

Indian contingent takes home & fashion themes to prime sourcing show in USA

SourceDirect at ASD Las Vegas, USA; 31st July-3rd August, 2016



The India Pavilion was inaugurated by Mr. P K Thakur, Director (Handicrafts), O/o DC (Handicrafts) jointly with Mr. Stephen Stangliano, International Development Manager, SourceDirect at ASD, in the presence EPCH participants

EPCH set up an exclusive India Pavilion with 10 member exporters at SourceDirect at ASD, held from 31st July to 3rd August, 2016, at Las Vegas, USA. The participants displayed home and fashion products like handicrafts of jute, bags & accessories; handicrafts of metal; textile based products like scarves, stoles & shawls; and fashion jewellery like handcrafted beads and imitation jewellery.

The India Pavilion was inaugurated by Mr. P K Thakur, Director (Handicrafts), O/o DC (Handicrafts) jointly with



Mr. Stephen Stangliano, International Development Manager, SourceDirect at ASD, in the presence of EPCH participants. After the Inauguration Mr. Thakur took a tour of the entire pavilion and interacted with the Council's participants.

EPCH also set up a publicity booth to promote the forthcoming IHGF Delhi Fair-Autumn 2016, through informative display material as well as distribution of promotional brochures, stationery and cotton bags with logo and dates of the fair.



The footfall of buyers as well as their inclination towards products displayed by the Indian contingent was encouraging and the participants were satisfied. As per feedback, total business expected through this participation is to the tune of Rs.6.52 crores.

Launched in August 2013, SourceDirect at ASD Market Week is said to be a significant destination for importers, distributors, wholesalers, product development and sourcing professionals. The show covers many product categories and showcases the best finished goods in the



areas of fashion accessories, housewares, gifts & toys, apparel, affordable footwear, holiday and seasonal merchandise, souvenirs & novelties, electronic accessories, bedding & bath, health & beauty and general merchandise of all types. ■

Workshop-cum-Exhibition on Traditional Crafts of India

UNESCO Headquarters, Paris, France; 2nd September, 2016



Minister of Textiles, Mrs. Smriti Zubin Irani led a delegation from the Textiles Ministry including Mr. Alok Kumar, Development Commissioner (Handicrafts & Handlooms); Mr. Harmannu Nagesh Prabhu, Member Secretary, Central Silk Board; Mr. Rakesh Kumar, Executive Director, EPCH; Mr. R. Anand, Executive Director - HEPC; and Mr. T S Chadha, Executive Director, ISEPC to a "Workshop-cum-Exhibition on Traditional Crafts of India", organized jointly by The Ministry of Textiles, Govt. of India and Permanent Delegation of India to UNESCO

Left: Minister of Textiles, Mrs. Smriti Zubin Irani seen addressing an august gathering at the inauguration ceremony of the event



Union Minister of Textiles, Mrs. Smriti Zubin Irani seen at the exhibition area, with H E Ms. Ruchira Kamboj, Ambassador, Permanent Delegation of India to UNESCO, Mr. Getachew Engida, Deputy Director General, UNESCO and members of the delegation

The Ministry of Textiles, Govt. of India and Permanent Delegation of India to UNESCO jointly structured a "Workshop-cum-Exhibition on Traditional Crafts of India" on 2nd September, 2016 at UNESCO Headquarters, Paris, on the sidelines of two prime international fairs- Who's Next and Maison & Objet at Paris, with EPCH as the implementing and nodal agency to organize this event.

The Hon'ble Union Minister of Textiles, Mrs. Smriti Zubin Irani, led a high level delegation to the event, comprising Mr. Alok Kumar, Development Commissioner (Handicrafts & Handlooms); Mr. Harmannu Nagesh Prabhu, Member Secretary, Central Silk Board; Mr. Rakesh Kumar, Executive Director, EPCH; Mr. R. Anand, Executive

Director - HEPC; and Mr. T S Chadha, Executive Director, ISEPC. The Hon'ble Minister

inaugurated the event in the presence of H E Ms. Ruchira Kamboj, Ambassador, Permanent Delegation of India to UNESCO; Mr. Getachew Engida, Deputy Director General and Ms. Jyoti Hosagrahar, Director, Division of Creativity,





Union Minister of Textiles, Mrs. Smriti Zubin Irani and members of the delegation seen at the UNESCO headquarters with Mr. Getachew Engida, Deputy Director General, UNESCO

Culture Sector of UNESCO and members of the delegation. After the inauguration, all dignitaries visited the display area of Indian handicrafts & handloom products set up by EPCH and HEPC that also featured a live craft demonstration by Master crafts persons at the workshop. Visitors could see and appreciate live crafts demonstrations of embroidery on textiles & leather by Mr. Bhasar Bhura Khoyla from Gujarat; Madhubani painting by Mrs. Bharti Dayal from New Delhi; silver filigree by Mr. Krishna Chary Dosada from Hyderabad; and Telia rumal by Mr. Gjaam Yadagiri, weaver from Andhra Pradesh. The display of innovative products as well as live demonstration of crafts resulted in creating awareness and promoting brand image of Indian products.

