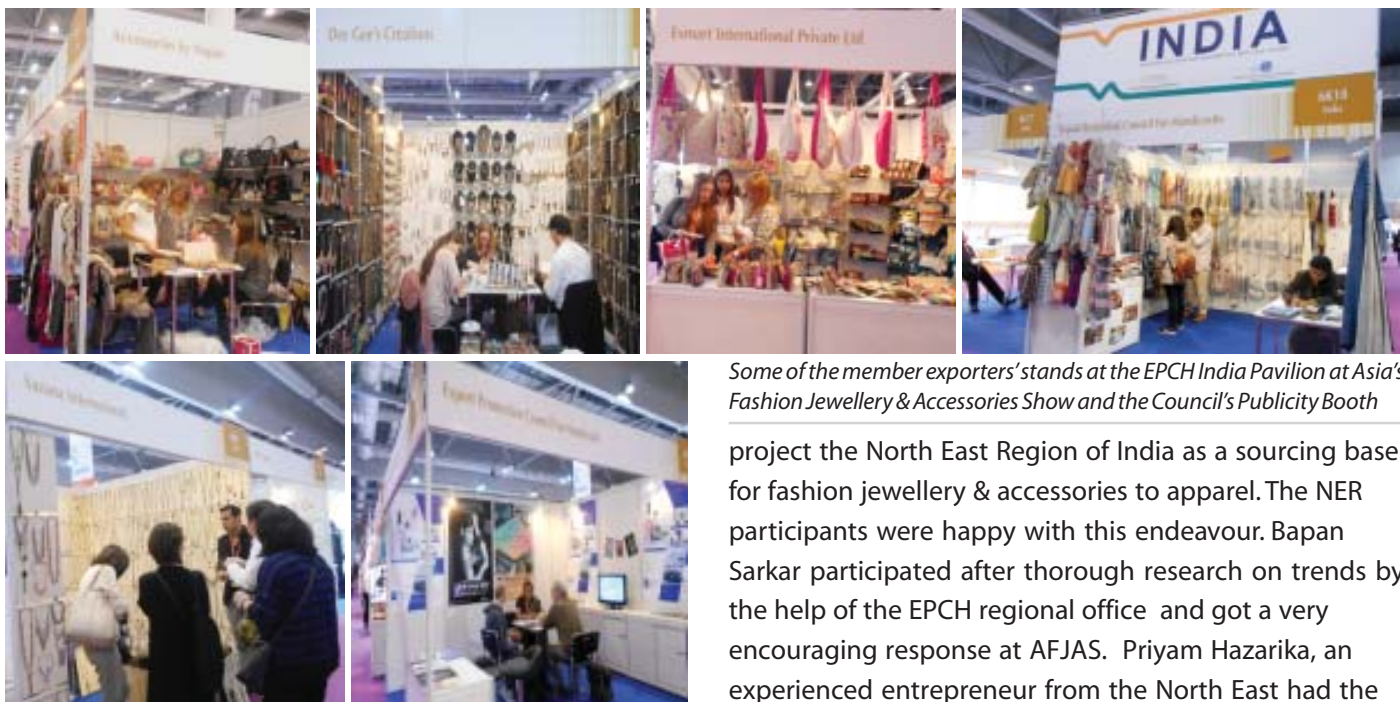


# Vibrant display and NER crafts draw buyers to India Pavilion

Asia's Fashion Jewellery & Accessories Show, Hong Kong; 1st-4th March, 2017



*Some of the member exporters' stands at the EPCH India Pavilion at Asia's Fashion Jewellery & Accessories Show and the Council's Publicity Booth*

The 11th addition of Asia's Fashion Jewellery & Accessories Show (AFJAS) Hong Kong, held at Asia World Expo, Hong Kong, gathered over 380 exhibitors from China, France, India, Indonesia, Italy, Japan, Korea, Peru, Philippines, Poland, Thailand, Turkey, United Kingdom and Hong Kong & Taiwan regions including six group pavilions housing exhibitors from the Asian nations.

EPCH set up the India Pavilion with 15 member exporters and 3 entrepreneurs from India's North East Region - Bapan Sarkar from Sarah Fashion displayed handloom stoles; Priyam Hazarika from Nature Trade took along bags of natural fibre with scarves & fashion jewellery representing tribal motifs from North East; and Banajit Talukdar from Hastkala Silpa Producers Company Ltd. showcased stoles, jewellery and silk bags. This participation enabled them to create awareness about their products that have potential for mass marketing and exports in a competitive market. Interactions with buyers at the show proved to be a two way knowledge exchange exercise. EPCH's objective was to acquaint these entrepreneurs with the challenges and opportunities of an active & international market environment as well as

project the North East Region of India as a sourcing base for fashion jewellery & accessories to apparel. The NER participants were happy with this endeavour. Bapan Sarkar participated after thorough research on trends by the help of the EPCH regional office and got a very encouraging response at AFJAS. Priyam Hazarika, an experienced entrepreneur from the North East had the advantage of prior trade show participations in India. She was happy at the buyer enquiries at AFJAS. For Banarjit Talukdar who generally participates in domestic fairs back home, got this opportunity to participate at an international level. He returned with a lot of learning as well as on-the-spot orders and enquiries.

