■



Visitors gather information on EPCH's forthcoming shows at the Council's publicity booth at Home+Houseware Show, Chicago, USA

# EPCH highlights crafts from Jodhpur Mega Cluster at International Furniture Fair Singapore

Participation under CHCD Scheme of DC (H); Singapore; 10th-13th March, 2016

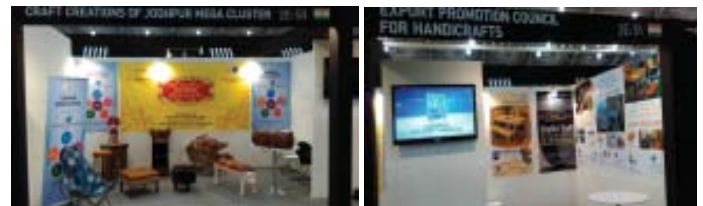
EPCH participated in the International Furniture Fair Singapore 2016 (IFFS 2016), held at Singapore Expo- a leading sourcing event for trade professionals of furniture, interior design and hospitality industries. The International Furniture Fair Singapore, held in conjunction with the ASEAN Furniture Show (IFFS/AFS), The Décor Show and Hospitality 360°, is regarded by industry experts as Asia's premier sourcing platform and design-led exhibition. The show features a comprehensive range of furniture by a diverse portfolio of quality exhibitors, and attracts a healthy and well-represented attendance of trade buyers and visitors.

EPCH set up the India Pavilion with stakeholders from Jodhpur Mega Cluster among participants. In all, 15 Indian handicraft exporters from Jodhpur participated in the fair with a product range comprising office furniture, rattan/ wicker/ cane furniture, soft furnishings & upholstery. This pavilion was inaugurated by High Commissioner of India in Singapore, Ms. Vijay Thakur Singh in the presence of Mr. Pradyumn Tripathi, First Secretary (Commerce) and participants from India.

EPCH set up two promotional booths at the fair, one for IHGF Delhi Fair (Autumn) 2016 and another for promoting Jodhpur Mega Cluster, with an objective to disseminate information to visitors about its forthcoming fair as well as Jodhpur crafts and their international market potential. Besides, one to one interactions were carried out the other overseas



High Commissioner of India in Singapore, Ms. Vijay Thakur Singh seen lighting the inaugural lamp at the EPCH information booth and visiting stalls of participants from Jodhpur Mega Cluster



EPCH's promotional booths at the fair

exhibitors to inform and invite them to visit the Council's upcoming fairs. Promotional material and stationery were also distributed to visitors. They were keen to gather information as well as visit EPCH shows in India. Even non-Indian exhibitors at the fair as well as retail visitors were receptive to products, especially the good quality woodcrafts displayed in the EPCH area. ■

