

EPCH Road Show during Canton Fair generates buyer interest towards IHGF Delhi Fair - Autumn

Canton Fair; 23rd to 27th April 2017; Guangzhou, South China



A glimpse of the activities at the EPCH Road Show towards promotions & publicity for IHGF Delhi Fair-Autumn 2017

EPCH organised a 'Road show' on the streets outside the China Export & Import Fair (Canton Fair) which is held twice a year at Guangzhou, South China, with product segments like glass artware, ceramics, gifts and premium, furniture products, home decorations, kitchenware, tableware products, etc. This edition was conducted from 23rd to 27th April 2017.

The objective behind EPCH's Road Show was to facilitate face to face interaction with prospective buyers about the magnificence and importance of the IHGF Delhi Fair and encourage them to visit. A team of 5 support staff was specifically engaged and strategically placed for the purpose of distribution of promotional material, stationary, flyers, CDs, etc. to buyers visiting the Canton Fair. This received a very good response and a buzz about IHGF Delhi Fair could be created among buyers. ■



EPCH takes Indian handicrafts sector to Yiwu China, bags "Best Pavilion Award" and "Best Products Category Award"

6th YIWU Imported Commodities Fair 2017; 6th -9th May 2017; YIWU, China



At the India Pavilion : Mr. Prakash Gupta, Consul General, CGI, Shanghai, seen with Mr. Pradeep Shetty, eminent Indian businessman in China and members of the EPCH delegation at Yiwu China - Mr. V S Goyal, Mr. Kamod Tatiya, Mr. Abde Ilahi and others



Mr. Prakash Gupta, Consul General, Consulate General of India, Shanghai, seen at the India Pavilion with members from the EPCH delegation

EPCH set up an exclusive India Pavilion with 31 member exporters at the 6th China Yiwu Imported Commodities Fair, held from 6-9 May, 2017 at Yiwu International Expo Centre. This was hosted by China Chamber of International Commerce, China General chamber of commerce and China Federation of Logistics and Purchasing, and organised by foreign Trade Development Bureau of China's Ministry of Commerce for the promotion of International trade.

The India Pavilion was inaugurated by Mr. Prakash Gupta, Consul General, Consulate General of India, Shanghai; Mr. Wang Birong, Chairman, Yiwu Bureau of Commerce; Mr. Shi Wenzheng, Vice Mayor of Yiwu City; Mr. Jiang Ming, Vice Director of China General Chamber of Commerce; Mr. Huang Xiaohang, Council of China Council for the Promotion of International Trade in Zhejiang Province and also Vice Director of China International Chamber of Commerce; Mr. Lin Yi, Mayor of Yiwu City; Mr. Pradeep Shetty, eminent Indian businessman in China; eminent exporters of the Indian delegation - Mr. V S Goyal, Mr. Kamod Tatiya and Mr. Abde Ilahi. After the Inauguration, the dignitaries interacted with the Council's participants.

Four National Awardee Master crafts persons deputed by the Office of Development Commissioner (Handicrafts) presented live demonstration of traditional Indian crafts like

Madhubani painting, cane & bamboo craft, Gujrati shawl/duppata craft and the art of tarkashi. They received lots of appreciation from

the Chinese dignitaries as well as visitors. Besides, EPCH had also set up a publicity booth during the fair with an objective to disseminate information on IHGF Delhi Fair-Autumn 2017 through personal interaction as well as distribution of informative leaflets, brochures and other promotional material.

The footfall of buyers was encouraging and the participants were satisfied. The EPCH delegation also returned with a "Best Pavilion Organiser Award" from the organising committee of China Yiwu Imported Commodities Fair and three exhibitors received the "Best Products Category Award". Mr. Kamod Tatiya of M/s Mani Art, Jodhpur, was awarded in category of decorative art metalware; Mr. Mohd. Adil Shamsi of M/s Giftware from Moradabad took the trophy in Aluminium Artware category; and Mr. Vijaya Kumaran Pariyaran Veetil of M/s Shrinivas Sugandhalaya LLP, Mumbai won the award in Incense and Aroma category. This fair is said to be widely popular not only in China but has significant participation from the world.



