

# India International Mega Trade Fair

EPCH participates with artisans & entrepreneurs at the B2B cum B2C show hosted and co-organised by IEML

Greater Noida; 17<sup>th</sup>-27<sup>th</sup> August 2018

India International Mega Trade Fair (IIMTF), organised from 17-27 August 2018 by GS Marketing Associates and IEML, at the plush India Expo Centre, Greater Noida, offered 11 days of mega shopping extravaganza to denizens of New Delhi NCR. The show was co-organised by the Bengal Chamber of Commerce and supported by organisations like, Export Promotion Council for Handicrafts (EPCH); National Small Industries Corporation (NSIC); Ministry of Micro, Small and Medium Enterprises (MSME), Govt. of India, etc.

On display were a wide range of product lines like technology & lifestyle, electricals, electronics, food products, jute, clothes, kitchenware, home furnishing, etc. from over 300 Indian and overseas manufacturers including those from Bangladesh, Pakistan, Afghanistan, Turkey and Thailand.

Initiated years ago in Kolkata, IIMTF, through the years, is said to have attracted enormous footfalls, business deals and growth in the value of matured business for its participants, true to the motto of GS Marketing: "Our Business is to Grow Your Business". With a speciality of dedicated pavilions for different industries it has featured companies from NSIC, MSME, SMEs, KVIC, handicrafts, handlooms, artificial jewellery, ayurveda, many State Government Departments / Ministries, PSUs, food processing, textiles, clothing, machinery, tourism, etc.; and traders and companies besides other segments like real estate, building materials, home appliances,



electronics, electrical equipment, furniture, interiors, lifestyle, etc. The objective was to generate more business opportunities for SMEs, artisans & entrepreneurs. This was the second time that this show was organised in North India. It featured a wide range of products to choose from and was open to public. Discounts, deals and the Lucky Draw attracted many customers.

## EPCH's Participation with artisans, SMEs and entrepreneurs from craft clusters

Endeavouring to bring in representation of distinct regional crafts from across India, EPCH set up a display area with more than 150 plus product varieties from all craft clusters. A total of 50 artisans and 6 member exporters participated. They had displayed woodcrafts, art metalware, applique, hand embroidery, patchwork, hand block printing, bone & horn as well as leather crafts.

There was a participation of 7 artisans from Lucknow and Bhuj, through the Handicrafts Mega Cluster Mission (HMCM). They displayed a wide range in hand embroidery textile products, Chikankari, etc.

The participation of EPCH in IIMTF concluded on a successful note having provided business opportunities to the participants and a good variety of products for the visiting buyers. ■

# Bengal means Business - State MSME Conclave 2018

## Crafts of West Bengal highlighted through exclusive EPCH Pavilion

Kolkata; 20<sup>th</sup>-21<sup>st</sup> August 2018

*The Department of MSME, Government of West Bengal organised "State MSME Conclave 2018" from 20th - 21st August, 2018, at Biswa Bangla Convention Centre, Kolkata with the theme "Taking Bengal MSMEs to the Next Level". Hon'ble Chief Minister of West Bengal, Smt. Mamata Banerjee inaugurated the Conclave in the presence of Mr. Amit Mitra, Hon'ble Minister for MSME, Government of West Bengal; Mr. Malay Kr. De, Chief Secretary, Govt. of West Bengal; and Mr. Alapan Bandyopadhyay, Addl. Chief Secretary for MSME & Textile, Govt. of West Bengal.*



Smt. Mamata Banerjee, Hon'ble Chief Minister of West Bengal, inaugurated the Conclave and addressed the delegates - a gathering of industry captains, foreign buyers, professionals and entrepreneurs, on the importance of MSME sector for the economic growth of West Bengal. On the occasion, Smt. Mamata Banerjee also launched the 'Centre of Excellence for Handicrafts' at Manjusha (a Government of West Bengal enterprise) and informed that the government is working on a fresh policy to handhold the sector by providing greater financial assistance to the MSMEs. This was followed by the keynote address by Mr. Amit Mitra, Hon'ble Minister for MSME, West Bengal. He urged MSMEs to focus on promoting exports and recommended State government officials to work with the micro, small and medium-level entrepreneurs in order to promote exports and help them gain access to international markets. The Conclave addressed various key issues that are creating hurdles in the growth path of small and medium industries.

