

Buyers Comment on Home Expo India 2018

Prime Interest: **All kinds of Home Decor**



Our company - houseyourbrands, Netherlands is into interior decorations and accessories of a couple of home brands from third parties in Europe. Therefore, we source interior products from India. I have been regular here and I attended the EPCH February fair as

well. This fair has been beneficial. It is easier to connect to our China trip after this one. Our main focus is on home accessories, gift items and textiles, maybe wooden or marble mediums. We source 60% of our products from India otherwise we source local in Europe, Portugal, Turkey and little bit from China (10%). I think the Indian market is important for us because they are great in handicrafts. India is well-known as a hand-craft base so I won't interfere too much into production with use of machines because then it would be more like China. **Rogier Uivel, Netherlands**



Prime Interest: **Home Decor**

I am from Remod Enterprises, Nairobi and am basically looking for new products that are not available in the Nairobi market. This is my first time at the fair and this visit has been wholesome and amazing. I observed and learnt a lot about the Indian

manufacturing base. **Maurine Kirigo, Nairobi**



Prime Interest: **All kinds of Home Accents and Home Decor**



Call me an EPCH patron because I've been attending EPCH fairs since their first editions. We are wholesalers, distributors and importers, and have been in trade with India for the last 40 years. Every year EPCH shows have something new to offer. So every year I am here in February, I am here in

October, and sometimes in April. I source niche and different products that are not easily available elsewhere. The uniqueness of Indian products brings me here. 85% of our imports are from India, remaining 15% are sourced from Thailand, Philippines, Indonesia, Ghana, etc. Along with the high demands for Indian products in our market, what matters is how we project these products in our market. We believe in sharing the stories and manufacturing processes behind these products. This ensures a product's competence in the market. According to me, the people who actually make the product are the most important part of the entire process; we are only parts of the value chain. At the end of the day it is the artisans and manufacturers whose jobs need to be recognised. Initiations by EPCH are great because they bring forward those people from regions unknown, for whom exposure is not very common, and EPCH provides them opportunities to come forward, and also helps them in presenting these products to the market. Their job is to take it from there and grow in the market place. Design protection is another aspect that is gaining momentum with the rising competition. Manufacturers must take care of that so that buyers don't form opinions by seeing similar products with many exhibitors.

Ian Snow, United Kingdom

Prime Interest: **Lighting Products**



I represent a company called Zaffero. We are lighting and furniture specialists and create as well as curate unique interior pieces, so that curious customers can discover the inspiring, exciting and fascinating stories behind them. I am here basically for lighting products. Previously, I used to buy accessories but now I am into the lighting business. Besides India, I import from China but 85% of my products are from India only. The fair is

really good this time because it's not very crowded which gives me more time and space to check everything out at my own pace. **Jason Kenah, Australia**

Prime Interest: **Wooden Furniture**



My first time at an EPCH fair was back in October where I could see and subsequently work with fantastic products by artisans and exporters from India, which is the reason I am back now. I am here for wooden furniture in a traditional Indian design base. About 20% of my total imports

are from India. The rest 80% include goods sourced from China, Malaysia, Indonesia and Vietnam. Indian wooden furniture is perceived to be good back in Lebanon, as it is all handmade. Our market also values Indian home decor and there are importers who are already working with India. **Richard Elias, Lebanon**

Prime Interest: **Home Products**



Though I have just begun looking around, the expo looks good to me. I am interested in interior designing and am here for wooden furniture and decoration articles. Back in Kenya, roughly 45% imports are sourced from India because China has been taking over a major part of the trade.

But I feel that India's work is way more authentic. We are looking forward to see Indian manufacturers rise above their competitors with their authentic products that have purity, design sensibility and good quality. Back home, not just Indians residing in Nairobi but also locals from Kenya are keeping alive a steady demand for Indian products like lighting, décor and even jewellery.

