

# Buyer Seller Meet

## EPCH contingent explores Scandinavian market, creates a buzz among region's leading buyers

19<sup>th</sup> & 20<sup>th</sup> November; Copenhagen, Denmark; 22<sup>nd</sup> & 23<sup>rd</sup> November; Stockholm, Sweden

*EPCH, with the active support of Embassy of India in Denmark, Sweden and Office of Development Commissioner (Handicrafts), organised Indian Handicrafts Buyer-Seller Meets on 19th & 20th November, 2018 at Comwell Conference Centre in Copenhagen, Denmark and on 22nd & 23rd November, 2018 at Scandic Victoria Tower, Stockholm, Sweden. A total of 25 member exporters participated.*



*HE Ambassador of India to Denmark, Mr. Ajit Gupte inaugurates the Buyer Seller Meet at Copenhagen, Denmark and HE Ambassador of India to Sweden and Latvia, Ms. Monika Kapil Mohta, inaugurates the Buyer Seller Meet at Stockholm, Sweden, in the presence of Mr. OP Prahladka, Chairman, EPCH; Mr. Rakesh Kumar, Executive Director, EPCH; and participating member exporters*

The Buyer-Seller Meets were inaugurated by HE Ambassador of India to Denmark, Mr. Ajit Gupte, in Copenhagen; and by H E Ambassador of India to Sweden and Latvia, Ms. Monika Kapil Mohta, in Stockholm, Sweden, in the presence of Mr. OP Prahladka, Chairman, EPCH; Mr. Rakesh Kumar, Executive Director, EPCH; and participating member exporters.

In Copenhagen, Mr. Ajit Gupte congratulated EPCH for taking this initiative and showcasing select products appropriate for Nordic countries (market). He emphasised on the usage of eco-friendly, biodegradable, natural and sustainable materials for making merchandise for this market. In Stockholm, Ms. Monika Kapil Mohta shared her knowledge and valuable experience about the region's market, with the participating Indian member exporters.

She urged them to understand and follow the lifestyle, demand, design, trends and forecast in Sweden for successful results. HE Ms. Mohta also gave a clear message to Indian exporters to upscale on quality, materials, compliances as well as packaging and sell what Nordic customers actually need by understanding their lifestyles.

Participating member exporters had put up a display covering a wide range of Indian handicrafts, home furnishings, flooring products, textiles, houseware, decoratives, fashion accessories shawls, scarves, bags, fashion garments and Christmas décor, thereby creating a "Brand Image" of Indian handicrafts among Scandinavian buyers. Over 180 buyers and importers attended these Buyer-Seller Meets to source for their stores.



*Danish buyers respond with keenness to source Nordic designs displayed by Indian exporters at the BSMs*



*H E Ambassador of India to Sweden and Latvia, Ms. Monika Kapil Mohta, at the BSM in Stockholm, Sweden*



*Mr. Rakesh Kumar, Executive Director EPCH, informs HE Ambassador of India to Denmark, Mr. Ajit Gupte, about EPCH's initiatives on sustainability with emphasis on VRIKSH Timber Legality Assessment and Verification Standard as well as eco-friendly products and design developments in the Indian handicrafts export sector*

Extensive and effective publicity measures were undertaken to generate interest and draw suitable trade visitors to the BSM. With this initiative and exposure of market trends and consumer preferences for the participating member exporters, it is expected that India's exports to the Scandinavian Region will surely see a healthy and consistent growth preferences.

The main exports markets for Indian handicrafts are USA followed by EU, Middle East and Far East. However, Scandinavian countries are emerging as a new potential destination for exports of Handicrafts. Indian Craftsmanship,

*Mr. Rakesh Kumar, Executive Director and Mr. OP Prahladka, Chairman, EPCH, briefing Ms. Monika Kapil Mohta about EPCH initiatives on sustainability, supply chain management, skill development and other requirements to tap export markets in Nordic countries*





Ethnic Designs and colours are unique and have no comparison with products from other countries. The range produced in India is very large and wide and the quality and price structure varies from high-end market to middle end market.

The Scandinavian countries are the potential markets for Indian handicrafts. The exports of handicrafts from India are at US\$ million 3573.49 in 2017-2018. The exports of India handicrafts to Denmark was of USD 26.50 million during



the 2016-17 which increased to USD 28.94 million during 2017-18 registering a growth of 9.19%. The exports of India handicrafts to Sweden was of USD 28.00 million during the 2016-17 which increased to USD 29.03 million during 2017-18 registering a growth of 3.70%.

EPCH and Indian Embassy are sure that with the overwhelming response and buyers turn out at Buyer-Seller Meet has created a buzz and will further lead to a growth in mutual Trade relations.

### Publicity at Denmark

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### Publicity at Sweden

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