

Product Display and IHGF Delhi Fair publicity enthuses buyers

Heimtextil, Frankfurt, Germany; 8th-11th January 2019



The CGI also visited the exhibitor stalls in the India Pavilion and encouraged them



The Indian Pavilion was inaugurated by HE Consul General, Consulate General of India, Ms. Pratibha Parkar, along with Mr. Sanjay Sharan Joint Secretary, Ministry of Textiles, Govt. of India, in the presence of ED-HEPC, ED-Texprocil and member participants

EPCH's participation at the 2019 Heimtextil Germany was highlighted with an India Pavilion housing 29 member exporters in Hall no. 10.3 and Hall 1.2 of the show's venue.

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Despite the economic downturn, Heimtextil continued its extremely positive development. With 3,025 exhibitors from 65 countries, it may be noted here that Indian presence at the exhibition has also been growing strong at Heimtextil Frankfurt over the years. This was the 49th edition of the show and Indian participation is the second largest after China, approximately 390 Indian exhibitors were part of the show. The participants were satisfied with their participation and received good response. EPCH had also set up a

publicity booth for disseminating information on its upcoming shows like IHGF Delhi Fair-Spring 2019. Publicity material was distributed to the visitors such as bags along with other promotional material containing German language leaflet, Indian home textiles sector related brochure, pens, pads, etc.

European Union has been an important market for Indian products with Germany as a significant destination for imports of Indian home textiles in particular. Heimtextil is the biggest international trade fair for home and contract textiles business and the global benchmark for quality textiles of design and innovative functionality. This trade fair is the season opener for new trends and textile innovations, it is one of the leading and important sourcing trade shows in the Europe for home and textiles sourcing with the collection of interior textiles, interior design and interior trends.



Glimpses of buyers and trade visitors at the EPCH stands and at the EPCH publicity booth

EPCH reaches out to European buyers through publicity campaign at Domotex-The World of Flooring

Domotex, Hannover, Germany; 11th-14th January 2019



Trade visitors gather updates on EPCH's activities and its upcoming shows like IHGF Delhi Fair-Spring 2019

Domotex is known to be the world's leading trade fair for carpets and floor coverings, which takes place once a year at Hannover Exhibition Ground in Hannover, Germany and is only accessible to trade visitors. Exhibitors here constituting those from Germany and overseas, present their new collections and trends in the show including traditional and modern handmade carpets, woven carpets, mats, carpets for residential and commercial areas, resilient and outdoor flooring to parquet, wood and laminate floors, etc. Under the concept Innovations@Domotex, the exhibition offers selected product innovations and design highlights through a unique presentation platform.

The 2019 edition was held from 11th to 14th January 2019 at Hannover Fair Ground, Hannover, Germany. Over

1,400 exhibitors from more than 60 nations came to Hannover to kick off a successful new year of business. The Council had taken a publicity booth of 10 sq. mtr towards the publicity and promotion of IHGF Delhi Fair- Spring 2019 and Home Expo India 2019. The Council's representative disseminated information about the shows, including details on product profile, composition of vendors, etc. Show leaflets and brochures were distributed as well. Some of the regular buyers to EPCH shows in India visited the publicity booth. EPCH's forthcoming events were not only promoted to visitors of the show but also among exhibitors with an invitation to visit the IHGF Delhi Fair-Spring 2019. ■

“India - Magic of Gifted Hands”

EPCH’s Thematic Representation of IHGF Delhi Fair-Spring 2019 puts sustainable Indian products in vibrant showcase

Maison & Objet, Paris, France; 18th-22nd January 2019

European Union is one of the leading overseas markets for Indian handicrafts with exports seeing an increasing trend and France among the largest importers, particularly for houseware and homeware. France has the world's sixth-largest economy and the ninth largest by purchasing power parity. In view of the tremendous business opportunities in this market, EPCH led India's participation to Maison & Objet, Paris, and set up a thematic representation of its upcoming IHGF Delhi fair-Spring 2019, through a "a cart stand" with sustainable products and other hand crafted lines under the banner of "India – Magic of Gifted Hands". This was inaugurated by Ms. Hamna Khan, 3rd Secretary, Embassy of India, Paris. She was delighted and keen to learn more about EPCH's other activities and efforts towards brand marketing and upliftment of the craft sector. Applauding the Council's efforts and observing market potential of the lines displayed at this show, she looks forward to EPCH's participation in the show's September edition.

The display included home décor, throws, shawls, decorative pendant lamps, furniture, etc. The objective of the thematic display was to create interest of visitors in Indian handicraft products like hard goods, textiles &

furnishing and gifts items and promote India as a sourcing destination for home, lifestyle, fashion & textiles. The thematic pavilion was visited and appreciated equally by the buyers, designers, architects and space design consultants. Many trend interpreters were seen taking keen interest in craftsmanship of Indian products on display. During the five day event, lot of the serious business enquires were generated expressing visitors' interest to source Indian handicrafts and also visit the forthcoming IHGF Delhi Fairs in Spring and Autumn.

“Maison & Objet Paris” is regularly organised twice a year in January & September at Paris, France and considered to be the gateway to the designer world. It is a major event for professionals working in the field of home & living in all its rich and varied expressions. The extraordinary diversity in the fair is in line with the varied expectations of global markets. The show is termed as a unique experience to discover the unexpected and a springboard for brand growth. ■



IHGF Delhi Fair's Thematic Representation at Maison & Objet, Paris, was inaugurated by Ms. Hamna Khan, 3rd Secretary, Embassy of India, Paris



Trade visitors visit the EPCH Booth for varied products as well as updates on EPCH's activities and its upcoming shows like IHGF Delhi Fair-Spring 2019 and Home Expo India

EPCH participation at HOMI brings European buyers closer to IHGF Delhi Fair and India as a sourcing destination

HOMI Milano, Milan, Italy; 25th -28th January 2019



Promotions towards IHGF Delhi Fair-Spring 2019 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 25th-28th January 2019, showcasing unique concepts and invaluable business opportunities. An unmissable appointment for the many professional visitors and a unique business opportunity for the 1,150 exhibitors (with 27% of these hailing from abroad from 38 different countries), presented a preview of the most interesting proposals in the lifestyle and accessory sectors. 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. For the first time, this show was divided into three exhibition events, so as to better serve the markets of reference for the three sectors involved: HOMI, HOMI Fashion & Jewels and HOMI Outdoor.

EPCH set up two promotional booths for promotion of IHGF Delhi Fair-Spring 2019, Home Expo India 2019 and IFJAS 2019. These booths were 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.

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 over 650 companies and was the setting for numerous meetings relating to interpretations of new fashion trends. In line with a changing market with distribution channels and sales points that are becoming increasingly specialised with respect to items for the home and personal accessories, HOMI is said to have transformed into a diversified platform to progressively value sectors experiencing non-stop growth on the global market. ■