Hope, Kenya

Prime Interest: **Meditation Products**



Our company makes products for meditation say different types of jewellery, meditation cushions, in fact all that can help people inspired with spirituality & meditation in North

America. This is my first time at an EPCH fair but have had been trading a lot from Delhi since a long time. I love being in India, I think it's spectacular, having a business in meditation and mindfulness which is very much included in Hinduism and Buddhism so it is really beautiful to come back to India and experience the

culture of artisans. We work with Bali and India so all my products are imported. I think every time I come back to India, it gets better and I am working with new people who help me navigate our world and it is always changing and growing and I am always humbled when I am learning. It's evolution of trade, economy and every individual. **Ashley Wray, Canada**

Fruitful buyer visits- key indicators of exhibitors doing good business



R K Verma
Director, EPCH

Increasing buyer footfall from our focus regions and newly developed markets has been one of the many significant positives of this 7th edition of Home Expo India. Buyers' interest in our Home segment products is reiterated. The artisan groups and entrepreneurs from the

Northern and the North Eastern regions got very good exposure as the RBSM was very successful.

We're hopeful of seeing all our patrons here again for the 46th IHGF Delhi Fair – Autumn, due from 14th-18th October 2018. Buyers keen to source fashion jewellery & accessories from India must visit IFJAS, due from 16th-18th July 2018.

Prime Interest: **Furniture**



We are from Vn Green regenerative, development, Vietnam. This company specialises in wood furniture and decorative pieces. This is our first time at an EPCH fair and we are here for the opportunity to meet

suppliers. I have met and worked with many suppliers and I deal in furniture like long chairs, arm chairs, etc. I am looking for the opportunity to import and distribute Indian products in Vietnam. I have to start with introducing Indian products in the Vietnamese market. Our customers want high quality products and Indian products are in good demand. Vietnamese customers also want jewellery, natural stones, earring and many luxurious items from India. **Nguyen Duy Tien & associates**

Prime Interest: **Houseware**



This is my second visit to an EPCH fair and India. We have a firm called Cube and are importers of kitchen and dining products. We are also looking for textiles, bamboo, ceramics and other tableware. Last time we came here in October, 2015. We import very less from India

right now as most is from China. However, now we are looking deep into what India is offering. The 1% of Indian products that we import are found to be very reliable. We are pleased in general but the amount of business we do is still relatively small. Indians speak better English and for us that is a major, because healthy communication matters. It gets easier for us to explain what we are after. The handicrafts from here are positively acknowledged in our market. Improvisations are always a must. Increased mechanisation is probably the thing to be looked into and also reduced prices. With China increasing the cost of materials it leaves an opportunity for India to start producing resourceful products and not just handicraft products. We buy from all over the world but with the mentioned China condition, India has to step in and prove that its labour is steadier and it also needs to look into the discipline of its import facilities. Indian exporters must continue to work on the uniqueness of their product.

James Ward & associate, United Kingdom

Prime Interest: **Incense and Home Fragrances**



I run a brand company - Awesome PR events pvt. Ltd. that deals in incense gifts. We retail as well as wholesale incense products in South Africa. This is my first visit here and I am here owing to the great feedback from my associates who visited EPCH's earlier fairs. It is only the second day but I am

very impressed with what India has to offer. I will close my deals today. I have brought a few items to take back home with me. I have been in this business since past 8-9 years and have traded earlier from Zimbabwe and Mauritius. I have been sourcing Indian products. They are perceived very nicely by buyers in South African cities like Dublin. **Dinesh Naidoo, South Africa**

Prime Interest: **Home Decor**



This is my first time here, but my partner has been attending EPCH fairs since the past three years. I have a retail business of furniture and home décor, so I am here to look for interior decoration items. Over the years we found some good interested suppliers.

We have been dealing with them on a continuous basis so overall, it has been beneficial. This time I am here for wooden furniture, interior decoration articles and showpieces. I have actually booked a couple of gift orders already. I have few regular suppliers but they are not here this time. I will see them in October at EPCH's IHGF. Pretty much of the 75-80% of my furniture that I retail, come from India. About the decor articles, this time I am searching for suppliers from India who can directly send it to me, rather than buying them from Australian suppliers who are trading them in bulk. The remaining 15% of my imports are from Singapore and Indonesia. Australians like Indian furniture and wooden artifacts as the wood, its texture, polish and variety is good. Craftsmanship and styling add value.

