

EPCH to foray into the Hospitality Sector

Handicrafts Sector poised for One-to-One Business Opportunity with a Multi-dimensional Hotel & Hospitality Industry



Pic source : The Taj Group of Hotels

Let's cater to the vast and growing hospitality trade



Mr. O P Prahladka
Chairman, EPCH

For the handicrafts trade, IHE presents a unique opportunity to specifically cater to the vast and growing hospitality trade, which by far would be the largest organised volume consumer group for our sector. Through this platform EPCH members can directly expose the hospitality sector

to the multitude of items and the immense product range that shape and transform any and every hospitality business.

Experience the Hospitality Trade

The Big Marketplace for Home & Lifestyle products

The Indian hospitality industry with its ever increasing number of avenues like hotels, resorts, spa & wellness centres, etc., that are spurred by the rising influx of tourists (both inbound and domestic) has emerged as one of the world's most dynamic growth propellers. According to the World Tourism Organisation, 15.3 million foreign tourist arrivals are expected in India by 2025. Add to that India's growing per capita income, a rising middle class, changing demographic profile, urbanization, and attitudinal shifts in the consumer spending pattern, the lifestyle of Indians is also transforming year after year. The luxury travel market in India registered a growth rate of 12.8 per cent in 2015, the highest in comparison with any other BRIC country. The sector is clocking CAGR of 14%. This will create a huge demand for the hospitality sector. The foreign investors are tapping this opportunity in a big way. According to India's DIPP (Department of Industrial Policy & Promotion), the amount of FDI inflow in the industry during the last couple of years was more than US\$ 6 Billion. Accounting for 6.8% of the country's Gross Domestic Product (GDP), tourism is the largest foreign exchange earner, making India, the most attractive destination for global hospitality industry players. In fact, international hotel chains are increasing their presence in the country, as it will account for around 47 per cent share in the Tourism & Hospitality sector of India by 2020 & 50 per cent by 2022, increasing from 44 per cent in 2016.

Its time to get customer centric



Mr. Rakesh Kumar
Executive Director,
EPCH and Chairman,
India Exposition Mart
Ltd.

Given today's business social environment, after the introduction of product specific shows, it is also time to get buyer/consumer-group centric. To attract the attention of your high potential customers is a constant challenge, needing innovative ways to get one-to-one with your customer, as your customers need compelling business reasons to be at an industry forum/platform.

Conversely, it is great to get access to an event where your potential customers are congregating. The soon to be held IHE 2018 works for you both ways.





Pic source :The Taj Group of Hotels



For infrastructure to cope up with the increasing demand, more than half of the Ministry of Tourism's Plan budget is channelised for funding the development of destinations, circuits, mega projects as well as rural tourism infrastructure projects.

Conceptualised and organised by the India Exposition Mart Limited (IEM), the India International Hospitality Show (IHE) brings this fast growing sector to an exciting and exclusive business platform where all stake holders will seek out relevant vendors and suppliers for satiating needs of the new inventory being added and to upscale and replenish the existing facilities.

From 8 to 11 August 2018, the show is aptly timed right at the start of the third quarter of the year-the peak sourcing time for the sector's buyers.

IHE 2018 is being built on a grand vision - to become the **Biggest Hospitality Show in India** and gradually a name to be reckoned with, as the most comprehensive sourcing hub for the hospitality, retail, baking, housekeeping and F&B industry in India. EPCH has drawn an MoU with IEM for highlighting participation of the handicraft sector's home & lifestyle segment.

NSIC confirms financial support for MSME participants

For MSME participation in IHE 2018, the National Small Industries Corporation Ltd. (NSIC) has confirmed to extend eligibility based financial assistance, extendable beyond 75% upto even 95%, as per guidelines, to those manufacturing units who supply to the Hospitality Industry (under Marketing Assistance Scheme (MAS) and Special MAS.) This is a big boost to the start-ups and existing players from MSME sector.



We will be bringing the entire world of hospitality, retail and F&B



Mr. Sunil Sethi
Chairman, Steering
Committee IHE 2018
and Director, India
Exposition Mart Ltd.

We will be bringing the entire world of hospitality, retail and F&B industry under one roof with state-of-art facilities that India Expo Centre & Mart has to offer. Strategically planned at the peak of the sourcing time for the buyers, i.e. third quarter of the year, we will ensure that all our stakeholders get maximum visibility, a robust network and a safe, business-friendly environment that fosters business

growth. Our team is working very hard to maximise your returns as partners with us. With IHE 2018, let's take your exhibition experience to a bigger, better, and a world-class venue.



Spearheaded by Mr. Rakesh Kumar, Chairman, IEML and Executive Director, EPCH, IHE has on board, industry stalwarts with 40+ years of experience in the hospitality industry. They have been founders of various hospitality bodies and key players in hotel shows across the world.

IHE will take place at the plush India Expo Centre, amidst trends, creativity and new experiences, aimed at fulfilling expectations of an ever evolving and burgeoning hospitality sector. The show is dedicated to all segments that cater to, or support the hotel & related services industry. It draws support from various industry bodies and trade publications.

THE LOOKBOOK

EXHIBITOR SEGMENTS

Hospitality & Décor

Furnishings, Linen

Home Textiles, Fabrics & Apparel

Furniture & Interiors

Carts / Trolleys

Carpets, Rugs & Durries

Bathroom Accessories

Lamps & Lighting

Spa Products & Accessories

Home Accessories & Decoratives

Wall Decor-Mirrors, Murals, Tapestry, etc.

F & B Equipment

Bakery & Confectionery making Accessories

Food Preparation Equipment & Supplies

Stewarding & Tableware Products

Glassware Products

Bar Equipment & Supplies

Storage Units

Kitchen Support Equipment (EPNS, Cutlery, etc.)

