

# EPCH spreads the magic of IHGF Delhi Fair at German garden & accessories show

Spoga+Gafa, Cologne, Germany; 2<sup>nd</sup>-4<sup>th</sup> September 2018



*EPCH promotional booth at the fair for promotion of IHGF Delhi Fair-Autumn 2018*

EPCH participated in the prime German furniture trade show- Spoga+Gafa-2018, by setting up a promotional booth to spread awareness about its forthcoming IHGF Delhi fair-Autumn 2018. This was the Council's fourth participation after an encouraging response received during past participations. The show, organised by Koelnmesse GmbH, is considered the world's leading trade fair for the leisure and garden sector.

The show, profiles four major product segments, i.e. - Garden Living comprising garden furniture, garden equipment, decoration, etc.; Garden Creation & Care (machines & accessories, tools & accessories, lawn & lawn garden equipment & sheds, water & lights), Garden Unique

focusing on premium garden furniture and garden barbeque & grill products. As per the organisers, over 2,100 exhibitors from around 60 countries participate to meet up with 40,000 buyers from across the world.

EPCH widely promoted its upcoming IHGF Delhi Fair-Autumn 2018 and invited buyers at Spoga+Gafa, to visit and source their requirements from the IHGF Delhi Fair. The Council's promotional stand was attended by many visitors who got their queries answered on the upcoming IHGF Delhi Fair. EPCH disseminated information of all its shows and distributed related publicity material. 300 sets of promotional material like pen, pad and cotton bags were also given away. ■

# EPCH contingent reaches out to European buyers at UK's leading trade show

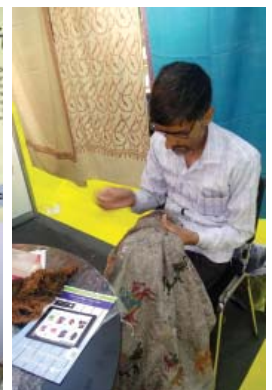
Autumn Fair; Birmingham, UK; 2<sup>nd</sup> -5<sup>th</sup> September 2018

Autumn Fair International, known to be Britain's biggest and one of Europe's most important home and gifts event, in its recent edition, gathered 24,000 visitors from across the world and 1,300 exhibitors. Autumn Fair 2018, organised at the heart of the European buying season serves as a crucial barometer for the economic health of the sector. It is said to bring together top quality buyer and accommodates a wider choice of exciting and innovative products than any similar event such as houseware, home decorative, contemporary gifts & living, body, bath, home fragrance, greetings cards, fashion jewellery & accessories, children toys, gadgets, DIY section, garden furniture & accessories, games, watches, clothes, home Furnitures, furnishing, novelty, souvenirs, lamps & lighting, and festive decoration etc.



*Mr. Chakraborty, Acting Consul General, Consulate General of India, Birmingham, inaugurates the EPCH India Pavilion, in the presence of Mr. VS Goel, Co-opted Member, COA, EPCH; Ms. Sunny Patel - Event Director, Autumn Fair; and participating member exporters*

EPCH had set-up an exclusive India Pavilion with member exporters of fashion accessories, jute & eco-friendly products, incense, kitchenware, houseware and handmade paper products.



*Live crafts demonstrations at the EPCH India Pavilion: Stone Carving by Mr. Padma Charan Ojha from Jammu & Kashmir; Embossed Metalcrafts from Rajasthan by Mr. Sunil Sharma; Pattachitra Crafts from Odisha by Mrs. Saudamini Swain; Terracotta Crafts by Mr. ram Jatan Prajapati from Uttar Pradesh; and Sozni Embroidery Crafts by Mr. Gulam Hussain Khan from Jammu & Kashmir*

Buyers at exhibitors' and Master crafts persons' stands in the EPCH India Pavilion at the fair



Mr. Chakraborty, Acting Consul General, Consulate General of India, Birmingham, seen at participant stalls at the EPCH India Pavilion



Besides, 5 Master crafts persons deputed by the O/o Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India, offered live demonstration of regional crafts from India during the fair.