While addressing the audience at the inauguration, Mrs. Irani highlighted the uniqueness of Indian craft products that reflected tradition & rich culture linkages. She urged UNESCO to support Indian handicrafts through its various programmes towards patronage and upliftment, growth & promotion of crafts and crafts persons from India. H E Ms. Ruchira Kamboj, Ambassador, Permanent Delegation of India to UNESCO, emphasized on the Indian handicrafts sector and commended EPCH for promoting exports worldwide. Mr. Alok Kumar, DC (Handicrafts & Handlooms) highlighted the strength of

Indian handicrafts and spoke about cluster specific crafts being produced across the country. He stressed on the need to enhance quality and packaging of products to compete in the international market, and elaborated the steps being undertaken by Office of Development Commissioner (Handicrafts) in that direction.

Mr. Getachew Engida, Deputy Director General, UNESCO, assured full cooperation in popularizing & promoting handicrafts of India under the various initiatives of UNESCO. "UNESCO is known as the 'intellectual' agency of the United Nations to the globalized world

with interconnected societies, and intercultural dialogue that is vital if we are to live together while acknowledging our diversity," he said.

Highlighting the "handmade nature" of Indian handicrafts, Mr. Rakesh Kumar, Executive Director, EPCH, said, these are sold across the globe with a Unique Selling Proposition of "Handcrafted in India". With the advent of machine produced goods, the handicrafts sector has to face intense competition from overseas competitors. However, the resourcefulness of the Indian crafts persons and the various efforts over the years towards product development, innovation and promotion, have led to the strengthening of brand of "Magic of the Gifted Hands" across the globe. "We hope that strengthened partnership with UNSECO would help us in generating widespread awareness and worldwide interest in Indian handwovens and handicrafts as "truly handmade" and support Indian crafts persons in their programs," he added.

The audience at the ceremony, comprising Ambassadors and international civil servants, prominent French personalities as well as Indians, applauded the precious intangible heritage of India. The workshop-cum-exhibition was attended by over 60 participants from France and other nations. ■

EPCH spreads the magic of IHGF Delhi Fair in German show

Spoga+Gafa, Cologne, Germany; 4th-6th September, 2016

EPCH participated in the prime German furniture trade show- Spoga+Gafa-2016, by setting up a promotional booth to spread awareness about its forthcoming IHGF Delhi fair-Autumn 2016. This was the Council's second participation after an encouraging response received last year. This show, organized by Koelnmesse GmbH, is considered the world's leading trade fair for the leisure and garden sector. The EPCH booth was inaugurated by Mrs. Kiran Khatri, Third Secretary, Consulate General of India, Frankfurt, Germany. She also interacted with the Indian participants at the show, sharing valuable tips on developing business in the European market, informing that Germany represents tremendous business opportunities for Indian handicraft exporters in this growing market. The Embassy of India in Germany would extend necessary support to EPCH to formulate a road map for promotion of Indian handicrafts in the European market, she assured.

The show, profiles four major product segments, i.e. - Garden Living comprising garden furniture, garden equipment, decoration, etc.; Garden Creation & Care (machines & accessories, tools & accessories, garden equipment & sheds, water & lights), Garden Unique focusing on premium garden furniture and garden barbeque & grill products. As this includes a different product segment, Indian participants got a unique experience through their presence. This different product segment has a promising future business potential and



*Mrs. Kiran Khatri,
Third Secretary,
Consulate General
of India, Frankfurt,
Germany, seen
inaugurating the
EPCH promotional
Booth at Spoga +
Gafa and meeting
participants from
India*



served as a major eye opener for them. As per the organizers, 2,000 exhibitors from around 60 countries participated with major representation from furniture (24%), garden accessories (21%), gardening tools (17%), garden centers (18%), garden specialist trade (13%), DIY stores (16%), garden creation (15%), grill (16%), plants (11%), camping (10%) and architects/designer (9%).

