

EPCH takes IHGF Delhi Fair-Autumn 2016 highlights to regional trade platforms in USA

Texas, Atlanta and Los Angeles

The Dallas Temp Show, Texas, USA 25th-28th June, 2016



Dallas Market Center is said to be the world's most complete wholesale marketplace. Within its marketplace, retailers from around the globe source products ranging from home furnishings, gifts, decorative accessories and lighting to textiles, fashion accessories and men's, western, women's and children's apparel. The show is organized by Dallas Market Center which provides wholesale merchandise resource for buyers and exhibitors together (since over 50 years). Its annual market span comprises, home furnishings, gifts, decorative accents, lighting, garden accessories, gourmet items, home décor, textiles, fashion accessories and apparel. The Dallas Temp Show offered retail buyers the newest and most

The Council participated in The Dallas Temp Show held at Dallas Market Center, Dallas, USA held from 25-28 June, 2016 in its ongoing effort to promote IHGF Delhi -Autumn-2016, by setting up a promotional booth displaying the show's various features. EPCH distributed stationary items like pens, diaries, cotton bags, flyers and CDs to visitors who came to the booth. The EPCH official at the show, visited most of the wholesale showrooms located at various floors of the market center, disseminated information about the Council's activities and also invited these firms to EPCH fairs.

innovative products on the market in different categories. The temps were set up in distinctive, easy-to-shop sections with targeted marketing that captured the retail industry's attention and enhanced the show's overall success. With both order writing and immediate purchase sections, the Dallas Market Center is considered a one stop shopping experience.

The Council's representative also made observations of some thoughtful facilities given to visitors during the show like, battery operated tricycles for senior citizens/differently abled and sanitizer facilities near washrooms, etc., which could be adopted for IHGF Delhi Fairs.

Atlanta International Gift & Home Furnishing Market, Atlanta , USA 14th-18th July, 2016



EPCH set up promotional booths at the Atlanta International Gift & Home Furnishing Market, Atlanta, from 14th to 18th July, 2016, at AmericasMart Atlanta, USA, that features around 1400 permanent showrooms and 4000 temporary booths, spread out into three buildings. AmericasMart is known for its wide array of exhibitors offering countless products. The combination of permanent showrooms and temporary booths creates a one-of-a-kind experience for buyers.

LA MKT, Los Angeles, USA 22nd-25th July, 2016



EPCH set up a promotional booth at LA MKT held at LA Mart, Los Angeles, USA, from 22nd to 25th July, 2016. Open 5 days a week, the nationally renowned LA Mart is now celebrating its 57th year as the West Coast's premier wholesale mart encompassing the Western states' most comprehensive collection of world-class, regional, and national showrooms available to the trade

The Council set up two publicity booths at two different floors where leaflets and the brochures of IHGF Delhi Fair were distributed, explaining the composition of

product range at the fair, opportunity to interact and source directly from manufacturers, about product variety, quality, etc. The fair was also promoted through one-to-one meetings with the owners of permanent showrooms at the market and inviting them to the fair. It was observed that visitors to this show were already familiar with IHGF Delhi Fair and some of them had information about the fair through e-mailers sent by EPCH as well as advertisements released in international magazines.

buying community. Comprised of over half a million square feet of gift, home, furniture, and lifestyle brands, the LA Mart Gift + Home + Design Center features thousands of premium product lines, from custom manufactured and locally hand-crafted to nationally branded merchandise, all beautifully displayed throughout our permanent showrooms. The show-LA

MKT, spread into 4 halls and 3 major sections, saw the participation of around 900 exhibitors.

Through its publicity booth, EPCH disseminated information on IHGF Delhi Fair-Autumn 2016, to visitors and exhibitors at the LA MKT show as well as LA Mart through one-to-one interactions and distribution of leaflets and brochures of the fair.