

Uniqueness of Indian craft skills and products showcased through India Pavilion at Spring Fair

Spring Fair International; Birmingham, UK; 4th-8th February, 2018

Spring Fair International, Birmingham, held from 4th-8th February, 2018, at Birmingham, UK, previewed new collections from over 2500 UK and international exhibitors. Owing to four core buying zones of Giving, Living, Greetings and Jewellery including 20 sections spread over 20 halls, the fair attracts exhibitors as well as buyers for Kitchen, Dining & Housewares; Christmas Gifts, Floral & Seasonal Decorations; Children's Gifts, Toys & Gadgets; Greetings & Stationery; Art & Framing; Gifts & Home; Contemporary Gift & Home; The Summerhouse products; Outdoor Living & Leisure; Gifts, Home & Volume; Fashion Jewellery & Accessories; Body, Bath & Home Fragrance; and Jewellery and Accessories. Delivering a strong showcase for retailers, with over 58,000 buyers from over 78 countries attending, this year's event also saw a 28% increase in attendance from big budget retailers including Selfridges, Fortnum and Mason, Harrods, John Lewis, Fenwicks, Debenhams, House of Fraser, Amazon, Tesco, Waitrose, M&S and Liberty. Thousands of independent retailers also attended with a view to discovering their next big sellers for Spring and replenishing for Christmas 2019.

EPCH's participation at this prime European fair was highlighted by an exclusive India Pavilion featuring 11 member exporters displaying wooden photo frames and boxes; handmade bags including jute and cotton bags; Pashmina and other shawls, door knobs, handicrafts, brass products, incense & aggarbattis; paper products, etc. and 2 Master crafts persons demonstrating skills in miniature painting and metal engraving. This was inaugurated by Dr. Aman Puri, Consul General from



India's Consulate General to Birmingham. He also interacted

Live craft demonstrations



Dr. Aman Puri, Consul General from India's Consulate General to Birmingham, seen inaugurating the India Pavilion



Dr. Aman Puri seen interacting with participants in the Pavilion

with the exhibitors and Master crafts persons from India. He also appreciated the Council's efforts, products on display and visitor's response at the fair.

Visitors to the India Pavilion showed interest in the diverse range and made enquiries. According to feedback, around 700 buyers visited the pavilion. Business generated by the Indian companies during the show amounted to around US \$ 1015385. The exhibiting member exporters also got good leads for future.

EPCH also set up a promotional booth to disseminate information on its upcoming shows like Home Expo India, Indian Fashion Jewellery & Accessories Show and IHGF Delhi Fair, through leaflets, brochures and other EPCH literature, like product catalogues. ■