

# EPCH welcomes joint venture between USA's major handicrafts buying company and India Merchandising Services

'Currey Vasu India Pvt. Ltd.' launched on 25th March 2017



*Mr. Rakesh Kumar, Executive Director, EPCH & President, Buying Agents Association of India and Mr. Robert Currey, Founder of Currey & Company of Atlanta, light the inaugural lamp at the launch of 'Currey Vasu India Pvt. Ltd.', in the presence of Dr. P. Vasudevan, of India Merchandising Services (IMS) and officials from Currey & Company of Atlanta and IMS*

USA's major buying account comes to India as per an understanding signed between M/s Currey & Company of USA, led by Mr. Robert Currey and India Merchandising Services (IMS), led by Dr. P. Vasudevan, informed Mr. Rakesh Kumar, Executive Director, EPCH and President, Buying Agents Association of India.

Looking at the changing scenario in India and excellent growth of the handicrafts sector, M/s Currey & Company of Atlanta, Georgia, USA, formed in 1988 as a wholesale manufacturer of distinctive home furnishings and lighting products such as chandeliers, wall sconces, table and floor lamps as well as interior furniture, garden furniture and accessories, decided to expand their business in India. M/s Currey & Company, USA has also been sourcing from IHGF-Delhi Fair for many years.

Dr. P. Vasudevan, of India Merchandising Services (IMS), referred to as an industry veteran is known for rendering specialised services to overseas clients, has tremendous exposure to the Indian handicrafts & home textiles industry. His prolonged working association with US departmental stores has made him one of the pioneers in the industry. EPCH has also bestowed him with a Life Time Achievement Award for his contribution to the growth of the sector. His flawless services for the last 24 years motivated M/s Currey &

Company to set a joint venture company with IMS. The joint venture company - 'Currey Vasu India Pvt. Ltd.' was inaugurated on 24th March, 2017 at Noida, in the presence about 250 exporters from all over India. The inaugural lamp was jointly lit by Mr. Rakesh Kumar, Executive Director, EPCH & President, Buying Agents Association of India and Mr. Robert Currey, Founder of Currey & Company of Atlanta.

This new joint venture company will engage in vigorous management of product development, purchases and fulfilling purchase order obligations with Indian suppliers. It will also oversee strict management of quality standards and logistics from India. This will create great opportunities to increase Currey & Company's level of business with Indian suppliers beside improving service and quality to US customers in general.

This new venture is also expected to educate Indian manufacturer exporters to ship fault-free handicraft products on time and with good quality, thereby earning faith and goodwill of importing nations towards Indian handicraft products. Mr. Rakesh Kumar emphasised, "this is not going to be an easy venture but we are ready to take challenges to succeed in increasing business with the help and training of Currey & Co., USA." Business of 30 million USD per annum is expected to be transacted by the company. ■

# EPCH promotes sector's potential for domestic volume retail in hotel industry

## Makes emphatic representation at India Hospitality Awards & Summit



Seen L-R: Mr. Sourish Bhattacharya, Consulting Editor, BW Hoteliers; Mr. Rakesh Kumar, Executive Director, EPCH & Chairman, IEML; Ms. Vaishali Sinha, General Secretary, IPHA, and Executive Housekeeper, Meluha the fern;



Ms. Sareena Kochhar, Vice President, Lemon tree Hotels; Mr. Bobby Mukherji, Bobby Mukherji Associates; Mr. Rajesh Rawat, Joint Director, EPCH

Left: The EPCH information booth at the event

EPCH set up an information booth at the second season of India Hospitality Awards & Summit, held at The Leela Ambience, Gurugram from 23rd to 24th March, 2017. This year's Summit focussed on how hospitality industry is 'Ramping Up for the Future'. EPCH also made a presentation titled, "Handicrafts can be used to give Indian hotels a unique personality" at the event's Knowledge Forum. Mr. Rajesh Rawat, Joint Director, EPCH, made a special presentation on the usage of handicrafts to give a unique identity to Indian hotels. Supporting 'Make in India' and using handicrafts in hotel decor could be a major development in this area as it would largely appeal to tourists. Handicraft exporters could largely add value to the Indian hospitality industry and there could be a great synergy between the two industries. A panel discussion featuring Mr. Rakesh Kumar, Executive Director, EPCH, followed this presentation, where prominent faces from the industry discussed the alliance of handicrafts and hotel industry. ■

