

IHGF Delhi Fair Spring 2017



Biggest, best and boldest show defines
Indian product range & potential



16th - 20th Feb. 2017
India Expo Centre, NCR

A vital meeting ground for the international gifting and lifestyle products industry-IHGF Delhi Fair has taken shape over 42 successful editions as the world's largest and most comprehensive sourcing event, encompassing the complete supply chain of home fashion & utility, collectibles, gifting and fashion accessories. This edition congregated more than 2800 exhibitors in 14 product categories. Artistically conceptualised and curated Theme Pavilions with focus on crafts of North Eastern Region and Jodhpur Mega Cluster brought in the splendour of regional craft traditions. Knowledge seminars on various issues of concern to the trade were conducted by experts from various fields, in course of the fair. The Limca Book of World Records has recognised IHGF Delhi Fair as the world's largest congregation of handicraft exhibitors under one roof. Growing consistently with edition, this Spring show spread across 1,97,000 sq. mtrs area at the well-appointed India Expo Centre, offering EPCH's signature services for trade visitors.

Secretary Textiles inaugurates fair, commends sector and EPCH on illustrious journey

Secretary Textiles, Ms. Rashmi Verma, inaugurated the 43rd IHGF Delhi Fair in the presence of Mr. Alok Kumar, Development Commissioner (Handicrafts) and Mr. Deepak Agarwal, Chief Executive Officer, Greater Noida Industrial Development Authority (GNIDA). The occasion was also graced by Mr. D Kumar, Chairman, EPCH; Vice-Chairmen, EPCH - Mr. O P Prahladka and Mr. Sagar Mehta; President and Vice President, Reception Committee, IHGF Delhi Fair - Spring 2017 - Mr. Vivek Vikas and Mr. Karan Singh Yadav; and Mr. Rakesh Kumar, Executive Director, EPCH.

On establishing a World Record - Congratulating EPCH for IHGF's entry into the Limca Book of World Records as the 'world's largest congregation of handicraft exhibitors under one roof', Secretary Textiles, Ms. Rashmi Verma praised the sector on IHGF's growth journey and complimented EPCH on establishing its identity as well as opportunities the fair offers to all segments of the industry. Speaking about the unique attributes as well as immense prospective of the show, she highlighted its expanse with various sectors that collectively bring in a large variety. "Every time I visit this fair I see new product lines on display and this is the reason that a large number of buyers from across the globe visit this fair to source their requirements," she said.

On creating marketing linkages - She further added that EPCH is always fulfilling its objective of creating marketing linkages for promoting small and upcoming entrepreneurs, artisans and crafts persons. She appreciated EPCH's special thrust to promote crafts from regions and small and upcoming entrepreneurs alongside leading and established export houses at its shows. Owing to such endeavours, she said, this sector continues to grow, registering commendable export growth. Congratulating the Council for facilitating double digit export growth even in tough market conditions, Ms. Verma said, "the Indian handicrafts industry has continued to make its mark internationally through new products, product innovations and showcasing these products for buyers with EPCH's active role.

On VRIKSH - an "important initiative" and branding handicrafts - Expressing her satisfaction at the worldwide recognition of EPCH's VRIKSH Certification after the Council's sustained efforts, the Secretary Textiles called it an "important initiative" that will help woodcraft exporters tide through international standards & certification impositions. In this direction she emphasised, there has also been a lot of demand for branding of Indian handicrafts and the Office of the DC (Handicrafts) is working on this. "Very soon, just like the 'India Handloom Mark' we



had launched for the handloom sector, selected handicraft items will have a branding exercise done," informed, Ms. Rashmi Verma, adding that this will help exporters in showcasing and selling of their products. This branding will give an assurance of quality, certification, standards, etc. and the fact that it is branded as 'Handmade in India' or 'Made in India' there will be an assurance that it is indeed handmade in India. Expressing her concern at certain countries like China making machine-made low cost products that are almost similar looking to Indian handicrafts, she said, branding may help our exporters in assuring their buyers of authentic products.

This premier event has scaled new heights



Smriti Zubin Irani
Minister of Textiles,
Govt. of India

This fair has established itself as a premier event and scaled new heights as the largest congregation of handicraft exhibitors under one roof. The active and larger participation by exporters attracts global buyers to source their requirements. With the view to accelerate the

demand of our products, there is need to focus on innovations and design development to command better valuations. This would entail focus on areas such as skill up-gradation, standardisation and easier availability of raw materials as well as focused brand building.

