

“Incredible Textiles of India”

Lace & Crochet from Narsapur Mega Cluster highlighted through India Pavilion

Heimtextil, Frankfurt, Germany; 10th-13th January, 2017

Heimtextil held from 10th-13th January, 2017, at Frankfurt, Germany, is known to be the biggest international trade fair for home textiles and household textiles for showcasing home furnishing, home textiles, floor covering, crocheted lace & embroidery, table runners & coverings, etc. in the beginning of the sourcing season.

EPCH's participation at this prime European fair was highlighted with lace & crochet from Narsapur Mega Cluster, Andhra Pradesh in Hall no. 10.3 and 6.3 as a collective representation in an India Pavilion, titled, "Incredible Textiles of India", jointly organised with TEXPROCIL, HEPC, HHEC, PEDEXCIL. In the EPCH area, a total of 15 exporters showcased lace & textile based products like dollies, table covers, table mats & napkins, cushion covers, bed spreads, floor mats, garments and accessories at the Pavilion. This participation was under the Market Development & Trade Facilitation of Comprehensive Handicrafts Cluster Development Scheme (CHCDS) of O/o Development Commissioner Handicrafts, with an endeavor to promote the Narsapur mega cluster and make use of this exclusive market opportunity. The interest shown by the visiting buyers is an indication that there is huge potential for generating exports of lace and textile handicrafts to many European countries.

The India Pavilion was inaugurated by HE Consul General of India, Frankfurt, Germany, Mr. Raveesh Kumar in the presence of Mr. TG Ramesh, Vice Consul (E&C),

Consulate General of India, Frankfurt, Germany; Mr. Puneet Agarwal, IAS, Joint



Mr. Puneet Agarwal, IAS, Joint Secretary, Ministry of Textiles, Govt. of India, seen with EPCH official and participants from Narsapur Mega Cluster at Heimtextil'17



L to R: Mr. TG Ramesh, Vice Consul (E&C), Consulate General of India, Frankfurt, Germany; Mr. Puneet Agarwal, IAS, Joint Secretary, Ministry of Textiles, Govt. of India; and HE Consul General of India, Frankfurt, Germany, Mr. Raveesh Kumar along with officials from EPCs at the fair

Secretary, Ministry of Textiles, Govt. of India and senior officials from the Consulate and exhibitors. They met the participants and appreciated the efforts of EPCH.

Germany is the gateway of the European Union (EU) and is economically the strongest countries. It is the second largest trading nation in the world and one of the most important trading partners in Europe. Germany is the 4th largest country where Indian handicrafts are being exported. ■



EPCH reaches out to European buyers through publicity campaign at Domotex-The World of Flooring

Hannover, Germany; 14th-17th January, 2017

Domotex is the world's leading trade fair for carpets and floor coverings, which takes place once a year at Hannover Exhibition Grounds in Hannover, Germany and is only accessible to trade visitors. Exhibitors here constituting those from Germany and overseas, present their new collections and trends in the show among traditional and modern handmade carpets, woven carpets, mats, carpets for residential and commercial areas, resilient and outdoor flooring to parquet, wood and laminate floors, etc. Under the concept Innovations@Domotex, the exhibition offers selected product innovations and design highlights through a unique presentation platform.



Glimpses of the EPCH publicity booth at Domotex-The World of Flooring



EPCH participated in this edition of Domotex through a publicity booth, tailored to inform about the Council's forthcoming shows - IHGF Delhi Fair Spring - 2017, Home Expo 2017 and IHGF Delhi Fair- Autumn 2017. Promotional kits (including informative flyers, cotton bag, pen & pad) were distributed and detailed information on each show shared with the buyers as well as exhibitors at the show. Buyers from UK, Malaysia, Germany, USA, Japan, Kenya, Spain, Saudi Arabia and other nations visited this EPCH publicity booth. Besides, a representative of the Council also visited and met exhibitors to share information on a one-to-one basis. Some of the regular buyers to EPCH shows in India visited the publicity booth.

Mr. Alok Kumar (IAS), Development Commissioner (Handicrafts); Mr. Ram Deswal, Vice Consul, Consulate General of India, Hamburg, Germany; and Mr. Shiv Kumar Gupta, Executive Director, CEPC visited the EPCH booth and appreciated the Council's efforts. ■

High-end furniture & home decor lines from Jodhpur Mega Cluster appreciated at IMM Cologne

Cologne, Germany; 16th-22nd January, 2017

EPCH set up an executive India Pavilion of high-end furniture and home interior products at one of Europe's key trade shows for the furniture sector- IMM Cologne, held from 16th to 22nd January. This participation featuring 20 stake holders from Jodhpur Mega Cluster was organised under Comprehensive Handicrafts Cluster Development Scheme of O/o DC (Handicrafts), Ministry of Textile, Govt. of India.