### Export Theme Pavilion

EPCH set up a specially designed Export Pavilion showcasing handicrafts from West Bengal with an aim to promote export of the region's handmade crafts and help exporters, entrepreneurs and artisans gain an international market access. The Handicraft Zone was inaugurated by Hon'ble Minister for MSME, West Bengal, Mr. Amit Mitra. This provided an opportunity to the participating craftsmen /artisans, entrepreneurs and exporters to interact



*Mr. Amit Mitra, Hon'ble Minister for MSME, Government of West Bengal; Mr. Malay Kr. De, Chief Secretary, Govt. of West Bengal; and Mr. Alapan Bandyopadhyay, Addl. Chief Secretary for MSME & Textile, Govt. of West Bengal, visit the EPCH Export Pavilion at the MSME Conclave*

directly with overseas buyers and buying agents. Around 25 categories of products from 36 exporters/artisans of West Bengal like, furniture, houseware, wall decor, kitchen ware, bags, jewellery, stoles, scarves, toys, Christmas and festival decor, dry flowers, gifts, etc were displayed in the Export Pavilion.

### B2B Meeting

In course of the Conclave, EPCH organised a B2B Meeting at the venue on 21st August, 2018. The participants including exporters, artisans, member exporters, entrepreneurs and NGOs were addressed by Mr. O.P Prahadka, Chairman, EPCH; Mr. Alapan



*Glimpses from the B2B Meeting conducted by EPCH at the Conclave saw the presence of exporters, artisans, member exporters, entrepreneurs and NGOs as well as buyers and buying agents*

Bandhyopadhyay, Addl. Chief Secretary for MSME & Textile, Govt. of West Bengal; and Mr. Lekhraj Maheshwari, COA Member, EPCH. The aim of the B2B meeting was to get together participants and foreign buyers from different countries in order to expand their business prospects as well as facilitate cross-border partnerships and export of handicrafts from West Bengal through pre-arranged business meetings. According to participants, the first contacts were achieved and concrete results are expected. During the Meeting, orders to the tune of Rs. 1.30 crore were also placed.

### Conference Highlights & Signing of MoU

The conclave in a day-long session on 21st August, 2018, spread over panel discussions and touched key issues such as skilled manpower; access to financial resources; private investment in manufacturing sectors; incentives for MSMEs in manufacturing industry; handicrafts and handloom industry; MSME initiatives; lean manufacturing; setting up of Rural Entrepreneurship Hub; export orientation; growth & structure of SMEs in West Bengal; and adopting e-Commerce and its implications for MSMEs.

During the Plenary Session on Export Orientation, Mr. Amit Mitra, Hon'ble Minister for MSME, Govt. of West Bengal and Mr. O P Prahladka, Chairman, EPCH, signed a Memorandum of Understanding (MOU) in the presence of Mr. Alapan Bandhyopadhyay, ACS for MSME & Textile, Govt. of West Bengal; and Mr. Amit Dutta, Managing Director, Manjusha. The MOU is signed for benefit of MSME sectors of West Bengal in categories of handicraft products including home, furniture, furnishings, lifestyle, gifts & decoratives and fashion as well as development of handicrafts in West Bengal by EPCH's intervention in the field



*A glimpses of the EPCH Export Pavilion with Mr. O P Prahladka, Chairman, EPCH; Mr. Ravi K Passi, Vice Chairman, EPCH; Mr. Lekhraj Maheshwari, COA Member, EPCH; Mr. Rakesh Kumar, Executive Director, EPCH; and overseas buyers/trade visitors at the show*

of design and quality with an aim to capture the prevailing market not only in the home country but also in the export market.

During the session, Mr. O P Prahladka said that there is huge potential of export of handicrafts from West Bengal, hence issues like cluster development projects, design & product development need to be achieved in order to sustain growth of crafts from the State. He urged the handicrafts fraternity to reach out to new and emerging markets like Latin America, Japan, Middle East, etc. as well as explore possible growth opportunities in existing international as well as domestic markets. He urged the audience from the sector to strive harder in maintaining quality, price and timely delivery of their products. He also urged the government to implement new policies and provide greater financial & infrastructure assistance to artisans, entrepreneurs, exporters and NGOs to promote growth of handicrafts from West Bengal. ■