Chairman, EPCH, Mr. Dinesh Kumar welcomed the dignitaries and thanked them for their valuable time. He took this opportunity to thank the Ministry of Textiles, Govt. of India, for announcing various schemes, introducing numerous measures and guiding EPCH towards holistic growth of the sector. "We are grateful to the Ministry for treating handicrafts as a focused sector," he said. Mentioning of IHGF Delhi Fair's recognition in the Limca Book of World Records, Mr. Kumar thanked the exporting community for their growing patronage towards IHGF and making it a significant platform not only for showcasing their new collections to an international audience but also for



making the b2b event a vital business connect for buyers from across the globe. He shared how the name IHGF has touched all parts of the world, welcoming buyers from practically each and every nation that imports home and lifestyle products. The EPCH Chairman informed about EPCH's endeavour to bring in regional representations and encourage their readiness to reach out to overseas markets.

Taking pride in sharing IHGF Delhi Fair's inclusion in the Limca Book of World Records, Mr. Rakesh Kumar, Executive Director, EPCH,

Single window for the entire spectrum of India's handicrafts



Ajay Tamta
Minister of State for
Textiles, Govt. of India

This fair not only enables global buyers to source their requirements but also provides marketing opportunities to a very large number of Indian handicraft exporters. This sector contributes significantly to exports in addition to generation of employment and ensuring livelihood to the primary producers. I urge all the entrepreneurs, exporters as well as crafts persons engaged in this sector to constantly focus on quality, product diversification and innovative designs.

thanked the exporting community whose dynamism and effervescence made this accomplishment possible. He said, the credit goes to each and every stakeholder, exhibitor, buyers who have patronized us, guidance & support from the Office of DC (Handicrafts) and Team EPCH. Mr. Kumar took this opportunity to inform that during the next edition of IHGF-Delhi Fair, EPCH would be setting a procedure for Design Registration to safeguard the creators' interests of various items and discourage replication/copying of products amongst the manufacturer community. The inauguration ceremony concluded with a vote of thanks proposed by Mr. O P Prahladka, Vice Chairman, EPCH.

Vibrant kaleidoscope of products meet encouraging buyer response

IHGF Delhi Fair prides in a journey of routing the discerning connoisseur as well as the trade visitor into the Indian subcontinent to explore a treasure house of multitude skills and craftsmanship. It has connected the world to India's versatile handicrafts industry and congregated its stakeholders at the world's largest platform to conduct business with buyers from across the world. IHGF is a proven & established trade destination and a spring board for growth, as manufacturers

have expanded operations and buyers have broad-based their sourcing from India.

Under one roof, the world's largest gathering of handicraft exhibitors, IHGF Delhi Fair's Spring 2017 edition was a sight to behold. This mega event was an all-encompassing show, attracting a variety of professionals, perhaps second to only the variety of products on display. Stakeholders and beneficiaries alike were part of this gigantic affair. They included the sector's leading export houses to

A proof of concerted and sustained efforts



Rashmi Verma
Secretary,
Ministry of
Textiles,
Govt. of India

I appreciate EPCH's efforts to provide export market linkages to entrepreneurs, manufacturers, artisans as well as small and medium exporters to showcase the wide range of handicrafts being produced in India. I congratulate EPCH for getting IHGF Delhi Fair's entry into the Limca Book of Records for being the 'largest congregation of handicrafts exhibitors under one roof'. I am confident that this event will further enhance the popularity and awareness of Indian handicrafts in the global markets and enhance growth of handicraft exports.

budding entrepreneurs, individual artisans to clusters, self-help groups to NGO's, societies to agencies;

Ample opportunities, new partnerships and trade linkages



Rita Teotia
Secretary,
Ministry of
Commerce,
Govt. of India

The IHGF Delhi Fair has become the largest sourcing destination for handicrafts in the world. The increasing demand from international buyers and visitors ensures better value realisation for local industry and sustainable employment to artisans with ample opportunities, new partnerships and new trade linkages among the visiting buyers and the Indian handicraft exporters. I hope the increasing profile of this show among the global stakeholders of the handicrafts & gifts sector, brings in new teams of buyers from around the world, to this fair.

designers to merchandisers, marketeers to policy makers; not to mention the many who were part of the support and ancillary sectors, providing various products and services. Besides the robust business that happens over this five days extravaganza - including the last bonus day(as the Spring edition was a 4 day show till the Spring 2016 edition), one could see comfort in the body language of buyers and sellers as they met again to fulfill each



others' needs. The ability to accomplish this, in the backdrop of constantly changing consumer tastes and needs, variedly in different markets, is a unique proposition which requires constant reinventing while retaining core values and identity.