The pavilion was inaugurated by Mr. Chakraborty, Acting Consul General, Consulate General of India, Birmingham, in the presence of Mr. VS Goel, Co-opted Member, COA, EPCH and participating member exporters. Mr. Chakraborty interacted with the participants in the pavilion, expressing satisfaction about the participation and projection of Indian products in the pavilion. The visitors to the EPCH India pavilion appreciated the handicraft skills as well as displayed product lines. The Indian exhibitors are reported to have generated reasonable amount enquiries too.

EPCH also set up a publicity booth for promotion of IHGF Delhi Fair-Autumn 2018 & Spring 2019 to create awareness about the shows amongst visitors through distribution of promotional material. ■



# “Magic of Gifted Hands” showcased in the French fashion capital

Maison & Objet, Paris, France; 7<sup>th</sup> -11<sup>th</sup> September, 2018

Maison & Objet, Paris is known to be the international authority for home decor, interior design, architecture as well as lifestyle culture and trends through its shows, events and its digital platform. This show is among the three most important European events for interior design, and is a leading home



*Mr. Raghvendra Singh, Secretary (Textiles), Govt. of India and Mr. Sarvjeet Soodan, Head of Economic & Commercial Wing, Embassy of India in Paris, France, inaugurating the EPCH Thematic Pavilion in the presence of Mr. Raj Anand, India Representative of Maison & Objet; and EPCH participants*

decor fair connecting the international design and lifestyle community. It is held twice every year in Nord Villepinte, Paris. This edition of the show brought together a 360° product offering with decorations, design, furniture, accessories, textiles, fragrances, the world of children, tableware, etc. For over two decades, this premium lifestyle show has created its own image of offering quality products to the world market and is opened only for professional companies. Styles here coexist in a multifaceted way, throughout inventive show design that enlivens the spaces. This extraordinary diversity is in line with the varied expectations of global markets. With each session, the great lifestyle platform, at the intersection of business and creativity, is said to reveal solutions to visitors from around the world in search of uniqueness.

EPCH participated in this show with a thematic display and 5 member exporters under the banner of "India - Magic of Gifted Hands". This was inaugurated by Mr. Raghvendra Singh, Secretary, Textiles and Mr. Sarvjeet Soodan, Head of Economic & Commercial Wing, Embassy of India in Paris, France, in the presence of Mr. Raj Anand, representative of Maison & Objet Fair India and the organisation's other officials.

The vibrant display depicting richness of Indian home & lifestyle products aimed at a brand image projection of Indian handicrafts, comprised premium products in home

décor, throws, shawls, decorative footwear, metal crafts, wooden decoratives, etc. The objective was to promote India as an important sourcing destination for all kinds of handicrafts, gifts, decoratives, fashion and lifestyle products; to create brand image of Indian handicrafts in the international market and awareness about various sourcing centres in India for procuring different handicrafts items; and to showcase skilled workmanship of Indian handicrafts. This participation was organised with financial support under the scheme of Ministry of Textiles, Govt. of India. This was visited by a very receptive audience including buyers, designers, architects and space design consultants. Many trend interpreters were seen taking keen interest in craftsmanship of Indian products on display.

As per feedback, serious business enquiries are said to have been generated and many buyers have expressed their interest to source from India. EPCH organised its upcoming Delhi Fair's publicity, where promotional material like product specific catalogues, brochures/leaflets, promotional bags, pens and writing pads were distributed amongst visitors so as to create awareness about Indian handicrafts in general and interest to visit the forthcoming IHGF Delhi Fair - Autumn 2018 and Spring 2019. The Council's representative disseminated information about Indian handicrafts products besides answering queries of trade visitors, including regular IHGF Delhi Fair buyers. ■

# Indian fashion jewellery & accessories well received at Asian fair

Asia's Fashion Jewellery & Accessories Show, Hong Kong

12<sup>th</sup> -15<sup>th</sup> September, 2018



Mr. Ajith John Joshua, Consul (CPM) visited the India Pavilion and interacted with the participants

Asia's Fashion Jewellery & Accessories show (AFJAS), held at Asia World-Expo (AWE), is recognised as the leading event in the fashion jewellery & accessories industry and an ideal platform for volume business in preparation for the seasons ahead. It is a mid-year fair, the only international event contributed to fashion jewellery & accessories industry in Asia. Exhibitors acknowledge that the fair is an excellent trading platform and buyers see it as a global marketplace where they can find just about anything in terms of jewellery, gemstones, designs and materials.

