

EPCH sets up Publicity booth at HGH India 2018

HGH India; 3rd - 5th July 2018; Mumbai

HGH India, an annual trade show in India, for home textiles, home décor, gifts & houseware, in its 7th edition, was held at Bombay Exhibition Centre, Mumbai. It was inaugurated by Dr. Kavita Gupta, IAS Textile Commissioner, Govt of India. Organised by Texzone Information Services Pvt. Ltd., HGH India brought together Indian and international brands, manufacturers and importers in home category ranging from economy to premium and luxury segments, including hand crafted products, on a common platform. HGH India presented pavilions with group participation from renowned associations such as AIWA

Visitors to HGH India, held in Mumbai from 3-5 July 2018, learnt more about IHGF Delhi Fair through a publicity booth set up by EPCH at the 3 day fair, held at Bombay Exhibition Centre, Goregaon (East), Mumbai. Total number of enquires at the EPCH booth amounted to around 100 from retailers who showed their interest towards participation in Delhi Fair for their sourcing requirements. Leaflets of IHGF Delhi Fair-Autumn 2018 alongwith promotional cotton bags were distributed to all attendees at the event.



Glimpses of the EPCH booths at HGH India. Mr. R.K. Verma, Director, EPCH, seen interacting with a visitor and the Council's participants at the show

(All India Wallpaper Coverings Association), EVSID (Turkish Houseware Manufacturers and Exporters Association), Golden Seal, HCCM (Handicraft Mega Cluster Mission) and HKTDC (Hong Kong Trade Development Council). This show is said to be specially designed to connect the Indian market for home products and gifts. It is strictly open only to trade visitors. High quality trade visitors at HGH India comprise all categories of retailers spread across rural and urban India. They include department stores, hyper markets, specialty stores, high-end luxury stores and boutiques, traditional store owners, and online and electronic medium retailers. Institutional buyers, corporate gift buyers, interior designers, prospective agents and franchisees too come in large numbers. Besides, leading Indian importers, distributors, buying agents and brand representatives attend HGH India to explore new business opportunities

and partnerships. According to the organisers, this edition of HGH India attracted 34960 high potential retailers & trade buyers from 480 cities and towns across India, indicating a 14% increase over last year. Over 600 manufacturers and brands from 30 countries showcased their products, making it the largest trade show for home category in the Indian market.

EPCH's Participation

EPCH participated in this show with 9 member exporters and also set up an information booth at the show. The Council's participants have reported of good visitor footfall at their stalls. Many retailers also visited the EPCH booth and enquired about the upcoming IHGF Delhi Fair-Autumn 2018. They have expressed their interest in visiting the show for their sourcing requirements. ■

Design & Training Programs in Jodhpur

10 days workshop initiated in June-July sees successful completion of 2 programs

EPCH organised two design Training Programs in association with Universal Just and Action Society (UJAS) at Common Facility Centre, Jodhpur. The participants of the design program were artisans practicing the art and craft of wooden handcrafted products. The first program was inaugurated on 23rd June 2018 in presence of Dr. Vijaya Deshmukh, Director, NIFT Jodhpur; Mr. Kiran VN, A.D, DC (Handicrafts) Jodhpur; Mr. KR Mehra, AD, DIC, Jodhpur; and Mr. Ravi Veer Choudhary, HPO, DC (Handicrafts) Jodhpur.



The 2nd program was inaugurated on 6th July 2018 in the presence of Mr. Ashok Choudhary, Executive Director, Footwear Design & Development Institute (FDDI) Jodhpur; Mr. KR Mehra, Asstt. Director, DIC Jodhpur; and HPOs from O/o DC (Handicrafts), Jodhpur- Mr. Ravi Veer Choudhary and Mr. Ishwar Chand. The objective of the program was to familiarise wooden handicraft persons about concept of design in product development to meet the current market demands.



Workshop Photos (Mood Board Development) in progress

This 10 days program emphasised on :

- Principle of Arts & Design
- Importance of Design
- Colour Principle
- Design & Product Development Principle
- Concept of Line Planning
- Market Segmentation
- Product Range & Development
- Visual & Mood Board Development
- Design Methodology
- Texture Development
- Design
- Export Costing & Principle
- Quality Assurance
- Product Standardisation & Classification
- Visual Merchandising
- Branding



Workshop Photos (Sketching & Concept Generation)