Natural Fibres Export, Jaipur, represented by Mr. Rajendra Gupta are into the manufacture and exports of area rugs/ durries and textiles handicrafts. IHGF Delhi Fair participants since over twelve years now, this season they experimented with leather, metal and



wood. We have used brass in some lines. "We have participated in various international exhibitions but IHGF has proved to be the best

source for business and to reach new customers," says Mr. Gupta and adds that Denmark, Holland and Finland are among their major export markets. They saw a "very positive response from buyers including enquiries from Europe and Guatemala."

"This is our 10th participation at IHGF Delhi Fair," said Ms. Priti Jain of Delhi based Exmart International and added that among their new assortments on offer this season are wooden products with a distinct eye catching finish. "This time we added crystal items as well as a



selection in handicraft lines," she said. Their main markets are USA and regions in Europe. She feels, this fair offers a good platform to exhibitors to interact and connect with people from different part of globe. "We meet so many trade visitors here and the more people we meet the more links we are building. This response of buyers is good. Some enquiries have come in from new buyers from Italy and USA," she concluded.

At Delhi based Osyrus Overseas, the focus this season is on the 'ocean' with products confirming to a 'to the beach and back' theme replete with sea green and

IHGF Delhi Fair continues to adds to its established identity



Alok Kumar
DC (Handlooms & Handicrafts),
Ministry of Textiles,
Govt. of India

There is a lot of enthusiasm amongst overseas buyers for this solo fair of the cottage sector being organised in India. The fair has established its identity in the world market and in addition, has entered the Limca Book of Records for providing participation of largest handicrafts exhibitors under one roof. The fair is a great opportunity for small and medium exporters to showcase their products.



aqua blue hues. Among other products are glitzy cushions, metalware and clocks, tuned for their major markets in USA. IHGF Delhi Fair is a good platform for them as it brings in more business

than any other trade congregation. "One of the best things about this fair is that it brings us in direct contact with buyers sans any middleman. It is a two person deal," says the proprietor, Mr. Prince Malik who further adds, "we got good buyer response and are satisfied with our performance. We have new enquiries from Middle East, Latin America as well as from Bangladesh and Sri Lanka.

Among exhibitors displaying musical instruments was Chopra Musicals from Meerut who have been regular IHGF Delhi Fair participants since 15 years now.

Their representative, Mr. Mohit Chopra informed, "this time we are offering new collection of drums and some glass products. Europe is our main market for exports for musical articles," and added that this trade show offers a lot of opportunities for exporters like him to expand



their business in international as well as the domestic market. Buyer response for them has been good with enquiries from Europe, Japan and China.

Nautical decor and instruments inspired by maritime adventures of a bygone era and 16th century sailors, appeared in the form of impressive collections and fully functional lines in compasses, sextants, telescopes, binoculars, theodolites, armillary sundials, magnifiers and clocks in brass, nickel and bright high-luster finish. An antique brass patina makes some pieces, timeless and a connoisseur's delight. Among gifting and promotionals, miniatures and antique replicas vied for attention, alongside solid brass and stainless steel surveying instruments, levels, ship's



telegraphs, desk barometers, balance scales, sundials, astrolabes, ship's wheels, brass bells, walking sticks, flasks, key chains, chart dividers, lighters, pocket flashlights and more. And then, there were choices in armillary

lamps, decoratives and collectibles, antique finish globe spheres in varying colours; digitally printed globe poufs; wall accent and corner décor anchors in multi mediums like reclaimed wood, metal, etc.; boat shaped display racks, star fish shaped fun accents, ship's wheel and much more that add a subtle nautical charm or define theme interiors. Haryana based Arts Beauty Exports, exporters of clocks, telescopes, glass items and globes offered various shapes in globes and clocks at the fair. "Our main markets are USA and Europe and the response of buyers this time has been good with enquiries from many new buyers from Turkey and Europe," said their representative, Mr. Gaurav Arora.

