

Indian handicraft sector reaches out to European market with vibrant display and Brand Image Promotion seminar India declared as Partner Country for Ambiente 2019

Ambiente; Frankfurt, Germany; 9th-13th February 2018

European Union is an important market for Indian products where Germany has a special place being one of the largest importers, particularly houseware, homeware and handicrafts. Ambiente, one of the oldest established well-known fairs held every year in the month of February at Frankfurt, Germany, is an important marketing medium for India not only for Germany but for the entire world. India has been participating in this fair on regular basis since many years. Ambiente, revolving around products for the table, kitchen, household, giving and decorating, as well as for home and furnishing accessories is visited by leading buyers from nearly all regions of the world. The fair spread in an area of 308,000 sq. mtrs. concluded its 2018 edition in February and had 4,441 exhibitors from 89 countries and 134,600 buyers from 168 countries. This year's Ambiente Partner Country was Netherlands.



Mr. Ajay Tamta, Minister of State for Textiles, inaugurated the EPCH Pavilion in the presence of Mr. Anant Kumar Singh, Secretary Textiles; Mr. Shantmanu, Development Commissioner (Handicrafts); Smt. Pratibha Parkar, Consul General of India in Frankfurt; members of the Ministry of Textiles' delegation- Mr. O P Prahadka, Chairman, EPCH; Mr. Rakesh Kumar, Executive Director, EPCH; and participating member exporters.



High level Indian delegation and EPCH India Pavilion at Ambiente

Mr. Ajay Tamta, Minister of State for Textiles, Govt. of India, led a high level handicrafts industry delegation to Ambiente. Accompanying him were, Mr. Anant Kumar Singh, Secretary Textiles; Mr. Shantmanu, Development Commissioner (Handicrafts); Mr. O P Prahadka, Chairman, EPCH; Mr. Rakesh Kumar, Executive Director, EPCH; and many leading handicraft exporters from India.

EPCH organised the Indian handicraft sector's participation in this fair with an exclusive India pavilion, highlighting Indian capabilities in the houseware, gifts, decorative and homeware segments. 56 member



Mr. Ajay Tamta, Minister of State for Textiles, addresses the attendees at a specially organised Panel Discussion titled - India-A Profitable Destination for Sourcing Handicrafts. Among panelists were (seen L to R are : Mr. Rakesh Kumar, Executive Director, EPCH; Mr. Shantmanu, Development Commissioner (Handicrafts); Mr. Anant Kumar Singh, Secretary Textiles; Mr. Ajay Tamta; Smt. Pratibha Parkar, Consul General of India in Frankfurt; Mr. OP Prahadka, Chairman, EPCH; and Mr. Stephan Kurzawski, Sr. President, Messe Frankfurt

exporters participated, among the 445 Indian companies at the show, making India, the third largest participating country at Ambiente. Besides display of handicrafts, furniture, home furnishing & textiles, Christmas products, gifts & decoratives, home décor, incense, etc., 5 Master crafts persons deputed by the O/o Development Commissioner (Handicrafts) demonstrated their skills in marble inlay, papier machie, Jamavar shawls, kundana meenakari and gold nakashi work on camel leather.

Panel Discussion - 'India a Profitable Sourcing Destination for Handicrafts'

On the side lines of Ambiente, EPCH in association with the CGI in Frankfurt, organised a panel discussion on 'India a Profitable Sourcing Destination for Handicrafts' on 10th February 2018 at Messe Frankfurt Trade Fair Ground. Mr. Ajay Tamta, Minister of State for Textiles, Govt. of India, was the Chief Guest.

Mr. Ajay Tamta, Minister of State for Textiles, emphasised on the Indian handicrafts sector and how several artisans and crafts persons collectively form its backbone. He referred to the live craft demonstrations showcased at the India Pavilion at Ambiente. Mr. Tamta further emphasised that India's participation in such trade shows would result in enhancing exports as well as earnings of artisans working in the sector.



Mr. Rakesh Kumar, Executive Director, EPCH, addresses the gathering

The Interactive session was held with overseas buyers and exporters. The following issues emerged in course of the discussion:

- Some of the European buyers cited issues about non-availability of long term visa for 5 years or so and therefore, expressed their difficulty for frequent visits related to their business interaction with suppliers in India. Ms. Pratibha Parkar, Consul General of India, Frankfurt, assured to look into the matter. She also informed that there are possibilities of getting long term visa upon completion of some formalities.
- Some of the Russian buyers opined that EPCH should also participate in exhibitions held in Russia for the benefit of the CIS (Commonwealth of Independent States) region.
- Some of the participants were interested to know of how Government can help in getting Trends and



handicrafts sector has difference in uniformity of the pieces due to products being made by hands. The skilling programmes are being organised and EPCH informed about the formation of Handicrafts and Carpet Sector Skill Council (HCSSC) to fill the skill gap. Accordingly, a target to skill 2.1 million artisans has been aimed. The Office of DC(Handicrafts) and Ministry of Textiles both have declared a number of schemes pertaining

Forecasts related to various products for fashion design from India. They were informed that such services are available from EPCH and also, there are a number of institutions working on design services besides designers of NIFT and other institutions available in India. It was also informed that details of workshops organised by EPCH on Trends and Forecasts shall be made available through the EPCH website in due course.