EPCH widely promoted its upcoming IHGF - Delhi Fair-Autumn 2016 and invited buyers at Spoga+Gafa, to visit and source their requirements from the fair. The Council's promotional stand disseminated information on all its forthcoming shows and distributed related publicity material. ■



EPCH contingent reaches out to European buyers

Autumn Fair, Birmingham, UK; 4th-7th September, 2016



The India Pavilion was inaugurated by Mr. JK Sharma, Consul General of India to Birmingham, UK



Mr. BC Pradhan, Consul (Commerce) & HOC, Consulate General of India, Birmingham, UK, interacting with the artisans at the EPCH India Pavilion

Autumn Fair International, known to be Britain's biggest and one of Europe's most important home and gifts event, in its recent edition, gathered over 27,000 buyers and 1,400 exhibitors with housewares items, Christmas gifts, floral & seasonal decorations, children's gifts, art & framing, gifts & home, contemporary gift & home, gifts, home, fashion jewellery & accessories, jewellery, etc. in a display area of 32,000 sq. mts.. Autumn Fair 2016, organized at the heart of the European buying season served as a crucial barometer for the economic health of the sector.

EPCH had set-up an exclusive India Pavilion with 10 member exporters and 5 national awardees, deputed by O/o DC (Handicrafts), to showcase live demonstration of regional crafts. This pavilion was inaugurated by Mr. J K Sharma, Consul General of India to Birmingham, UK and Mr. B C Pradhan, Consul (Commerce) & HOC, Consulate General of India in Birmingham, in the presence of EPCH officials and participating member exporters. Mr. Rajneesh Dube, Principal Secretary (MSME&EP), Govt. of UP and Mr. R K Singh, Addl. Director, Export Promotion Bureau, Govt. of UP visited the India Pavilion and interacted with the participants. Mr. S R Gaikwad, Addl. Development Commissioner (Handicrafts) and Mr. O P Prahladka, Vice Chairman, EPCH also visited.

The India Pavilion highlighted Indian capabilities in the houseware, gifts, decoratives and homeware segments through a product range of jewellery & accessories, metalware, incense and agarbatti, textile items, houseware, brassware, jute



Mr. JK Sharma, CGI, Birmingham with Mr. Rajneesh Dube, Principal Secretary (MSME&EP), Govt. of UP and Mr. R K Singh, Addl. Director, Export Promotion Bureau, Govt. of UP at the India Pavilion



Mr. JK Sharma seen with participants at the India Pavilion



bags/products, etc. Live craft demonstrations included pattachitra painting of Bhubaneswar, Odisha; jewellery making of Jaipur, Rajasthan; chikankari work of Lucknow, Uttar Pradesh; lace work of Kanyakumari; and metal craft of Tikamgarh, Madhya Pradesh. The visitors to EPCH India Pavilion appreciated the handicraft skills as well as displayed product lines. The Indian exhibitors generated reasonable amount of enquiries too. ■

Indian fashion jewellery well received at Asian fair

AFJAS, Hong Kong; 13th-16th September, 2016



brass, etc. and accessories like fashion bags, shawls, stoles & scarves, leather strings, etc.

The Consulate General of India Mr. Puneet Agrawal along with Mr. Karun Bansal Consul (Commercial) visited the fair and interacted with the participants. He appreciated products displayed, especially the newly designed lines displayed by participants for creating market linkages.

During the fair, publicity of IHGF Delhi Fair -Autumn, 2016 was done by distributing promotional bags, brochures, leaflets and flyers of the fair to the visiting buyers and also to buyers who visited the Council's publicity booth. Through the four days of the show, approx, 3,000 buyers visited the India pavilion, and 336 business enquiries were generated which would be materialized into orders in the near future. On the spot export orders booked was to the order of 2,23,000 US \$.



Consulate General of India, Hong Kong, Mr. Puneet Agrawal along with Mr. Karun Bansal, Consul (Commercial), visits the show and meets participants at the India Pavilion

Hong Kong is a trading hub and organizes large numbers of trade fairs and one of EPCH's selected destinations for its aggressive marketing strategy through participation in these fairs held in Hong Kong. These fairs are predominantly visited by overseas trade visitors from nearly all the important countries of the world particularly for merchandise covered by the handicrafts sector, with fashion jewellery & accessories being a major buying segment. Asia's Fashion Jewellery & Accessories show (AFJAS) is recognized as the leading event in the fashion jewellery & accessories industry and an ideal platform for volume business in preparation for the seasons ahead. It is a mid-year fair, the only international event contributed to fashion jewellery & accessories industry in Asia.

