

# EPCH takes Indian handicrafts sector to Yiwu China, bags “Best Organization Award” and “Best Products Award”

5th YIWU Imported Commodities Fair 2016; 13<sup>th</sup> -16<sup>th</sup> May 2016; YIWU, China



*Mr. Prakash Gupta, Consul General, Consulate General of India, Shanghai, inaugurates the India Pavilion along with Mr. Xiong Tao, Standing Committee Member, Yiwu Committee of CPC & Vice Mayor, Yiwu Municipal People's Government, China; Mr. RK Verma, Director, EPCH; and Mr. S S Kohli, prominent jewellery exporter from India*

EPCH set up an exclusive India Pavilion with 26 member exporters at the 5th China Yiwu Imported Commodities Fair, held from 13-16 May 2016 in Yiwu International Expo



*The delegates seen visiting exhibitor stalls in the India Pavilion*

Centre. This was hosted by China Chamber of International Commerce, China General Chamber of Commerce and China Federation of Logistics and Purchasing, and organized by Foreign Trade Development Bureau of China's Ministry of Commerce for the promotion of International trade.

The India Pavilion was inaugurated by Mr. Prakash Gupta, Consul General, Consulate General of India, Shanghai, in the presence of Mr. Jiang Ming, Minister of Trade & Commerce of

*Mr. Jiang Ming, Minister of Trade & Commerce of China General Chamber of Commerce; Mr. Sheng Qiu Ping, Party Secretary of Yiwu; and Mr. Pradeep Shetty, eminent Indian businessman in China and representative from Yiwu*

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CPC & Vice Mayor, Yiwu Municipal People's Government, China; Mr. Pradeep Shetty, eminent Indian businessman in China; and Mr. R K Verma, Director, EPCH. After the Inauguration they also interacted with the Council's participants.

The footfall of buyers was encouraging and the participants were satisfied. As per feedback, total business expected through this participation is to the tune of USD 1, 85,000 with the 533 trade enquiries. The EPCH delegation also returned with a "Best Organization Award" from the organizing committee of China Yiwu Imported Commodities Fair and two exhibitors-M/s Encore Exports & M/s Perfect Creations, received the "Best Products Award".

Besides, EPCH had also set up a publicity booth during the fair with an objective to disseminate information on IHGF Delhi Fair-Autumn 2016 and Indian Fashion Jewellery & Accessories Show 2016 (IFJAS) through personal interaction as well as distribution of informative leaflets, brochures and other promotional material.



*A glimpse of the stalls in the India Pavilion*

This fair is said to be widely popular not only in China but has a significant participation from rest of the world with around 1500 exhibitors spread in an area of 40,000 sq. mts. with participants from India, Mongolia, Malaysia, Japan, Korea, Europe, USA and other countries. It prioritizes consumer goods for which Yiwu is known worldwide and attaches huge importance to its specialized international market and informational levels for bringing forth new ideas of fair operation.

Yiwu is a city full of business opportunities with an "International Trade Market" accommodating 75000 booths and shops in a total business area of 5.5 million square meters, selling more than 1.8 million kinds of commodities in 26 categories. ■



*Publicity & promotions for IHGF Delhi Fair-Autumn 2016*

# Indian decoratives and gifts showcased in Chinese market

China Brand Product Import-Export Show; 19<sup>th</sup>-21<sup>st</sup> May, 2016; Kunshan, China



Mr. Prakash Gupta, Consul General, Consulate General of India, Shanghai, inaugurates the India Pavilion with Mr. Fei Shaoyun, Director General of Jiangsu Provincial Foreign Affairs Office and Ms. Xu Huijuan, Chairperson, Wuxi CCPIT



The dignitaries visit the participants and appreciate the products as well as crafts showcased

EPCH participated in the China Brand Product Import Expo, organized at Huaqiao International Expo Center, Kunshan, China and hosted by Ministry of Commerce of China & China Council for the Promotion of International Trade and the Jiangsu Provincial People's Government at Kunshan, Jiangsu Province, China. The Kunshan Import fair is known to be a large scale event which attracts not just domestic Chinese companies but also large number of foreign firms with more than 100,000 visitors. EPCH set up the India pavilion and participated with 24 member exporters besides 4 national awardee Master crafts persons, deputed by the O/o DC (Handicrafts). They demonstrated craft forms like pattachitra from Odisha, wood carving from Jaipur, bronze metal casting from Bangalore and marble inlay from Agra.

The India Pavilion was jointly inaugurated by Mr. Prakash



Gupta, Consul General, Consulate General of India, Shanghai, Mr. Fei Shaoyun, Director

A glimpse of the EPCH Publicity Booth at the fair

General of Jiangsu Provincial Foreign Affairs Office and Ms. Xu Huijuan, Chairperson of Wuxi CCPIT.

The dignitaries visited the participants in the India Pavilion and encouraged them to participate on an even larger scale at next year's exhibition. The Jiangsu Provincial leadership was of the view that the Indian items on display, in particular Indian handicrafts have a select niche market in the Eastern China Region which could be further promoted by Indian participation at such platforms.

As per feedback, the participants have reported encouraging buyer traffic as well as keen interest towards exhibited products and demonstrated crafts.

The Council's promotional stand disseminated information on its forthcoming shows and distributed publicity material related to its mega show IHGF Delhi Fair scheduled from October 14-18, 2016.



Concept of IHGF Delhi Fair-Autumn 2016 reaches out to visitors at China Brand Product Import-Export Show