This India Pavilion was inaugurated by Ms. Katharina C. Hamma, Chief Executive Officer, Kolnmesse GmbH, in the presence of officials from Kolnmesse, Mr. R K Verma, Director, EPCH and participants from the Indian contingent. Ms. Hamma also interacted with the participants, appreciated the products on display and encouraged them for doing business in Germany. She also discussed in detail about trade related queries from visitors to the India pavilion.

EPCH also set up a publicity booth during the fair with an objective to disseminate information about IHGF Delhi Fair-Spring & Autumn 2017 and VRIKSH Certification through distribution of leaflets and brochures of the fair along with other promotional material explaining composition of product range in the fairs and opportunity to source directly from manufacturers. Additionally, EPCH conducted a road show and its representatives had one-to-one



Ms. Katharina C. Hamma, Chief Executive Officer, Kolnmesse GmbH, inaugurates the India Pavilion in the presence of officials from Kolnmesse, Mr. R K Verma, Director, EPCH and participants from the Indian contingent

interactions with other overseas exhibitors at the fair to invite them to visit IHGF Delhi Fair. As per feedback of participants, the footfall of buyers was good, many enquiries received and buyers expressed interest to visit IHGF Delhi Fair-Spring 2017.

In all, out of the total 1100+ exhibitors from Europe, France, Italy, Japan, Ukraine, Turkey, Malaysia, India and other countries, 37 companies from India participated in this edition. IMM Cologne held in Germany is the key furniture show in the world's most important furniture market. Right at the start of the every year, it presents the latest international furniture and interior trends and creates a compelling and highly effective business atmosphere.



Trade visitors to the India Pavilion at IMM Cologne, learn about Indian woodcrafts and EPCH's VRIKSH Certification

“India - Magic of Gifted Hands”

EPCH’s Thematic Pavilion puts Indian products in vibrant showcase

Maison & Objet, Paris, France; 20th-24th January, 2017

European Union is one of the leading overseas markets for Indian handicrafts with exports seeing an increasing trend and France among the largest importers, particularly for houseware and homeware. France has the world's sixth-largest economy and the ninth largest by purchasing power parity. In view of the tremendous business opportunities in this market, EPCH led India's participation to Maison & Objet, Paris, with Mr. R K Verma, Director, EPCH at the helm of affairs, and set up a thematic display of select & premium Indian handicraft products under the banner of “India – Magic of Gifted Hands”. The display included home décor, home textiles & furnishing, Christmas decoration, metal artware, glassware, leather crafts, furniture decoratives, etc . These products were sourced from more than 20 Indian manufactures from different handicraft clusters of India, such as Andhra Pradesh, Jaipur, Jodhpur, Moradabad, New Delhi, Agra, Firozabad. The objective of the thematic display was to create interest of visitors in Indian handicraft products like hard goods, textiles & furnishing and gifts items and promote India as a sourcing destination for home, lifestyle, fashion & textile products.

This thematic display was inaugurated by Mr. Manish Prabhat, Deputy Chief of Mission, Embassy of India in Paris, France; and Mr. Sarvjeet Soodan, Head of Economic & Commercial Wing, Embassy of India in Paris, France. Mr. Prabhat appreciated the “wide showcase of Indian handicrafts on display” and called the design and finishing of products, “impressive”. He offered his best wishes to EPCH for such initiatives in future as well.



Mr. Manish Prabhat, Deputy Chief of Mission, Embassy of India in Paris, France accompanied by Mr. Sarvjeet Soodan, Head of Economic & Commercial Wing, Embassy of India in Paris, France, inaugurates the “India – Magic of Gifted Hands” thematic display at Maison & Objet, Paris in the presence of Mr. R K Verma, Director, EPCH and appreciates the products on display



The thematic pavilion was visited and appreciated equally by the buyers, designers, architects and space design consultants. Many trend interpreters were seen taking keen interest in craftsmanship of Indian products on display. During the five day event, lot of the serious business enquires were generated expressing visitors’ interest to source Indian handicrafts and also visit the forthcoming IHGF Delhi Fairs in Spring and Autumn.

“Maison & Objet Paris” is regularly organised twice a year in January & September at Paris, France and considered to be the gateway to the designer world. It is a major event for professionals working in the field of home & living in all its rich and varied expressions. ■