EPCH, recognizing the value of participation in this important event, led a team of 45 member exporters who set up an India pavilion, in an area of 414 sq. mtrs. EPCH's participants displayed variety of products like fashion jewellery in different mediums like beads, bones,



Participant stalls and the EPCH Booth at the India Pavilion

2nd participation at HOMI Milano brings important segment of European buyers closer to concept of IHGF Delhi Fair

Milan, Italy; 16th-19th September, 2016



EPCH promotional booths at the fair for promotion of IHGF Delhi Fair-Autumn 2016; Mr. Charanjeet Singh, Consul General, Consulate General of India in Milan, seen interacting with EPCH's representatives at the booth

HOMI Milano, known as the lifestyle trade fair in Milan, Italy, took place at Fiera Milano from 16th to 19th September, 2016, showcasing unique concepts and invaluable business opportunities. Synonymous with new opportunities for collaboration and doing business, this show is known to be among the must-visit international events of the year.

EPCH set up a promotional booth for promotion of IHGF Delhi Fair-Autumn 2016 and interacted with buyers as well as exhibitors at the show. The booth was set up to promote range and availability of Indian handicrafts in EPCH trade shows. The queries of the visitors were attended and publicity materials like brochures, pens and bags were distributed. Besides, one to one interactions with the exhibitors were made to provide information about Indian handicrafts, their manufacturing hubs,

details of manufacturers/ exporters, etc. This exercise helped raise the profile of the country and stimulate the interest of importers and business houses in Italy as well as other EU countries, to source their imports from India and also compare cost-wise products vis-à-vis our competitors. Many of them were keen and expressed their desire to source Indian handicrafts and gifts from India.

This edition of the fair brought together over 1450 exhibiting companies and over 82,700 visitors from Italy, France, Russia, Singapore, Taiwan, Iran, China, USA and Japan. HOMI is attended by professionals in search of the best and latest, displayed in 10 sectors of the fair i.e. Living Habits, Fragrances & Personal Care, Gifts 7 Events, Kid Style, Hobby & Work, Home Wellness, Fashion & Jewels, Garden & Outdoors, Home Textiles and Concept Lab. ■

Indian Master crafts persons and exporters make their connect with Russian market

Gifts Expo, Moscow, Russia; 20th-23rd September, 2016



The India Pavilion was inaugurated by Mr.KD Dewal, First Secretary, Embassy of India in Russian Federation along with Mr.Sohan Kumar Jha, Director, O/o DC (Handicrafts). They interacted with all the participants of the EPCH contingent, appreciated their products and encouraged them for doing business in the Russian market.

With an objective to reach out to buyers in the Russian Market, EPCH participated in Gifts Expo-Autumn 2016, Moscow, Russia, held at the prestigious Gostiny Dvor, from 20th to 23rd September 2016, under the patronage of the Moscow government and support of the Moscow Chamber of Commerce and Industry. EPCH set up the India Pavilion along with 30 member exporters from Moradabad, Delhi, Panipat, Mumbai and Bangalore. They displayed housewares, decoratives & gifts, home textiles & furnishings, Christmas decorations, scarves & stoles, incense, dry flowers, etc. 5 National awardees/Master crafts persons deputed by the O/o DC (Handicrafts) participated and displayed live demonstration of Pattachitra painting from Odisha; wooden block making for block printing from Andhra Pradesh; artistic weaving from Bhuj, Gujarat; and brass/metal engraving from Delhi.

The India Pavilion was inaugurated by Mr.K D Dewal, First Secretary, Embassy of India in Russian Federation. He interacted with all the participants in the EPCH contingent, appreciated their products and encouraged them for doing business in the Russian market. EPCH disseminated information about its activities and the Indian handicrafts industry through a publicity booth set up at the show. The upcoming IHGF Delhi Fair-Autumn 2016 was publicized through one-to-one interactions as well as brochures.

Welcoming over 500 Russian and foreign exhibitors for gifts, interior decoration products, promotional and business souvenirs, tableware and dining decor, etc. National Expositions



from Europe and Asia are also organized at the fair. Foreign companies presenting their products at the fair seek partners and distributors in Russia. For them this is the best way to enter the Russian market. Gifts Expo is known to be one of the largest and prestigious events in Eastern Europe and reflects the world's trends in giftware, houseware, tableware, interior decoration, promotional souvenirs, costume jewellery and accessories. Among visitors, 70% of buyers from 229 cities of Russian regions and former Soviet republics, from Nahodka to Kaliningrad and from Murmansk to Ashgabat, as well as international buyers make this a regular business point. The show is visited by specialists from Russia, the CIS and foreign countries. Among them are representatives of producers; importers; distributors; regional dealers; wholesale companies; trading networks of specialized retail shops; trading houses, shopping centers and department stores; marketing and advertisement departments of leading companies and banks; interior design companies; floristic design companies, etc. ■