

Focus Africa : EPCH forays into West African markets

Reaches out to trade bodies in Ghana and Nigeria,
also invites buyer delegation to visit IHGF Delhi Fair -Spring 2019

In quick succession to its eventful participation in Nigeria's leading trade show for home decor and giftware- IGF Expo Nigeria, EPCH reached out to trade bodies in Ghana and Nigeria (upcoming markets in West Africa), in order to explore the possibility of increasing exports to these markets. In course of EPCH's participation in IGF Expo during November 2018, Mr. O P Prahladka, Chairman, EPCH, had initial round of discussions with buyers/industry associations and High Commission of India. In continuation to this, Mr. Rajesh Rawat, Joint Director, EPCH, visited Accra, Ghana and Lagos, Nigeria from 19th - 23rd December 2018.

Accra, Ghana - 19th- 20th December 2018

Mr. Rajesh Rawat, Joint Director, EPCH, had a series of meetings with the concerned officials. He called on Mr. Stephan Djabba, head of Ghana India Business Development Centre (GIBDC) and also representative of



Mr. Rajesh Rawat, Joint Director, EPCH seen with Mr. Birender Singh Yadav, High Commissioner of India to Ghana (2nd from left).

the Association of Accra Ghana Industries He discussed the possibilities of enhancing trade between India and Ghana and how Ghanaian buyers can source their requirements of home, gifts, lifestyle, fashion & furniture from India and how EPCH can help them.

During the discussion Mr. Rawat explained to him about the role, activities and initiatives undertaken by EPCH to promote the exports of handicrafts and also the significance

of IHGF Delhi Fair in overseas buyers itinerary. He extended the invitation to the Ghanaian buyers to IHGF Delhi fair, Spring 2019.

Mr. Rajesh Rawat also met HE High Commissioner of India to Ghana, Mr. Birender Singh, and made a brief presentation of EPCH's activities, initiatives and IHGF Delhi Fair. He also presented him with brochures of the upcoming Spring 2019 edition. While discussing the possibilities of enhancing India's business in the Ghanaian market, the High Commissioner appreciated the Council's efforts and extended all possible help in its endeavour to do so.

Mr. Rawat visited two departmental stores, i.e Palace and Melkom. He observed that most of the items (as is anywhere else in the world) are made in China but there are many items that are produced by India as well. So, if an



opportunity is given to Ghanaian buyers and the Ghanaian market is explained properly to Indian exporters, many products manufactured by Indian exporters can find their way to these store shelves.

Lagos, Nigeria - 21st - 23rd December 2018

At Lagos, Nigeria, Mr. Rajesh Rawat made a scheduled presentation to a buyers delegation organised by Mr. Olaniyi Gbolahan, President of African Association of Interior Designers. This brought together, over 20 buyers, journalists, association representatives and event organisers. Mr. Rawat spoke about EPCH's role and activities, India's exports of handicrafts, kind of products being manufactured in India, EPCH's marketing initiatives including IHGF Delhi Fair, the kind of products which India is currently exporting to Nigeria as well as the procedures and documentation required to export Indian products to Nigeria. Mr. Rawat also explained the payment negotiation terms between buyers and exporters. The presentation was very well received. The audience were also shown a video of IHGF Delhi Fair.

After the session, a detailed Q&A session was held wherein a lot of questions were asked by the Nigerian buyers pertaining to how the trust can be enhanced between the buyers and exporters; what has Nigeria to gain from their engagement with Indian exporters?; what role EPCH would play between the two trade partners to enhance the trust?; in case of dispute what is the mechanism adopted by EPCH to resolve it?; what are the incentives

offered by EPCH for encouraging buyers to come to India?; what are the payment terms generally negotiated between Indian exporters and overseas buyers?, etc.

Mr. Rajesh Rawat also met Mr. Sanjay Srivastava, a businessman in Nigeria and also a consultant, Clearing and logistics agent and Mr. Patrick Uzomah, President of the Association of finished Textiles Dealers of Lagos. Mr. Uzomah showed keen interest to associate with the Council in trying to reach out to Nigerian buyers. He took Mr. Rawat to a wholesale market for fashion jewellery wherein the entire market is importing from China barring a few that are importing for India.

On the last day he met Mr. Kunle, Director of Nigeria India Chamber of Commerce & Industries and discussed EPCH's plans to foray into Nigerian market.

Nigeria is one of the largest economies in West Africa and also the member of Economic Community of West African States (ECOWAS- a group of 15 West African Countries). Another member of ECOWAS is Ghana which is a stable West African economy and together both these countries offer potential for enhancing India's exports of home, lifestyle, fashion, furniture and textiles items to these markets. The exports of handicrafts to Nigeria has been US \$ 60 Million in 2017-18 increasing by over 20% and exports of handicrafts to Ghana have been just over US \$ 2 million. ■