EPCH publicity booth was also set up to disseminate information about the Council's forthcoming exhibition i.e. IFJAS 2017 & IHGF Delhi Fair-Autumn 2017. The information channels included distribution of brochures, display of posters and informative videos at the booth. Visitors visited Council's promotional booth and collected the information about Council's shows in India, product profile and fair facilities. Publicity material was also placed in press & media lounge and each booth of India Pavilion.

The product ranges were highly appreciated by visitors. Exhibitors in the India Pavilion received good response and almost all of them were satisfied with their participation. A total of 159 enquiries were received and business of over USD 3 Million is expected to be generated for the show. ■

# Artisan crafts highlighted at Indo Egyptian Craft Mela

Cairo, Egypt; 8th-14th March, 2017

A contingent of 5 artisans proficient in Bengal's kantha work, Kutch shawl weaving, miniature painting from Rajasthan, Saharanpur wood carving and Babarasi zari & zardozi, participated as part of the EPCH India team at the week long Indo Egyptian Craft Mela, held at Cairo, Egypt. This celebration of two cultures spanned through various venues in the Egyptian capital.



8th March saw the inauguration with a lamp lighting by HE, Ambassador of India, Mr. Sanjay Bhattacharyya, followed by a cultural programme organised by embassy of India at Pyramids L & S



theatre, Giza, Cairo, Egypt. Crafts by the 5 Indian handicraft artisans and 5 Egyptian artists were showcased. Thereafter the exhibition was showcased at various venues of art & cultural importance in Cairo like Helwen University; House of India (the Ambassador House), for Holi celebrations cum exhibition; Misr Public Library in El Zawia; Child Museum in El Heliopolis; Maulana Azad Centre for Indian Culture; Maulana Azad Centre for Indian Culture; and Manipuri Indian Restaurant in Sofitel Hotel, Cairo.

Prominent Indian community as well as the city's whose-who were invited to the locations with an objective of promoting Indian culture and crafts among them. The exhibition at Maulana Azad



7th March - Prior to the event, the EPCH team meet HE, Ambassador of India, Mr. Sanjay Bhattacharyya at the Embassy Office in Cairo, Egypt Below: The artisans seen with Mr. Bharat Babu, Counsellor, Embassy of India; and Dr. Vinod Bahade, First Secretary, Embassy of India, Cairo



Centre for Indian Culture was initiated by an address by Dr. Vinod Bahade, First Secretary, Embassy of India, Cairo, in which he made a brief introduction about EPCH. The film on 30 years journey of EPCH and IHGF Delhi Fair were



shown as well. Mr. Bharat Babu, Counsellor, Embassy of India presented Certificates to the artisans.



# EPCH makes emphatic presence at prime Asian furniture shows

EPCH participated in two international furniture fairs in Asia - Malaysian International Furniture Fair (MIFF 2017), held at Putra World Trade Centre (PWTC), Kuala Lumpur, Malaysia and International Furniture Fair Singapore. These shows are major furniture shows held in South East Asia attracting lots of overseas buyers. The objectives of the participation were promotion of IHGF Delhi Fair and Home Expo India as well as spreading awareness about VRIKSH-Indian Timber Legality Assessment & Verification Scheme.

## Spreads awareness on Vriksh and Council's upcoming shows at Malaysian International Furniture Fair



*Left pic: A glimpse of visitors approaching the EPCH information booth at the Malaysian International Furniture Fair, Kuala Lumpur, Malaysia*

*Middle pic: Mr. Rajesh Rawat, Jt. Director, EPCH, seen speaking to the attendees at the seminar on Vriksh, conducted in course of the show at Kuala Lumpur*

*Right pic: A visitor at the fair and participant at the EPCH Vriksh seminar, seen asking questions at the seminar*

### Kuala Lumpur, Malaysia; 8th -11th March, 2017

Being the No. 1 furniture fair in Southeast Asia, and consistently ranked amongst the top 10 worldwide, the Malaysian International Furniture Fair (MIFF), according to its organisers, has spearheaded the furniture trade scene for years. Every March, quality exhibitors and buyers from all over the world converge on this global trade platform. Since its inception in 1995, MIFF has created good business and networking opportunities for hundreds of thousands of its participants. The fair is a premier show held in Kuala Lumpur with over 500 furniture manufacturers and exporters exhibiting in an area of 80,000 square meters. The major participating nations include Malaysia, China, Taiwan, Indonesia, Hong

Kong, Korea, India, Japan, Vietnam, Spain, Italy, Finland, France and USA. The products exhibited in the show are mainly modern upholster office furniture.

