

# EPCH takes India's 'Magic of Gifted Hands' to Yiwu China, showcases products and live craft demonstrations

7<sup>th</sup> YIWU Imported Commodities Fair 2017; 6<sup>th</sup> -9<sup>th</sup> May 2018; YIWU, China



*HE, Consul General, CGI Shanghai, Mr. Anil Kumar Rai seen inaugurating the India Pavilion in the presence of Mr. Prashant Tripathi, Consul, CGI Shanghai; Mr. Pradeep Shetty, eminent Indian businessman in China; and participating member exporters*



shawls, Christmas decorations, home furnishing, cushions, bags and incense products. Three Master crafts persons namely, K. Siva Prasad Reddy from Andhra Pradesh; Aizaz Hussain from Jammu & Kashmir and Sulaiman from Saharanpur, U.P., gave live demonstration on Kalamkari Painting, Shawl embroidery and wood carving crafts, respectively.

The YIWU Imported Commodities Fair is an annual small commodities exclusive event conducted by China Council for the Promotion of International Trade (CCPIT).

The show witnessed buyers primarily interested in retail

EPCH set up an exclusive India Pavilion with 48 member exporters and 3 Master crafts persons at the 7th China Yiwu Imported Commodities Fair, held from 6-9 May, 2018, in YIWU International Expo Centre. This pavilion was inaugurated by HE, Consul General, CGI Shanghai, Mr. Anil Kumar Rai, in the presence of Mr. Prashant Tripathi, Consul, CGI Shanghai; Mr. Pradeep Shetty, eminent Indian businessman in China; and participating member exporters. The CGI Shanghai also met the participants at the pavilion and appreciated their products. He was of the opinion that Indian exporters can gain from opportunities in China by understanding the market/buyer preference for home décor, gifts and accessories products. He also suggested that the Indian exporters must also understand and adopt copyright guidelines/rules in their business negotiations.

On display at the India Pavilion were, fashion jewellery & accessories, home decor and accessories, decoratives, glassware, tableware, jewellery boxes, scarves, stoles &

buying. However, Chinese volume buyers also visited the India Pavilion. The best display awards were also distributed by the organisers and EPCH received four awards i.e. EPCH as best organiser, M/s R.K. International, Hathras and M/s Animedia Works, Jaipur, as best exhibitors and special awards for the Master crafts persons, namely Mr. Sulaiman from Saharanpur, Mr. Ezaz Ahmed Joo from J&K and Mr. Siva Prasad Reddy from Andhra Pradesh.

The objective of this participation was to develop awareness about the vast range, variety, attractive designs, high quality and competitive prices of Indian handcrafted products. This thematic showcase provided an opportunity to have high market linkages across the world. This fair is said to be widely popular not only in China but has a significant participation from the world. It prioritises consumer goods for which YIWU is known worldwide and attaches huge importance to its specialised intl. market and informational levels for bringing forth new ideas. ■