## EPCH members ride fitness wave, launch T20 teams

### First match conducted amidst enthusiasm & applause

Against the background of manufacturing, meeting export order deadlines and clockwork schedules of the handicrafts fraternity, EPCH took a first of its kind initiative by constituting a Fitness and Sports Committee (FASCO) that will organise various health camps, yoga conventions, sports and outdoor activities. Among its first activities, a T20 cricket match was



The EPCH cricket enthusiasts welcome Mr. Rakesh Kumar, Executive Director, EPCH

conducted between two industry teams - Chairman XI and Members XI. The teams were formed after a trials and selection at Bal Bharti Public

School, Pusa Road, on 19th March, 2017. Team Chairman XI was captained by Mr. Prince Malik and and Members XI was



The T20 teams - Chairman XI, captained by Mr. Prince Malik and Members XI, captained by Mr. Chintu Kohli

captained by Mr. Chintu Kohli. The first T20 match was played on 26th March, 2017 at Modern School Ground, Barakhamba Road, New Delhi. Member exporters and buying agents were present in large numbers to motivate both the teams. The teams as well as spectators were very enthusiastic. Members XI won the match and took the winners Trophy. ■

# The one and only India International Mega Trade Fair

4<sup>th</sup> to 15<sup>th</sup> August, 2017; India Expo Centre & Mart, Delhi-NCR (Greater Noida)



Initiated years ago in Kolkata, IIMTF has grown steadily in size and scope to become one of India's biggest and most successful fairs. Through the years, it has attracted enormous footfalls, business deals and growth in the value of matured business for its participants, true to the motto of GS: "Our Business is to Grow Your Business". With a speciality of dedicated pavilions for different industries it has featured companies from NSIC, MSME, SMEs, KVIC, Handicrafts, Handlooms, Artificial Jewellery, Ayurveda, many State Government Departments / Ministries, PSUs, Food Processing, Textiles, Clothing, Machinery, Tourism, many Foreign Countries' Govts., traders and companies besides other segments like: Real Estate, Building Materials, Home Appliances, Electronics, Electrical equipments, Furniture, Interiors, Lifestyle, etc.

Organisers, G. S. Marketing Associates, have won many all India Exhibition Excellence awards in the categories of Biggest Show, Grand Show, Best New Show, Leading Lady of the Industry, Leader in Marketing Initiatives, Leader in Green Initiatives, etc. The company's events calendar is chock a block till early 2018 - as per the schedule given below :

1. **IIMTF, Delhi-NCR** (IEML) **4<sup>th</sup> - 15<sup>th</sup> Aug., 2017**  
IEML - India Expo Centre & Mart, (Greater Noida)
2. **IIMTF, Kolkata** (Science City) **15<sup>th</sup> - 25<sup>th</sup> Dec., 2017**
3. **IIMTF, Bhubaneswar** (Janta Maidan) **19<sup>th</sup> - 29<sup>th</sup> Jan., 2018**
4. **IIMTF, Ranchi** (Morabadi Ground) **16<sup>th</sup> - 26<sup>th</sup>, Feb., 2018**

The fairs are approved by the I.T.P.O (Ministry of Commerce, Govt. of India). After organising 199 very successful exhibitions and trade fairs, the 200th fair will be held at India Expo Centre & Mart, Greater Noida from 4th to 15th August, 2017. GS has tied-up with India Exposition Mart Limited (IEML) to organise IIMTF in Delhi - NCR. Both GS and



IEML intend to make this a landmark fair in India, aiming at making it the biggest IIMTF till date. In all, 22 countries and 22 states are expected to participate. Highlights of the IIMTF :

- High pressure advertising campaign in a perfect media mix. GS has a multi crore budget for advertising and publicity.
- Apart from the exhibition, GS also facilitates 1-to-1 business matching meets during the fairs.
- The main aim of the IIMTFs is to increase export-import trade between the countries and States participating and visiting the IIMTFs for regional economic progress.
- Release of catchy advertisements in leading dailies, 70 - 80 Hoardings, ads on TV and Radio channels, Airlines Magazines, Metro Stations, bulk SMS Marketing, etc.
- Social media awareness on Facebook, Twitter, Instagram and Google+. GS has its own website: [www.gsmktg.com](http://www.gsmktg.com) offering details of their fairs throughout the year.
- GS has started a Mobile App called 'Book My Fair' to book tickets online.
- The IIMTF is expected to attract over 1 million visitors from the target market in Greater Noida. ■