Mr. Nadeem Khan of Sea Line Creations with marine collections, aluminum products, candle stands, anchor globes, etc. tuned for markets in USA, UK and parts of Europe said, "IHGF Delhi Fair as a trade platform is a very good thing. It helps us connect with customers from different countries. We have enquiries from our regular markets." Mr. Anirudh Yadav of A & S International brought in telephones, gramophones and clocks, enhancing the old world nostalgia. "This time we created a unique thing. We made a tools button telephone with inbuilt Bluetooth in a gramophone with a new design," he shared and added that they

primarily use brass and aluminium in their products. USA and Europe are their major markets. They got enquires from Spain, Indonesia and Mexico this time.

This fair has grown to become the largest of its kind



Dinesh Kumar
Chairman, EPCH

This show has grown to become the world's largest for handicrafts, textiles, decorative and gifts, giving the buyer a perfect platform to look for new products in an environment, conducive for

business. It provides special facilities for establishing contacts with Indian suppliers. It is a great place for buyers from around the world to source some of the rarest and finest handicrafts from every nook & corner of the country. It also gives opportunity for the foreign buyers to have one-to-one interaction with exporters and source products as per their requirements.



Mr. Rajbeer Chhabra of Hemkund Exports shared, "we have been into manufacturing and exports of Christmas decoratives as well as handicrafts made of brass, iron, aluminum and glass in varied antique finishes. This year we introduced lamps and flowers as per our US buyers'

This one stop sourcing event adds to its list of patrons with each edition



Vivek Vikas
President, Reception
Committee, IHGF
Delhi Fair-Spring 2017

Overseas buyers consider this as a "One Stop Sourcing Event" and Indian exhibitors term IHGF as the most effective marketing medium. This status has been achieved over the years through constant efforts in professionalising the work components and creating facilities comparable to any international fair of prime repute. With efficient management and professional expertise in place, this fair is an ideal platform conducive for international business.

tastes. This time, the buyers' footfall has been great and better than the last edition. EPCH has been doing a great job in giving us a good platform."

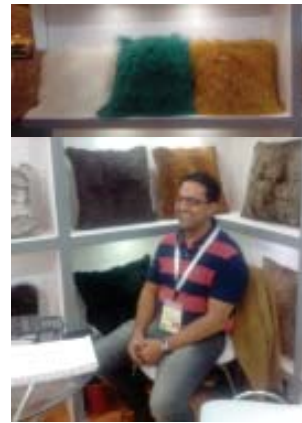
Mrs. Leela Bordia of Neerja International, a well acclaimed pioneer and largest manufacturer exporter of Jaipur blue pottery shared, "our work basically represents craftsmen who have been into such traditional manufacturing of crafts. We have been supporting all those who have been involved in this but not getting



recognition and monetary support. We connect them with markets. We have been associated with IHGF since its very first edition and we showcase our products

regularly in this show." They specialise in Jaipur's distinctive hand-made ceramics. Initially they used fewer colours but now are including more. Their major markets for exports are Japan, Italy and USA. "But buyers are also coming from China," said Mrs. Bordia and added, "IHGF is a great platform. It has done tremendously well to uplift Indian crafts. Earlier few people knew about Indian competency in product making but now the world knows."

Among textile and home furnishing exhibitors was Mr. Ravindra Kumar of Balaji Loom Tex, manufacturer



exporters of textiles and hand-made goods. They have been a part of this fair since last 12-14 years. "It has been a good experience so far," said Mr. Kumar and informed that this season they have new lines in beach towels, cushions and mats. With pure cotton being the base, they had got cheerful colour

variations in fluorescents, green, orange, coral, etc. These are made of special yarn for European customers. "Our South American buyers like hand-made rugs," added Mr. Kumar. This time buyer response has good with representations from France, Italy and Spain, he shared.

Mr. Harjeev S. Chawla of AVH Associates, Noida, who has been associated with this fair since over 10 years, got along lines in texturised fabrics achieved by combining various techniques. They use organic fabrics and have also experimented with trendy colours for the season ahead. "We have a multiple international buyer base but our major markets for





export are Europe, Canada and the USA," informed Mr. Chawla and praised IHGF as a 'one of its kind' trade

platforms. They were been visited by buyers from Switzerland, France, Lebanon and USA through the first days of the fair.