Continuing its regular participation at the show, EPCH this time led a team of 36 member exporters who set up an India pavilion, in an area of 324sq. mtrs. EPCH's participants displayed variety of products like fashion jewellery in different mediums like beads, bones, brass, etc. and accessories like fashion bags, shawls, stoles & scarves, leather strings, etc.

During the fair, publicity of IHGF Delhi Fair -Autumn, 2018 was done by distributing promotional bags, brochures, leaflets and flyers of the fair to the visiting buyers.

EPCH also released an advertisement in the Show's Directory. Through the four days of the show, approx, 2000 buyers visited the India pavilion, and over 400 business enquiries were generated.

Hong Kong has emerged as one of the important countries for marketing through medium of trade fairs. EPCH pays special attention to this growing region by participating in specialised trade fairs held in Hong Kong. These fairs are predominantly visited by overseas trade visitors from nearly all the important countries of the world particularly for merchandise covered by the handicrafts sector, with fashion jewellery & accessories being a major buying segment.



# 3<sup>rd</sup> participation at HOMI Milano brings European buyers closer to IHGF Delhi Fair and India as a sourcing destination

Milan, Italy; 14<sup>th</sup>-17<sup>th</sup> September, 2018



*EPCH promotional booth at the fair for promotion of IHGF Delhi Fair-Autumn 2018; Mr. Charanjeet Singh, Consul General, Consulate General of India in Milan, seen interacting with EPCH's representatives at the booth*



*Promotions towards IHGF Delhi Fair-Autumn 2018 being carried out at the Council's booth*

HOMI Milano, known as the leading international lifestyle trade fair in Milan, Italy, took place at Fiera Milano from 14th to 17th September, 2018, showcasing unique concepts and invaluable business opportunities. Synonymous with new opportunities for collaboration and doing business, this show is known to be among the must-visit international events of the year. The exhibition is divided into 10 sectors of the fair i.e. Living Habits, Fragrances & Personal Care, Gifts & Events, Kid Style, Hobby & Work, Home Wellness, Fashion & Jewels, Garden & Outdoors, Home Textiles and Concept Lab.

EPCH set up a promotional booth for promotion of IHGF Delhi Fair-Autumn 2018 and interacted with buyers as well as exhibitors at the show. The booth located in the Fashion & Jewels area was set up to promote range and availability of Indian handicrafts in

EPCH trade shows. The queries of the visitors were attended and informative literature like Indian Handicraft Industry Overview, Event Scheduler and brochures as well as publicity materials like pens, writing pads and bags were distributed. Besides, one to one interactions with the exhibitors were made to provide information about Indian handicrafts, their manufacturing hubs, details of manufacturers/ exporters, etc. This exercise helped raise the profile of the country and stimulate the interest of importers and business houses in Italy as well as other EU countries, to source their imports from India and also compare cost-wise products vis-à-vis our competitors. Many of them were keen and expressed their desire to source from India.

With 1,100 exhibitors, of whom 31% came from 36 different countries, the event narrated new lifestyle and personal accessory sector trends and promoted the latest innovative offerings of companies, which in many cases constituted small or very small start-ups. Innovation and originality also characterised the vast Fashion & Jewels area, which hosted 650 companies and was the setting for numerous meetings relating to interpretations of new fashion trends. ■

# Indian handicrafts contingent reaches out to Middle East buyers

INDEX 2018, Dubai, UAE; 16<sup>th</sup> -18<sup>th</sup> September, 2018

INDEX is known to be the most diverse international design exhibition held in the Middle East and North African region and is dedicated to 9 show sectors covering the entire spectrum of products and services required for the design, fit-out, or upgrade of residential, retail, and hospitality spaces. Organised at Dubai World Trade Centre, Dubai by DMG Event Middle East (UK), this edition was co-located with The Hotel Show, The Leisure Show and the new launch event-FIM (furniture interior manufacturers), with visitors benefitting from the accessibility to all the shows. This edition brought together over 500 exhibitors and 30,200 visitors.

INDEX 2018 was inaugurated by Director General of Dubai Economic Development, His Excellency Sami Ali Qazmi.

