

EPCH promotes IHGF Delhi Fair-Autumn 2017 at Source Direct, USA

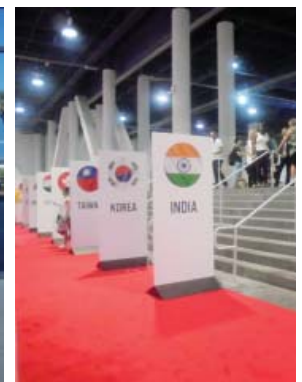
ASD Market Week, Las Vegas, USA; 30th July to 2nd August 2017



The EPCH promotional booth at Source Direct, displaying and distributing promotional as well as informative material

EPCH set up a promotional booth at Source Direct, ASD Market Week, Las Vegas, USA, held from 30th July to 2nd August 2017, with an objective to promote the availability of product range and Indian handicrafts in its fairs like the upcoming IHGF Delhi Fair-Autumn 2017.

The queries of the visitors were attended and publicity materials like brochures, pens, pads and bags, distributed. Besides, one to one interactions with the exhibitors were made to provide information about range and availability of Indian handicrafts, manufacturing hubs in India, details of manufacturers/exporters as well as Indian fairs from where they can source the products. As per feedback, this exercise helped raise the profile of the country and stimulate the interest of importers and businesses in USA and other countries to source their imports from India and also to compare cost-wise products in comparison to India's competitors. Many of them were enthused and expressed their desire to source Indian handicrafts and gifts from India. The participation helped expand the export market scope for Indian handicrafts and open avenues for new markets.



Source Direct at ASD is the premier wholesale trade show in USA for sourcing professionals around the world and a sought after destination for importers, distributors, wholesale manufacturers and product development companies globally. Every year two editions of the show are held in Las Vegas alongside the largest general merchandise show - ASD Market Week. Buyers come to this trade show seeking wholesale providers and contract manufacturers for their direct sourcing orders. This platform is a known wholesale showcase for companies producing fashion accessories, housewares, gifts & toys, apparel, affordable footwear, holiday and seasonal merchandise, souvenirs & novelties, consumer electronics, bedding & bath, health & beauty products as well as general merchandise of all types. ■