Shikha Mago, Australia

Prime Interest: **Home Lifestyle**



I am from Sebo & Co. and we are wholesalers in Australia dealing in soft furnishing. I am looking to source additional suppliers for soft furnishing and also to expand our range of hard furnishing. This is not my first time at an EPCH fair. We have benefitted a lot from our trade with India. We

source 80% of our products from India. We are very pleased with the quality of the products, the handicrafts and skills are of very high quality in comparison to China. We also trade with USA, Europe and Indonesia. Initially, India used to produce cheap items but now there is a reputation earned from very high and handmade items. And you can charge high for them. For example, a lot of soft furnishings from India are hand woven and people appreciate this particular quality. They are willing to pay for them. Back in Australia, there is a vast range of soft furnishings that are produced in India but here is such a wide range of styles so there is no overlap. It is easy to find different styles in India. Also, I think one of the important elements in Western business right now has to do with social responsibility. **Robert Fedele, Australia**

Prime Interest: **Home Decor & Flooring**



As importers and distributors, we sell to many stores in Brazil. We also own three stores. Our work includes items of decoration and we are looking for that here along with rugs, carpets and gift ware. I was here in February for the EPCH spring fair and we have benefitted by trading with India. We

only trade 20% of our total imports from India and the rest 80% we get from China, turkey, Portugal, Taiwan and

Bangladesh. Indian products meet the demands of Brazilians. In my field of interest, I think India is spectacular and the produce is going very well in our market. The Indian suppliers we have are quite satisfactory to us. I have seven permanent Indian suppliers since about 8 years. **Darlan Rodrigo Pereira, Brazil**



Prime Interest: **Home Textiles & Houseware**



Our company - MT Beaute Group was founded in 1997 in which first we had some external companies like French brands, American brands which we would then resale and wholesale but since 2005 we have our own brand named "360 degrees". We design everything in Lebanon but our factory

is set up in China for manufacturing. We have been trading garments. This is our first time at an EPCH show. We were informed about this through news and magazines. We want to expand our brand because we are officially launching '360 Degrees'. We were told that the Indian linen, cushions, quilt and basically all the products from bedroom to kitchen which are all of very good quality would be showcased here. Based on this expo experience, we are interested in bringing Indian products to our use. We have Indian wood market back in Lebanon. We choose Indian products because the quality of the products is good. As Lebanon is a small country, our main sector is tourism and we don't have a lot of industries which is why 70% of our products are imported. Earlier, we have traded with China, Bangladesh, USA and Europe but we have stopped trading with the latter two because of the trade competition. **Graciana Khoury, Lebanon**

Prime Interest: **Handicrafts**



We deal with handicrafts, garments and clothing. This is the first time I am attending an EPCH fair. Per month, we trade products worth 5-6 lakhs from India. According to me, all of India's hand-made products are good and no improvisations are needed but the only improvement I would suggest is

to discipline the timings of the export. **Tong Shennie, China**

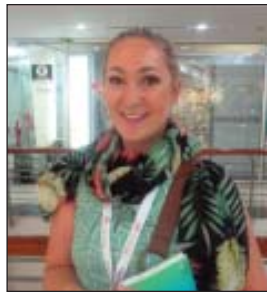
Prime Interest: **Handicrafts & Artistic Items**



My company-Urnina is into art, handicrafts and artistic items. I have been doing this business since past 20 years. I have attended all the big EPCH fairs that they do in October and February. We get things from different parts of the world and not just India but India adds a value to

our business because Indian handicraft is special and there is a lot of creativity. Apart from handicraft products, India is doing very well in garments all over the world. People like the styles of Indian clothes and especially silk garments. **Aouni Abdul Rahim, Lebanon**

Prime Interest: **Furniture & Flooring**



We are based in South Africa and we have a retail and wholesale business - Uvinza Pty Ltd. that specialises in a variety of handcrafted furniture and carpets many from India and Indonesia. My husband came to the EPCH February fair but

this is my first time. We source probably about 70% of Indian products and the rest from Indonesia. India has got a big market in South Africa. Your goods are amazing and the type of quality, products and design is just wonderful! **Erika Charlotte Bettison, South Africa**



Prime Interest: **Hard Goods**



This is my 5th visit to Home Expo India and it has proved quiet successful. I represent my company- Newtimes and am basically looking for hard goods. I am already working with 4-5 exporters. Newtimes Group specialises in the sourcing, product development and supply chain management of apparel and home products for export to USA, Europe and Japan. It operates a network of over 40 sourcing offices and quality assurance hubs in Asia, Indian subcontinent and the Middle East. Our role is focused on organising the complete product development and export process for our customers, shortening their buying cycle and to effect savings for them.