C K Impex from Noida offered pillow covers and cushion covers. "This season we have an updated range of collections with more of cotton-based fabrics and less of polyester. We have also used linen and wool this season," informed their representative, Mr. Sanchit Pal who further added, "in terms of designs, we experiment



with different prints, both traditional and contemporary, such as golden print, country name print, animal print, etc. on our cushions. We have also experimented with various cuttings (stencilled effects) and embroidery." Their major markets for export are Europe, South America and USA. At the fair, they were visited by their regular buyers from Argentina, Philippines and Netherlands. Riyash



Numero Uno status achieved through years of professionalising prime components



Rakesh Kumar
Executive Director,
EPCH

IHGF Delhi Fair has evolved as the world's largest and premier business platform for Indian exporters and buyers from all over the world. IHGF Delhi Fair- Spring 2017 is a prestigious exposition of an elaborate products range covering home, lifestyle, fashion and textiles. It is hoped that buyers' experience

in sourcing their variety of products would have been wholesome. This fair is a continuation of an illustrious journey across 42 editions with an endeavor to present multi-cultural inspirations, compelling new innovations, a good mix of exhibitors and a conducive sourcing environment.

International from UP, represented by Ms. Hema Jain are exporters of customized cushions, made-ups and gifts. This season they offered varied shaped cushions, customized wall décor and new embroidered collections. Their main markets for export are Europe, Australia and UAE. They were visited by buyers from Netherlands, New Zealand and the USA. Jaipur based Shakti Exim, represented by Mr. Vishan Das specialise in home furnishing and artisanal apparel. They have been a part of this fair since its inception. "It has been a great experience so far," said Mr. Das. They deal in bed-sheets and cushions. Prior to this their focus was on block-print and hand embroidery. But now, they have added other versions of





needlework and spring colours in their product range.

Among furniture exhibitors there was a large contingent from Jodhpur besides other regions. Mr. Rakesh Mehta of Original Art Galleries, Jodhpur, who has been part of the IHGF Delhi Fair since the past 10 years



reported of good buyer response. There have been encouraging enquiries too, he shared. They have introduced patterned tables for this season. Their major export markets are Europe and USA.

Then there was Mr. Sohan Jangid from, Jodhpur-IHGF Delhi Fair exhibitors since the 4 years. This season they have new themes of sand plastic and standard steel with wood. Their major export markets are Germany and Italy. "IHGF is a very good platform for business. It is a perfect idea. We had new enquiries from UK," said Mr. Jangid. Mr. S P Singh Chauhan from Shubham Art Export, Jodhpur, now in their fourth year of participation in IHGF Delhi Fair said, this season they modified their

Toy Stories from IHGF Delhi Fair

Around 10 manufacturers specialising in toys and games were positioned at Hall 8 at the IHGF Delhi Fair-Spring 2017. They were happy at this opportunity of inclusion at this show and thank EPCH for welcoming their participation into the fold of this comprehensive international show.

Regular participants like Afterskool - which has a lot of stuffed toys and natural material toys, that add so much to a home, are always popular - even with home product buyers.

Venkat Chilla of Toy Zone Impex Pvt.Ltd. was happy to be at IHGF and shared, though this fair has been majorly for the



market of home furnishing, textiles and décor related products, introducing participants of toys here is a unique and

welcome approach. As far as business of toys is concerned it is a little less as compared to other major attractions at the show but with subsequent participations buyers would know that they can source these products through this fair as well.

Tarun Chetwani of KCC Exim Pvt. Ltd. said, "this is the first time that I have a stall at this fair but the experience has been overall good. We have been able to finalise



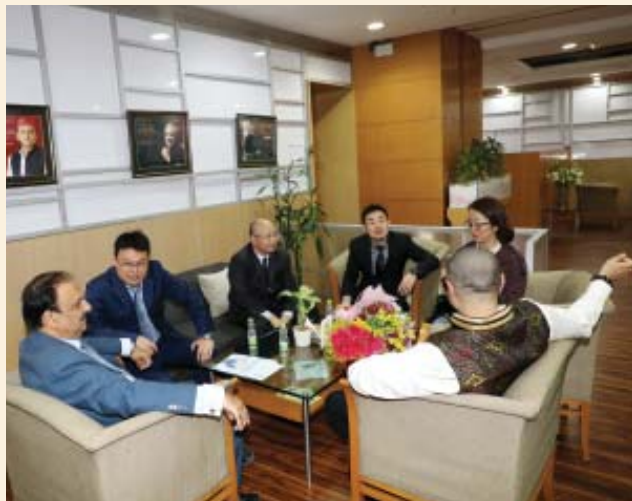
orders. They are not big because buyers don't want to order in large quantities for products in this category. We are basically making stuffed toys using material like jute and cotton and we have range of products from 40 - 3000 INR."