EPCH set up an information booth at this fair, with an objective to spread awareness about Vriksh -Indian Timber Legality Assessment & Verification Scheme as well as promote its forthcoming shows. A seminar on Vriksh – Indian Timber Legality Assessment & Verification Scheme was organized on 09th March, 2017. The seminar had participants who were keen to know about India's initiatives towards timber legality. They had enquiries regarding the duration of certification, the process involved, its acceptability at international level, procedure and implications of the CITES notification on future exports. ■

# Crafts from Jodhpur Mega Cluster highlighted at International Furniture Fair Singapore

Singapore; 9th-12th March, 2017

The International Furniture Fair Singapore, held in conjunction with the ASEAN Furniture Show (IFFS/AFS) and the newly rebranded Nook Asia, is regarded as Asia's premier sourcing platform and a design-led exhibition. Together, the events – IFFS/AFS and Nook Asia – feature a comprehensive range of furniture, furnishing, decorative accessories, interiors and fittings by a diverse portfolio of quality exhibitors, and attract a healthy and well-represented attendance of trade buyers and visitors from the entire furniture ecosystem and value chain. IFFS/AFS is supported by the ASEAN Furniture Industries Council (AFIC), Design Singapore Council, International Enterprise (IE) Singapore, Singapore Exhibition and Convention Bureau and SPRING Singapore. The IFFS Fair was a very large scale event which attracts not just domestic companies but also large number of foreign companies with more than 21,966 visitors.

EPCH set up the India Pavilion with stakeholders from Jodhpur Mega Cluster among participants besides setting up a publicity booth to promote the activities of the Council with promotional materials pertaining to IHGF Delhi Fair & Home Expo India. In all, 14 Indian handicraft exporters from Jodhpur participated. The India Pavilion was inaugurated by Mr. Pradyumn Tripathi First Secretary (Commerce) from the Office of High



Mr. Pradyumn Tripathi First Secretary (Commerce) from the Office of High Commission in Singapore seen lighting the inaugural lamp at the EPCH India Pavilion at International Furniture Fair Singapore

Right : The Vriksh seminar

Commission in Singapore. He interacted with the Indian participants, sharing valuable tips on developing



business in a typical Singapore market. He expressed that Singapore represents tremendous business opportunities for Indian handicrafts exporters in the growing Asian market. The High Commission of India in Singapore would extend necessary support to EPCH to formulate a road map for promotion of Indian handicrafts in the Asian market. Further, Vriksh – Indian Timber Legality Assessment & Verification Scheme was also promoted in the show. A seminar on the subject was also organized on 10th March, 2017 during which Mr. Rajesh Rawat, Jt. Director, EPCH, made a detailed and illustrative presentation.

The participant exporters have received very good response from this exhibition and have requested the Council for future participation. ■

EPCH's promotional booth at the fair disseminating information on its upcoming trade shows as well as Vriksh



# EPCH shows and India-a significant sourcing hub promoted at Home+Houseware Show

Chicago, USA; 18th-21st March, 2017

The International Home + Housewares Show is the world's premier housewares marketplace, that provides an opportunity to see first-hand consumer lifestyle and product trends for all segments of the home, both inside and out, under one roof at McCormick Place, Chicago, USA. This edition, the 120th in the series, had participation of 2,200 exhibitors from 45 countries, and more than 62,000 attendees from over 125 countries. The show is owned and organised by International Houseware Association (IHA), USA, and is known to be one of the biggest shows of home & houseware products. The show is categorically divided into Dine + Design expo (Home decor, giftware, kitchenware, table top, gourmet food); Wired+ well expo (electric household kitchenware, home and health care); Clean +Contain expo (Bath accessories, closet, furniture, luggage & travel accessories, outdoor living etc.); and Discover design expo. Country Pavilions at this edition were from: Brazil,

Colombia, France, Hong Kong, India, Japan, Korea and Turkey.

This show also included a series of thought-provoking educational sessions, including keynote programs on colour and design trends and consumers'

*Visitors gather information on EPCH's forthcoming shows at the Council's publicity booth at Home+Houseware Show, Chicago, USA*



colour preferences by Lee Eiseman of the Pantone Color Institute; a panel of thought leaders discussing the impact of the smart home on housewares; an overview of consumers' values and expectations by Tom Mirabile of Lifetime Brands; and a focus group of millennials discussing housewares by Warren Shoulberg and Maureen Azzato of HFN.

EPCH set up a promotional booth at this show, with an objective to provide maximum information about the Council's forthcoming shows as well as about the Indian handicrafts industry. Information was disseminated to visitors to encourage them to visit the Council's forthcoming shows. One to one interaction with houseware, tableware, glassware, kitchenware, etc. exhibitors was carried out to share details on aspects of Home Expo India-2017 and IHGF Delhi Fair-Autumn 2017. Around 29 Indian exhibitors participated in the show. The queries of new and old buyers for EPCH fairs were answered and they were invited to plan their sourcing

visit to the shows organised by the EPCH, where they can directly meet manufacturer suppliers as well as visit their manufacturing units. ■

