

EPCH promotes IHGF Delhi Fair-Autumn 2017 at regional trade platforms in USA

The Dallas Temp Show, Texas, USA

22th-25th June, 2017



The Council participated in The Dallas Temp Show held at Dallas Market Center, Dallas, USA held from 22nd-25th June, 2017 in its ongoing effort to promote IHGF Delhi Fair Autumn 2017, by setting up a promotional booth displaying the show's various features as well as indicative handicrafts & gift products. EPCH distributed promotional material on IHGF Delhi Fair like, pens, diaries, cotton bags, fliers and CDs to visitors who came to the booth. Besides, an advertisement was also placed in the Show Catalogue. Visitors to the EPCH booth expressed their interest for Indian home & lifestyle products as well as inclination to visit the forthcoming IHGF Delhi Fair.

Dallas Market Center is said to be the world's most complete wholesale marketplace. Within its marketplace, retailers from around the globe source products ranging from home furnishings, gifts, decorative accessories and lighting to textiles, fashion accessories and men's, western, women's and children's apparel. The show is organized by Dallas Market Center which provides wholesale merchandise resource for buyers and exhibitors together (since over 51 years). Its annual market span comprises, home furnishings, gifts,



decorative accents, lighting, garden accessories, gourmet items, home décor, textiles, fashion accessories and apparel. The Dallas Temp Show, with 2,255 exhibitors from USA and overseas, offered retail buyers the newest and most innovative products on the market in different categories. The temps were set up in distinctive, easy-to-shop sections with targeted marketing that captured the retail industry's attention and enhanced the show's overall success. With both order writing and immediate purchase sections, the Dallas Market Center is considered a one stop shopping experience. ■

Atlanta International Gift & Home Furnishing Market, Atlanta , USA

13th-17th July, 2017



An EPCH representative seen with a buyer at the Council's booth



Mr. Neeraj Khanna, COA Member, EPCH, at the Council's booth during the Atlanta International Gift & Home Furnishings Market

EPCH set up promotional booth at the Atlanta International Gift & Home Furnishing Market, Atlanta, from 13th to 17th July, 2017, at AmericasMart Atlanta, USA, that features around 1400 permanent showrooms and 4000 temporary booths, spread out into three buildings. The complex ranks first as the world's largest trade mart/trade show facility with more than seven million square feet of enclosed space. AmericasMart is known for its wide array of exhibitors offering countless products. The combination of permanent showrooms and temporary booths creates a one-of-a-kind experience for buyers. The Atlanta International Gift & Home Furnishings Market brings together great business opportunity for the exhibitors as well as the buyers with a series of supportive events.

Representatives at the Council's publicity booth distributed leaflets and the brochures of IHGF Delhi Fair, explaining the composition of product range

at the fair, opportunity to interact and source directly from manufacturers, about product variety, quality, etc. The fair was also promoted through one-to-one meetings with owners of permanent showrooms at the market, inviting them to the fair and also providing information on Visa invitation & timely hotel booking assistance. It was observed that visitors to this show were already familiar with IHGF Delhi Fair and some of them had information about the fair through e-mailers sent by EPCH as well as advertisements in US magazines.



EPCH reaches out to Asian buyers at leading Japanese sectoral show on gifts

12th Giftex World, Tokyo, Japan; 5th-7th July, 2017



A glimpse of the grand inauguration of Giftex World, Tokyo

EPCH participated in the 12th edition of the three-day Giftex World 2017, held at Tokyo Big Sight, Japan, from 5th to 7th July, 2017. This annual business event is organised by Reed Exhibitions Japan Ltd. and is considered to be Japan's leading trade fair for all kinds of gift items. It features 7 specialised shows for general gift items, cutting edge design products, tableware, kitchenware, fashion accessories, health & beauty products and baby & kids items. Around 2640 exhibitors from 39 countries participated in this event that also saw the presence of 88,296 buyers.

EPCH participated with a delegation of 15 member exporters displaying a wide range of gifts, decoratives, floor coverings, jute bags, shopping bags, ladies garments and incense products.

The India Pavilion set up by EPCH was visited by Mr. Kripal Singh Bisht, First Secretary (Economic), Embassy of India, Tokyo (Japan). He met the participants and interacted with them, advising them on market research and product development as per the Japanese market.

EPCH also set up a publicity booth with an objective to disseminate information about its forthcoming shows through display posters at the booth as well as

distribution of informative brochures, cotton bags, writing pads and pens. Publicity material of EPCH shows was also placed at the press & media counters. An advertisement was also released in the show's overseas product sourcing Guidebook.



*Mr. Kripal Singh Bisht, First Secretary (Economic), Embassy of India, Tokyo (Japan) seen with Mr. Rajesh Rawat, Joint Director, EPCH, at the Council's publicity booth at the fair
Below: Visitors at the India Pavilion and EPCH booth*



Japan represents tremendous business opportunities for Indian handicraft exporters in the growing Asian market. Over the years it has been observed that a sizable number of buyers from Japan have been visiting fairs organised by EPCH in Delhi. ■