Aayush Aggarwal representing Ankit toys Mfg. Co. was very thankful to EPCH for this opportunity. "We have been getting good response from the visitors and we would like to take part in the next edition as well," he said. They specialise in plastic and related material products and their main importers are from Middle East and SAARC nations.

The Indian toy industry is as old and variegated as its heritage. Play, with emphasis on safety and learning, are the core foundations for the toy industry in India. India manufactures toys and games made from a variety of man-made as well as natural materials, including rubber, metal, textile, wood, etc. This industry is predominantly confined to the small scale sector and is spread all over the country, catering to the local needs of different parts of India.

Delegation from Yiwu China at IHGF Delhi Fair - Spring 2017



A delegation from Yiwu China visited IHGF Delhi Fair - Spring 2017. Seen above are the members of the delegation - Mr. Eric, CEO, Sky Law Firm; Mr. Yang Yang, Deputy General Manager, Yiwu China Commodities City Exhibition Co. Ltd.; Mr. Jin Wuhua, Marketing Manager, China Commodity City Group; and Mr. Pradip Shetty, Indian businessman based in China, seen in conversation with Mr. Rakesh Kumar, Executive Director, EPCH and Chairman, India Expo Mart Ltd.



products in terms of polish. Their main export markets have been Europe and Middle East. They are manufacturers and exporters of all kinds of wood based handicrafts but specialise in furniture. This participation got them attention from UK based buyers.

Premium to high-end sourcing for Domestic Volume Retail

With IHGF Delhi Fair's exhibitors having selectively opened to supply their exclusive lines to volume domestic buyers, Indian retailers had an excellent opportunity to step-up their offers and include more variety in their store shelves. Domestic volume buyers already patronising the show include Westside, Home Stop, Home Town, Archies Ltd., @home, The Good Earth Pvt. Ltd., Godrej & Boyce Mfg. Co. Ltd., The Bombay Store, The Furniture Republic, DLF Brands Ltd. (Pure Home & Living) and Fabindia Overseas Pvt Ltd. Among e-Commerce groups, Flipkart Internet Pvt Ltd, Pepperfry.com, Urban Ladder Home Decor solutions Pvt.

Ltd., Ajoio.com, Fabfurnish & many more pre-registered to visit and source. To facilitate sourcing by domestic buyers, EPCH made special arrangements amongst exhibiting companies through the SR coding/markings, meant to indicate that the companies are interested in Retail Business - intended to save time of domestic buyers for reaching out to the correct stand/companies. 1294 exhibitors at the show were also open to domestic retail.





Enriching sourcing experience for buyers

The upsurge in participants was met with quality buyers in good numbers. Business dealings seemed positively converting to significant amount of order placing and enquiries at IHGF Delhi Fair. There was strong and positive feedback from both sides as the show concluded and one could see order books in hand as negotiations formalized into orders. The footfall for retail volume buying showed encouraging results, and several domestic buyers visited to source exclusives. This edition brought together buyers in large numbers from over 110 countries with impressive numbers from USA, Canada, Europe, Australia, South America, Middle East and Asia.

Seeing the response it is observed that in contrast to past tendencies of overfilled spaces, consumers are inclined to the idea that less is more with captivating pieces that are well curated. Decorative objects, repurposed pieces in home utility, dimensional art, illuminations and classy as well as intriguing chandeliers, varied assemblages, wall embellishments, vases, vintage collectibles, artifacts, etc. are sought from Indian suppliers. Furniture too continued to score high with home textiles all set to capture a considerably large share again. Buyers were noticeably inclined towards nature in all its forms and sought its replications in the finish and touch of woodware, in the prints, patterns and textures of home furnishing and as themes in home décor. Every edition brings in something or the other to



be amazed at, shared regular visitors. Happy with the large size fair and seamless layout with big spaces categorising major product segments, this edition proved to be a refreshing and welcome change for many IHGF patrons who returned after a break and learnt that the fair is now established as the world's largest congregation of handicraft exhibitors under one roof. It is observed that this fair brings in buyers sourcing an average of over 30% from India. Many source 50% to 70% of their total imports from vendors they got associated with at IHGF Delhi Fair. ■