

EPCH reaches out to Asian buyers through sectoral shows in Japan

11th Giftex World, Tokyo, Japan; 6th-8th July, 2016
27th India Home Furnishing Fair, Osaka, Japan; 20th-22nd July, 2016



H.E. Mr. Sujan R. Chinoy, Indian Ambassador to Tokyo along with Mr. Kripal Singh Bisht, First Secretary (Economic); Mr. Satoshi Watanabe, International Sales Director, Reed Exhibitions Japan Ltd. and Ms. Sapna Kirtane, Indian Head, Reed Exhibitions Japan Ltd., inaugurate the India Pavilion at Giftex World, Tokyo

Giftex World, Tokyo

EPCH participated in the 11th edition of the three-day Giftex World 2016, held at Tokyo Big Sight, Japan, from 6th to 8th July, 2016. This annual business event is organized by Reed Exhibitions Japan Ltd. and is considered to be Japan's leading trade fair for all kinds of gift items. Its features 8 specialized shows for general gift items, cutting edge design products, tableware, kitchenware, fashion accessories, health and beauty products and baby and kids items. Around 2280 exhibitors from 39 countries participated in this event that also saw the presence of 88,000 buyers.



EPCH participated with a delegation of 11 member exporters displaying a wide range of gifts, decoratives, floor coverings, jute bags, shopping bags, ladies garments and incense products.

The India Pavilion set up by EPCH was inaugurated by H.E. Mr. Sujan R. Chinoy, Indian Ambassador to Tokyo along with Mr. Kripal Singh Bisht, First Secretary (Economic); Mr. Satoshi Watanabe, International Sales Director, Reed Exhibitions Japan Ltd. and Ms. Sapna Kirtane, Indian Head, Reed Exhibitions Japan Ltd. They also interacted with the exhibitors, offered guidance on improving market presence and gathered excellent feedback regarding the business.

EPCH also set up a publicity booth with an objective to disseminate information about its forthcoming shows through display posters at the booth as well as distribution of informative brochures, cotton bags, writing pads and pens. Besides, one to one meetings were carried out with exhibitors at the show.

Japan represents tremendous business opportunities for Indian handicraft exporters in the growing Asian market. Over the years it has been observed that a sizable number of buyers from Japan have been visiting fairs organized by EPCH in Delhi and there is an increased sense of optimism amongst both the Indian exporters and Japanese buyers to do business.





Inauguration of the twin shows- India Home Furnishing Fair and India Garment Fair at Mydome, Osaka

27th India Home Furnishing Fair, Osaka

EPCH set up a promotional booth at the 27th India Home Furnishing Fair, held concurrently with 37th India Garment Fair from 20th-22nd July, 2016 at Osaka, Japan. These shows were organized by India Trade Promotion Organization (ITPO) at a prominent exhibition venue - Mydome, Osaka, with the support of Embassy of India, Tokyo and Consulate General of India, Osaka. These two events of ITPO have been successfully organized for more than 2 decades every year, have acquired a well reputed brand name and have registered a growth of 116% on year to year basis for the last 2 to 3 years. India Home Furnishing Fair showcases products like home décor items, textiles, accessories, home products and more.

EPCH occupied an area of 9sqmt in the India pavilion with the support of ITPO. The main objective of the council's publicity booth at this fair was to disseminate information about its upcoming shows among visitors.

The booth was visited by Mr. Sujan R. Chinoy, Ambassador of India to Japan, Mr. T. Armstrong



Changsan, CGI, Osaka and other officials. They advised EPCH to bring in a contingent of exhibitors to the next edition of India Home Furnishing Fair.

The EPCH booth distributed cotton bags containing brochures of its forthcoming trade shows and the representative at the booth shared detailed information on various aspects like number of exhibition halls, display segments, number of exhibitors, facilities at the venue, assistance to buyers, etc. Besides, a LED TV was installed with the objective to spread awareness about the craftsmanship as well as the innovative designs in Indian handicrafts and lifestyle products that would be showcased at the Council's shows like IHGF Delhi Fair.



Visitors at the EPCH publicity booth : Mr. Sujan R. Chinoy, Ambassador of India to Japan, Mr. T. Armstrong Changsan, CGI, Osaka and other officials; buyers to the show gather information on IHGF Delhi Fair-Autumn 2016

Many buyers from Japan visited the EPCH Publicity booth and showed interest in visiting IHGF Delhi Fair-Autumn 2016.

Some regular buyers of IHGF also visited this booth and shared positive feedback on communiques sent by EPCH on its shows as well as sourcing from India. ■