EPCH set up an exclusive India Pavilion with 30 member exporters. This collective participation was with a prime objective to promote India as a profitable sourcing destination and encourage the visit of UAE trade buyers to India. The display attracted a large number of visitors and NRI buyers based in UAE who appreciated the efforts in keeping the culture alive.



Mr. Vipul, Consul General of India, CGI, Dubai, inaugurated the EPCH India Pavilion in the presence of Mr. Rakesh Kumar, Executive Director, EPCH and participating member exporters. He also visited the exhibitor stalls



Director General of Dubai Economic Development, His Excellency Sami Ali Qazmi, seen at the India Pavilion with Mr. Vipul, Consul General of India, CGI, Dubai and Mr. Rakesh Kumar, Executive Director, EPCH

Mr. Vipul, Consul General of India, CGI, Dubai, inaugurated the India Pavilion in the presence of Mr. Rakesh Kumar, Executive Director, EPCH. After the opening ceremony, the CGI along with Mr. Rakesh Kumar interacted with each participant and applauded the efforts done by Indian exporters in exploring emerging markets.

EPCH also set up a promotional booth to publicise its upcoming IHGF Delhi Fair-Autumn 2018. Informative leaflets as well as promotional items like pens, writing pads and bags were distributed among the visitors. As per feedback it is estimated that besides



IHGF Delhi Fair-Autumn 2018's publicity at INDEX

several enquiries, total on-the-spot business generated stands at 37,500 USD and business expected stands at 1,52000 USD. ■

# Indian home & lifestyle products showcased for trade in Japan

India Trend Fair, Tokyo, Japan; 19<sup>th</sup>-21<sup>st</sup> September, 2018

Japan is the second largest market in the world and is presently India's biggest trading partner in the Asian region. The Japanese have many gift giving traditions and exchange many high value gifts during the year. This lucrative gift market is estimated to be worth US\$ 150 billion. With an objective to reach out to this significant market of the East, EPCH participated in the India Trend Fair, held at Belle Salle Shibuya Garden, Tokyo. This show was organised by Japan India Industry Promotion Association (JIIPA), in association with EPCH, AEPC & HEPC.

The fair provided a comprehensive platform to Indian manufacturers to showcase their value added products to the most influential buyers and designers in Japan. EPCH participated with 10 member exporters of gifts & decorative, fashion jewellery & accessories, home textiles & furnishings, incense and wooden handicrafts. 3 Master crafts persons of Godna Painting from Bihar, Rogan Art from Gujarat and Wood Carving from Odisha, deputed by the O/o DC (Handicrafts) for live demonstration of regional crafts, formed a major attraction at the fair. EPCH also set up a publicity booth to create awareness about its IHGF Delhi Fair-Autumn 2018 and Spring 2019.

India Trend Fair 2018 was inaugurated by Mr. Shantmanu, DC (Handicrafts), in the presence of

Mr. Raj Kumar Srivastava, Deputy Chief of Mission, Embassy of India in Japan; Mr. Yosuke Yanagase, Chairman, JIIPA; Ms. Hiromi Sugiura, Director, Lifestyle Industries Division, Manufacturing Industries Bureau;

and Mr. HKL Magu, Chairman, AEPC. The delegates visited the Indian contingent at the fair. They appreciated the crafts and guided the participants about the current market scenario of Japan and product trends. Visitors to the EPCH India Pavilion appreciated the handicraft skills as well as product lines.



*Mr. Shantmanu, Development Commissioner (Handicrafts) seen inaugurating the fair in the presence of Mr. Raj Kumar Srivastava, Deputy Chief of Mission, Embassy of India in Japan; Mr. Yosuke Yanagase, Chairman, JIIPA; Ms. Hiromi Sugiura, Director, Lifestyle Industries Division, Manufacturing Industries Bureau; and Mr. HKL Magu, Chairman, AEPC*



Mr. Shantmanu, DC (Handicrafts) had a meeting with Mr. Satoshi Ohuchi, Deputy Director General, Manufacturing

Industries Bureau, Ministry of Economy, Trade and Industry, Govt. of Japan on 19<sup>th</sup> September, 2018 where they discussed the various schemes of the Govt. of India and Japan and their implementation to promote the handicrafts & textiles trade between India & Japan, emphasising the progress that can be made. ■