

IHGF Delhi Fair-Spring preview with select furniture lines from Jodhpur Mega Cluster appreciated at IMM Cologne

Cologne, Germany; 15th-21st January 2018



Trade visitors learn about Indian woodcrafts and EPCH's VRIKSH Certification at the EPCH Booth showcasing select furniture at IMM Cologne



EPCH set up a thematic display of high-end furniture and related products at one of Europe's key trade shows for the furniture sector- IMM Cologne, held from 15th-21st January 2018. This participation featuring products of 10 stake holders from Jodhpur Mega Cluster was organised under Comprehensive Handicrafts Cluster Development Scheme of O/o DC (Handicrafts), Ministry of Textile, Govt. of India.

fair to invite them to visit IHGF Delhi Fair.

In all, 125,000 visitors from 138 countries participated in this edition. specialist retailers and high-profile international visitors from the furnishings trade and interior design business were recorded among visitors, with many of them coming from the global top 30 chains. IMM Cologne held in Germany is the key furniture show in the world's most important furniture market. Right at the start of the every year, it presents the latest international furniture and interior trends and creates a compelling and highly effective business atmosphere.

This publicity booth was set up to disseminate information about IHGF Delhi Fair-Spring 2018 and EPCH VRIKSH Certification through distribution of leaflets and brochures of the fair along with other promotional material explaining composition of product range in the fairs and opportunity to source directly from manufacturers. Personnel deputed by EPCH had one to one interactions with other overseas exhibitors at the

Distribution of IHGF Delhi Fair -Spring's promotional bags and information material at IMM Cologne



“India - Magic of Gifted Hands”

EPCH's Thematic Pavilion puts Indian products in vibrant showcase

Maison & Objet, Paris, France; 19th-23rd January, 2018



Trade visitors visit the EPCH Booth for varied products as well as updates on EPCH's activities and its upcoming shows like IHGF Delhi Fair-Spring 2018 and Home Expo India

European Union is one of the leading overseas markets for Indian handicrafts with exports seeing an increasing trend and France among the largest importers, particularly for houseware and homeware. France has the world's sixth-largest economy and the ninth largest by purchasing power parity. In view of the tremendous business opportunities in this market, EPCH led India's participation to Maison & Objet, Paris, and set up a thematic display of select & premium Indian handicraft products under the banner of “India – Magic of Gifted Hands” with 5 member exporters. The display included home décor, throws, shawls, decoratives, footwear, art metalware, kitchenware, etc. The objective of the thematic display was to create interest of visitors in Indian handicraft products like hard goods, textiles & furnishing and gifts items and promote India as a sourcing destination for home, lifestyle, fashion & textiles.

The thematic pavilion was visited and appreciated equally by the buyers, designers, architects and space design consultants. Many trend interpreters were seen taking keen interest in craftsmanship of Indian products on display. During the five day event, lot of the serious business enquires were generated expressing visitors' interest to source Indian handicrafts and also visit the forthcoming IHGF Delhi Fairs in Spring and Autumn.



Glimpses of the roadshow EPCH conducted during Maison & Objet, Paris

“Maison & Objet Paris” is regularly organised twice a year in January & September at Paris, France and considered to be the gateway to the designer world. It is a major event for professionals working in the field of home & living in all its rich and varied expressions. The extraordinary diversity in the fair is in line with the varied expectations of global markets. The show is termed as a unique experience to discover the unexpected and a springboard for brand growth. ■