Visitors at the India Pavilion seen appreciating traditional artisanal crafts from India

Indian handicrafts contingent reaches out to Middle East buyers

INDEX 2017; 22nd-25th May 2017; Dubai, UAE



Mr. Vipul, Consul General of India, CGI, Dubai, inaugurating the India Pavilion along with Ms. Geeta Nair, Deputy Secretary and Mr. D. Kumar, the then Chairman, EPCH

INDEX is known to be the most diverse international design exhibition held in the Middle East and North African region and is dedicated to 8 show sectors covering the entire spectrum of products and services required for the design, fit-out, or upgrade of residential, retail, and hospitality spaces. INDEX, established in 1991, is the largest international interiors, design and architecture event in the Middle East. Hosted annually in Dubai, it is said to be comprehensive and inclusive, a showcase of products and design from across the world. Organised at Dubai World Trade Centre, Dubai by DMG Event Middle East (UK), this edition, the 27th in the series, featured 975 exhibitors from 50 countries and gathered 40,000 trade buyers from over 100 countries. His Highness Sheikh Hamdan bin Rashid Al-Maktoum, Deputy Ruler of Dubai and UAE

EPCH's Publicity Booth at the fair



Minister of Finance, inaugurated this show.

EPCH set up an exclusive Handicrafts Pavilion in Hall No. 1 - Sheikh Saeed Hall over an area of 159 sq. mtr with 24 member exporters. The display comprised a wide range in decorative mirrors, hand tufted carpets, marble inlay, lamps, teak wood flooring, wooden furniture, cushions and bed covers, brass doorknobs, floor coverings, leather furniture, articles of marble and granite, home décor, incense sticks & home fragrances, etc. This generated a good response and trade enquires were received for a wide range of products.

The display also attracted a large number

of visitors and NRI buyers based in UAE who appreciated the efforts in keeping the culture alive. National pavilions were set up by 19 countries including India. Visitors to this fair also had free-access to design talks, a knowledge bank and conference among support events.

Mr. Vipul, Consul General of India, CGI, Dubai, inaugurated the India Pavilion along with Ms. Geeta Nair, Deputy Secretary. The dignitaries interacted with the Master crafts persons and appreciated the efforts of EPCH. The EPCH promotional booth was set up in the fair to promote the upcoming Textiles India and IHGF Delhi Fair - Autumn 2017 and buyers have expressed their interest in visiting the same.



Global Indian Festival highlighted various handicraft products from India

15th Global Indian Festival; 30th May - 4th June 2017; Kuala Lumpur, Malaysia



H.E Mr. Tirumurti, High Commissioner of India to Malaysia (centre); Mr. Tan Sri Dato S.Veerasingam, Advisor, MASACOM; Mr. Jaggarao Simancha, Founder & CEO, Agenda Suria Communication; and Datuk Tiar Muhammad Shariff, President, MASACOM, at the Festival

The 15th edition of the Global Indian Festival, held in Mid Valley Exhibition Centre, Kuala Lumpur, Malaysia, was organised by the ASC Agenda Surya



Communication in collaboration with Indian High Commission & Malaysia External Trade Development Corporation (MATRADE). The festival is known for creating an interesting platform for commerce, cultural and artistic projects whilst linking together community values and cultural history, in the Asia Pacific region.

The Global Indian Festival has been rated as the largest exhibition of its kind in the Asia Pacific region and a one stop exhibition showcasing the wide varieties of India's ethnic colour and life. The display profile included home decor and utility products, textiles, fashion accessories like womens' garments, shawls, stoles, etc. with emphasis on B2C segment. Approx. 300 Indian exhibitors displayed their lines and the festival attracted over 5 lakhs visitors not only from Malaysia but also from the Asia region.

EPCH participated with a delegation of 21 participants from across various product categories as well as Master crafts persons with a display spanning from handicrafts, jewellery, decorative items, leather goods, toys, kitchenware, office stationery, textiles, home decor, carpets, garments, photo frames, and souvenirs to beauty products, ayurvedic ranges, etc. Visitors appreciated these products and craftsmanship.

The Show was inaugurated by the H E High Commissioner of India to Malaysia, Mr. Tirumurti, in the presence of Mr. Tan Sri Dato S.Veerasingam, Advisor, MASACOM; Mr. Jaggarao Simancha, Founder & CEO, Agenda Suria Communication; and Datuk Tiar Muhammad Shariff, President, ASACOM. The dignitaries also visited the India pavilion and appreciated the efforts taken by EPCH for setting up such a pavilion. EPCH was also awarded for its successful participation in the show.

The promotional booth set up by EPCH distributed leaflets of the forthcoming Textiles India and IHGF Delhi Fair-Autumn 2017. Banners highlighting details of the shows were displayed. Brochures of these shows along with the specially designed brochure of the participants of 15th Global India Festival were distributed to visitors. Promotional literature was also placed in the inauguration area, registration counter, media lounge, etc. Besides, one to one interactions were made with visitors, informing them of the activities of the Council.



EPCH receives the trophy from Mr. Tirumurti for successful participation in The 15th Global Indian Festival 2017