Vikram Dhillon, Gurgaon, India

Prime Interest: **Furniture and Handicrafts**



This is not my first time here. We are a buying houses in India and we assist companies to source products from South Asia. We are basically into sourcing. We select vendors on behalf of our buyers. We look after the

production and logistic part. At Home Expo, we are looking for handicraft products in wood and glass. So far, I have found a few good exporters here with whom I might work. We are also looking for outdoor furniture, garden furniture and everything related to furniture. We have excellent artisans in Jodhpur and Moradabad. We hope they allign their work with modern technology so that they can offer even more variety.

Suhail Mallick, Protech India Limited, India

Prime Interest: **Home Lifestyle**



I have an architecture cum interior design and curation company. We make our furniture and source as well. Thus, we curate various products from different sources. It is my third time at an EPCH fair and every time

I come here, I get to see new possibilities and new suppliers. We started with just a design firm and my visits here have opened up doors beyond just architectural design. We are able to create products, customise them and have them sourced to our customers. We are looking to source for Europe, Australia and USA. It'd be nice to see more variety in the handcrafted material and how this craft can evolve in a way that hones the art. I just saw a work which was beautifully carved from a piece of mango wood but this wood lasts for 3 years. So we have to think that what kind of products we can create that last for future and are durable. The market should include the future where we can have products that might become antiques for tomorrow.

Eena Basur, The Earth Home, India

Prime Interest: **Home Decor & Furnishing**



We are working in retail and wholesale of home textiles and some design themes. We are looking for candles, candle holders, vases, pillow cases, carpets, etc. This is my first time at an EPCH fair and my experience has been excellent. I found a few

companies and have taken their samples. Once I go back, I'll probably make an order. I also source from China and Turkey but now I am very interested in working with India.

Zarina Zaripova & associate, Russia

Prime Interest: **Horn & Bone Products**



I am a supplier for horn & bone products in my market. I am from Au Agbason Nigerian Limited, Nigeria. This is my first sourcing visit to the fair and I came here to see how manufacturers here are they working with cattle

horns. I am more than impressed and thats why I stayed till the third day.

Agba Celestine, Nigeria

Prime Interest: **Home Textiles**



I am the owner of my company which deals in Indian home textiles, fabrics and other accessories. I have visited EPCH shows in February and October. I have permanent suppliers from India. Indian products are

popular in Russia and majority of my imports are sourced from India (80%) and the rest 20% is sourced from China, Turkey and sometimes even Europe. Indian fashion, jewellery, cosmetics, natural herbal products (say, Himalayan) and garments are really popular in Russian markets. I think one of the main problems in India due to geographical limitations is that even the biggest suppliers take 8-12 weeks for delivery which is around 5 months or more and during that long period Turkish and Chinese suppliers export their products twice. We can improve with logistics.

Vishal Johri, Russia



Prime Interest: **Furnishing & Flooring**



I am the managing director of my company - STD Impex, which is a trading company. We have retail stores in Mauritius and Madagascar. This is my third visit to this fair and I have gained a lot in my visits to EPCH shows. We are basically looking

for floor coverings and home furnishing. We source around 60% of our products from India and the rest we source from China, Thailand and Turkey. Personally, I really like Indian products but sometimes the perception is that Indian products are not up to the mark, especially among traders who are not dealing with this market directly. Personally, I am very happy working with Indian manufacturers. I have no permanent suppliers here but I have found some good ones this time.

Rohil Suryakant Makhecha, Mauritius

Prime Interest: **Indian traditional decorations**



I am from Ingeniero Comercial, Chile. My company deals with various home products like electronics, garments, furniture, etc. This is my first visit to this fair. I am mainly looking for Indian traditional home

decorations. We have found some companies and we are going to compare the prices, negotiate with them and place orders. We see a lot of Indian cars, tea and incense in Chile. India makes excellent products. Some are expensive but good!

Sunil Nandwani, Chile