

EPCH reaches out to Asian buyers through sectoral shows in Japan

Giftex World, Tokyo, Japan; 4th-6th July 2018
IHF & IGF, Osaka, Japan; 18th-20th July, 2018



Giftex World, Tokyo

EPCH participated in the 13th edition of the three-day Giftex World 2018, held at Tokyo Big Sight, Japan, from 4th to 6th July 2018. This annual business event is organised by Reed Exhibitions Japan Ltd. and is considered to be Japan's leading trade fair for all kinds of gift items. It features 8 specialised shows for general gift items, cutting edge design products, tableware, kitchenware, fashion accessories, health and beauty products and baby and kids items.

EPCH participated with a delegation of 11 member exporters displaying a wide range of gifts, decoratives, floor coverings, jute bags, shopping bags, ladies garments and incense products.

The India Pavilion set up by EPCH was inaugurated by Dr. Satya Pal Kumar, First Secretary (Trade), Embassy of India, Tokyo. He also interacted with the exhibitors, offered guidance on bettering market presence.

EPCH also set up a publicity booth with an objective to disseminate information about its forthcoming shows with special focus on IHGF Delhi Fair-Autumn 2018. As per feedback from participants, the total

on-the-spot business generated stands at Yen 2,00,000,00. Several enquiries were received and interest to visit EPCH shows in India were evident among many visitors.

Japan is the second largest market in the world, after USA but slightly ahead of Germany for consumer and capital goods. Japan imported goods & services worth US\$ 700 billion and is presently India biggest trading partner in the Asian region. The Japanese have many gift giving traditions and exchange many high value gifts during the year.

The Japanese lucrative gift market is estimated to be worth US\$ 150 billion. Japan represents tremendous business opportunities for Indian handicraft exporters in

the growing Asian market. Over the years it has been observed that a sizable number of buyers from Japan have been visiting fairs organised by EPCH in Delhi and there is an increased sense of optimism amongst both the Indian exporters and Japanese buyers to do business.



IHF & IGF

EPCH participated at the India Home Furnishing Fair(IHF), held concurrently with India Garment Fair(IGF) from 18-20 July 2018 at Osaka, Japan. These shows were organised by India Trade Promotion Organization (ITPO) at a

prominent exhibition venue - Mydome, Osaka, with the support of Embassy of India, Tokyo and Consulate General of India, Osaka. The twin events have been successfully and continuously organised for more than two decades and have proved to be catalysts in promoting India's stake in the "quality conscious" Japanese market. The event is organised as an exclusive show for Indian exporters catering to both garments and home furnishing sector and it draws a cross section of trade visitors.

EPCH participated in the event under the support of O/o Development Commissioner Handicrafts for the live demonstration of regional crafts by 3 Master crafts persons. Shri Sukhlal from Haryana; Dr. PG Keshavulu from Hyderabad; and Shri Sarat Kumar from Puri gave live demonstrations of pottery, gold leaf painting and palm leaf painting, respectively. This was appreciated by the visitors.

The fair was inaugurated by Mr. Sujan R. Chinoy, Ambassador of India to Japan; HE Consul General of India in Osaka , Mr. T Armstrong Changsan, in presence of



Glimpse of the grand inauguration by Mr.Sujan R.Chinoy, Ambassador of India to Japan; and HE Consul General of India in Osaka, Mr.T Armstrong Changsan, in presence of Dr.Vaibhav A.Tandale, Consul, CGI Osaka and other dignitaries from JETRO, Osaka Chamber of Commerce and Industries, Japan Interior Fabric Association, etc.



Dr. Vaibhav A. Tandale, Consul, CGI Osaka and other dignitaries from reputed organisation like JETRO, Osaka Chamber of Commerce and Industries, Japan Interior Fabric Association, etc. The dignitaries also interacted with the exhibitors.

EPCH also set up a publicity booth for the promotion of its forthcoming IHGF Delhi Fair - Autumn 2018. The publicity was done through distribution of promotional material among the visitors. The

twin events witnessed more than 2500 business visitors and around 70 leading exhibitors showcased their products. From the feedback received from the exhibitors, it is estimated that a high cumulative business has accrued in course of both the fairs. ■



IHGF Delhi Fair-Autumn 2018 promotions at regional trade platform in USA

Atlanta International Gift & Home Furnishing Market, Atlanta , USA
11th-15th July 2018



Glimpses of the Council's booth at the show

EPCH set up publicity booth with thematic display of handicraft products, at the Atlanta International Gift & Home Furnishing Market, Atlanta, from 11th-15th July 2018, at Americas Mart Atlanta, USA, that features around 1400 permanent showrooms and 4000 temporary booths, spread out into three buildings. The complex ranks first as the world's largest trade mart/trade show facility with more than seven million square feet of enclosed space. AmericasMart is known for its wide array of exhibitors offering countless products. The combination of permanent showrooms and temporary booths creates a one-of-a-kind experience for buyers. The Atlanta International Gift & Home Furnishings Market brings

together great business opportunity for the exhibitors as well as the buyers with a series of supportive events.



Representatives at the Council's publicity booth distributed leaflets and the brochures of IHGF Delhi Fair, explaining the composition of product range at the fair, opportunity to interact and source directly from manufacturers, about product variety, quality, etc. The fair was also promoted through one-to-one meetings with

owners of permanent showrooms at the market, inviting them to the upcoming 46th edition of the fair. It was observed that visitors to this show were already familiar with IHGF Delhi Fair and some of them had



information about the fair through e-mailers sent by EPCH as well as advertisements in US magazines. ■

EPCH marks maiden participation at leading Australian show for furniture and home decor

Decor+Design, Melbourne, Australia; 19th-22nd July, 2018



Mr. Rakesh Malhotra, acting Consul General of India, inaugurates the India Pavilion at Decor+Design, Melbourne and meets the participants

The Decor + Design Mel 2018, known to be Australia's leading interior event show since the past 15 years, concluded its recent edition at Melbourne Exhibition Centre, Australia. The show gives interior designers, decorators, architects, furniture and furnishing buying groups as well as



retailers, the opportunity to see and buy hundreds of the new products, learn the latest industry trends and network with peers both at the trade fair and in a full program of concurrent functions. It brought together a total of 335 exhibitors and 12000 visitors from Australia, New Zealand, China and Vietnam.

EPCH set up the India Pavilion for the first time at this show with 10 member exporters who showcased a wide range in furniture, home décor, textiles, wooden handicrafts

and wall accessories. Ms. Domeins, Project Manager of Informa Australia-organisers of the show, welcomed the Indian exhibitors for the first time this year and said that there is a good market for Indian handcrafted items in the Australian market.

The EPCH India Pavilion was inaugurated by Mr. Rakesh Malhotra, the acting Consul General of India (Melbourne). Applauding the efforts done by Indian exporters in exploring emerging markets, Mr. Malhotra said, "there is a huge potential in the Australian market and I feel Indian exhibitors can further explore the market to create their strong presence. The quality of our goods is much better and durable which is value for money for the buyers."



At the EPCH publicity booth, the queries of new & old buyers were answered and they were invited to plan their sourcing visit to IHGF Delhi Fair -Autumn 2018

EPCH also set up a promotional booth to publicise its upcoming IHGF Delhi Fair- Autumn 2018. Promotional pens, dairies and bags were distributed besides informative leaflets on the fair.

As per feedback from participants here was a regular flow of buyers /visitors in the show and also at India Pavilion. Participants booked spot orders worth USD 45,000. 177 business enquiries were received by the participants and expected business stands at USD 18, 17,000. ■