THINGS & STUFF

Favours & Promotions

Wellness Products - Candles, Incense & Potpourri

Handmade Paper & Customised Paper Products

Customised Stationery

Other Broad Exhibitor Categories

Food Products / Beverages / Ingredients /

Additives; Standalone Hotels; Hotel Chains;

Hospitality Colleges; State Tourism Boards;

Ministry of Culture, Government of India

My dream of having a hospitality show of International stature in India coming to life



Mr. Hari Dadoo
M/s. Dadoo Exports
(India)

Its been 35 years since I've been associated with serving the hospitality industry with my handmade ceramic and bone china tableware. Having exported and showcased these across exhibitions worldwide, I always wondered about the time when India would have its own show of an international stature. Time went by, we started exhibiting in the usual shows here in India as well but that 'International' feel was missing. After almost 5 years of thinking, I finally decided to take the plunge and discussed the idea with Rakesh Ji at India Expo Centre. Considering the well appointed world class venue there seems to be nothing to hold us back now! With promoters like IEML and support from all industry bodies, I am sure that IHE will be a show the hospitality world will look up to. Our vision of planning and setting up IHE was very clear - to create a show that the hospitality industry in India has been waiting for.


Amongst firsts, The National Small Industries Corporation Ltd (NSIC) would be extending financial assistance of upto 95% to MSMEs, towards participation at IHE.


Diverse segments will be amalgamating at this show that will also be characterised by interesting features as conferences, seminars, corporate match-making as well as culinary shows and ramp sequences.


The IHE 18 Conclave will be a 2 day conference managed by BW Hotelier and High-Aim that will cover relevant topics from the Hospitality and F&B industry. Dedicated country pavilions would also feature in the show.




Dedicated F&B Services for visitors and exhibitors

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Food Trolleys serving food and beverages to exhibitors during the duration
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Dedicated Lounges created for visitors and exhibitors with VIP Access
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Access to restaurants and bars for all visitors and exhibitors
- 

Food Trucks serving multicuisine delicacies

Celebrity Chefs define Special Evenings

IHE would have a networking cocktail dinner with Celebrity Chef Manjit Gill curating 'The Banaras Evening'. He is a highly acclaimed chef with over four decades of excellence in the culinary profession. Chef Gill has been honoured innumerable times for his formidable work with restaurant brand creation including a Lifetime Achievement Award from India's Ministry of Tourism in January 2006. The much awaited gastronomic adventure at IHE would be conjured at the Culinary Theatre curated by Celebrity Chef Davinder Kumar as his team of celebrity chefs from across the country present mouth-watering delicacies. A connoisseur in the art of cooking, Chef Davinder Kumar has played a key role in bringing the chef's profession and the artists behind it recognition and rewards. A National Tourism award winner himself, he is the master brain behind the most popular Annual Chef Awards.



All inclusive Visitor Profile brings in multiple segments

With 400+ from varied segments catering the hospitality industry, IHE is expected to be visited by 10,000+ visitors. The Hospitality Service and Housekeeping trade would be well represented by hospitality consultants, interior designers, culinary/kitchen consultants, merchandisers, hoteliers, restaurateurs, representatives/procurers from airlines / cruise lines / rail services, resorts, clubs, service apartments, spa & wellness as well as institutions like boarding schools, hospitals, etc. Adding to these hard and soft goods there would be numerous suppliers and visitors for foodservice.

Customers you should be expecting:

Hotels / Resorts Management
Hotel Chain Owners
Restaurants / Bars / Clubs / Caf e
Management Distributors /
Wholesalers - Hospitality
Equipment & Supplies Airlines / Cruise Lines / Rail
Services Procurers Bakeries / Confectioneries
Convenience
Stores / Grocery
Stores Country
Clubs Management
Department
Stores/ Retailers
F&B Logistics
Fast-Food
Restaurants'
Management
Foodservice -
Government,
Hospitals, Institutes.



Exclusive Narratives breathe life into Mockup Rooms & Restaurants

The show is also an occasion where exhibitors can present their compositions for a plethora of living spaces for home, hospitality avenues and even public spaces. Visitors can directly explore the styles that come alive through these presentations. Beautifully nestled amidst exhibition areas at the show, these symbolic spaces are designed to offer shop windows for exhibitors and insights & inspirations to visitors.

IHE will witness design experts like Bobby Mukherjee and Sarabjit Singh coming together to create exclusive mock-up rooms for hotels. In their vision to create a hotel show which is one of its kind in the country, the organisers of IHE are striving not just to bring the right manufacturers or suppliers on board but also the best names in design to create an experience that is of value to the hoteliers.





Hospitality Attires & Accessories The IHE Lifestyle Show



Curated by Mr. Sunil Sethi, President of the Fashion Design Council of India (FDCI), Chairman - Steering Committee, IHE 2018 as well as Director, India Exposition Mart Limited, The IHE Lifestyle Show will be a 2 day fashion show exhibiting the latest fashion trends in the hospitality industry from the workshops of well established as well as upcoming designers. This will comprise ramp sequences aimed at the vision of bringing Indian designers on board for hospitality attires & accessories.

Besides all these, there would be dedicated F&B Services for visitors & exhibitors with food trolleys serving food and beverages to exhibitors during the duration; dedicated lounges created for visitors and exhibitors with VIP access; access to restaurants and bars for all visitors and exhibitors; and food trucks serving multi-cuisine delicacies.

IHE saw a dynamic, high-powered and industry studded curtain raiser on 26th May 2018. 200+ top management personnel, key stakeholders, associations of both buyers and exhibitors as well as celebrity chefs came together highlighting the potential grandeur of this novel show.