- There were queries about skilled and trained work force in the handicrafts sector so that uniformity of the items can be maintained while going for mass production. It was clarified by the dais that the

to skilling in the sector.

- Issues related to implementation of GST were also discussed. Secretary (Textiles) informed that the Government of India has implemented “One Nation One Tax” and this is the biggest reform in post-independence India and therefore, is going to largely benefit to the sector as well as overseas buyers to avoid any double taxation.
- The DC(Handicrafts) specifically mentioned that handicrafts is one of the important earning sector. He urged exhibitors to come forward with their suggestions on the issues related to Trade Promotion.

This session was attended by over 220 delegates in addition to EPCH’s Committee of Administration Members at the event- Mr. Rajesh Jain, Mr. Neeraj Khanna, Mr. Anoop Shankhdhar, Mr. Arshad Mir, Mr. V S Goel and Mr Atul Saluja.

Mr. O P Prahladka, Chairman, EPCH, spoke about the initiatives being taken by the Council pertaining to product and design development, marketing and promotion as well as technology intervention, so as to increase exports from the country.

Mr. Rakesh Kumar, Executive Director, EPCH, made a special presentation highlighting Indian capabilities in the handicrafts sector for meeting requirements of a competitive world market. He also spoke about promotion and publicity being undertaken towards increasing the flow of buyers into India. He detailed

Export Values of India’s Handicraft Products to Germany
(Value in Rs. Crore)

Artmetalwares	204.92
Woodwares	404.46
Handprinted Textiles	177.53
Embroidered & Crocheted Goods	109.03
Shawls as Artwares	0.34
Zari & Zari Goods	1.34
Immitation Jewellery	38.54
Agarbatties & Attars	7.80
Miscellaneous Handicrafts	249.38
All Handicrafts*	1193.34

*Excluding Hand Knotted Carpets

about the Council's forthcoming exhibitions like IHGF Delhi Fair (Spring & Autumn), Home Expo India and Indian Fashion Jewellery & Accessories Show, and invited buyers to attend the same. This session concluded with a vibrant cultural performance.

India to be partner country for Ambiente 2019

Messe Frankfurt at a festive ceremony on the final day of Ambiente declared India to be the "Partner Country" in Ambiente 2019.



India receives the Partner Country Globe (seen Lto R): Smt. Pratibha Pakar, Consul General of India in Frankfurt and Messe Frankfurt officials- Mr. Detlef Braun and Mr. Wepke Kingma

Mr. Detlef Braun, Member of the Executive Board of Messe Frankfurt said, "After Japan, India is now Ambiente's second Asian partner country, which gives us great pleasure."

Watched by a large number of guests from industry and government, Smt. Pratibha Pakar, Consul-General of the Republic of India in Frankfurt, accepted the partner country globe from the Ambassador of

the Kingdom of the Netherlands, Mr. Wepke Kingma. The partner country globe is always handed over at a ceremony in honour of the current partner country. The country that receives the globe can then present itself at a special show at the next Ambiente.

On this occasion, the Minister of State for Textiles, Govt. of India, Mr. Ajay Tamta, said, "India is happy to be the Partner Country at Ambiente 2019, one of the biggest global consumer goods and trade fairs. It will provide a platform to position India's handmade products' industry as the source for quality and niche design products for the



Members of the high level delegation from India : Mr. Anant Kumar Singh, Secretary Textiles; Mr. Shantmanu, Development Commissioner (Handicrafts); Mr. O P Prahladka, Chairman, EPCH; and Mr. Rakesh Kumar, Executive Director, EPCH, seen with Smt. Pratibha Parkar, Consul General of India in Frankfurt; Mr. Stephan Kurzawski, Sr. President, Messe Frankfurt; and officials from Messe Frankfurt

world. India's participation will add to the vibrancy and diversity of the fair and familiarise global manufacturers, retailers and brands with the robust entrepreneurship in India. India is looking forward to this collaboration that will help to develop long-term sustainable partnerships of Indian industry with the value chain in Germany and other countries."

Mr. O P Prahladka, Chairman, EPCH, said that it is a great opportunity for India to showcase its incomparable diversity, rich culture, tradition of arts and crafts at such a big platform like Ambiente.

Mr. Rakesh Kumar, Executive Director, EPCH said, "through this initiative, crafts of India will be promoted by 137 offices of Messe Frankfurt located all across the globe amongst over 5 lakh buyers who visit the show every year at Frankfurt. This will surely give major boost

and quantum jump in the exports of handicrafts from the Country. For the first time, India will also be projected at the main locations of Messe Frankfurt at Galleria, Theme Trends Pavilions. This will also further add to enhance the reach of Indian crafts to high end markets of the world. ■