

# EPCH's contingent mesmerises visitors with home & lifestyle products and live craft demonstrations

Chinese New Year Shopping Festival, Chengdu, China; 25<sup>th</sup> Jan.-1<sup>st</sup> Feb. 2019



EPCH set up an exclusive India Pavilion with 6 member exporters and 3 Master crafts persons at the 23rd Chinese New Year Shopping Festival, held at Chengdu, China, from 25th January to 1st February 2019. On display at the India Pavilion were garments, home furnishing, wooden toys, fashion accessories, scarves, stoles & shawls, cushions, bags and incense products.

The Chinese New Year Shopping festival is being organised since 1997 and is supported by the Chinese government and organised by Sichuan Marketing Association. It is organised in 9 halls, in an area of 90,000 sq. mtr with around 3000 exhibitors (500 international exhibitors in Hall 2), 300,000 domestic visitors 30,000 Chinese volume buyers (wholesalers). It is a B2C show and generates a lot of retail business. The companies from China and other regions in Asia, Europe, Africa, Oceania, South America, etc. participate with their products related to fashion, consumer goods, home decoration, kitchenware, handicrafts, festival supplies, furniture, etc.

EPCH also set up a publicity booth and spread awareness on IHGF Delhi Fair Spring and Autumn, Home Expo and IFJAS 2019. Ms. Yang Xiao Lin, Chairman, Sichuan Supplier Chamber of Commerce/Sichuan Marketing Association;

Mr. Tong Tong Director, Dalian Zhongyi International Co. Ltd.; Ms. Li Lin, Western China International Fair Sichuan Bureau of Expo Affairs, Sichuan International Exhibition Co. Ltd.; and Ms. Yang Shimin, Chongqing Huyu International Exhibition Co. Lt. visited the EPCH booth seeking future collaboration.

The Master crafts persons at the India Pavilion offered live demonstration of kantha work from West Bengal, wooden toy making as well as jewellery making from Varanasi, Uttar Pradesh. The footfall of buyers was encouraging and the participants have informed of their keen interest generated towards products showcased at the India Pavilion.

The objective of this participation was to develop awareness about the vast range, variety, attractive designs, high quality and competitive prices of Indian handcrafted products. This thematic showcase provided an opportunity to have market linkages across the world. This fair is said to be widely popular not only in China but has a significant participation from the world. Approx. USD 52,600 business was generated from the fair. The fair Organising Committee also awarded EPCH with Excellence Organisation Award.



Live craft demonstrations by National awardees, Ms. Mahamaya Sikdar (kantha work) and Mr. Rameshwar Singh (wooden toy making)



Fair Organising committee of 23rd Chinese New Year Shopping Festival awarded EPCH with Excellence Organisation Award

# Uniqueness of Indian craft skills and products showcased through India Pavilion at Spring Fair

Spring Fair International; Birmingham, UK; 3<sup>rd</sup>-7<sup>th</sup> February 2019

UK is the second biggest market for Indian handicrafts after USA and has emerged as Europe's largest for Indian handicrafts, accounting for approximately 8% of our handicrafts exports. UK's premiere trade event-Spring Fair International, Birmingham, previewed new collections from over 2500 UK and international exhibitors. Owing to four core buying zones of Giving, Living, Greetings and Jewellery including 20 sections spread over 20

halls, the fair attracts several international exhibitors as well as buyers. Over 58,000 buyers from over 78 countries attended this year's event that also saw a 28% increase in attendance from big budget retailers including Selfridges, Fortnum and Mason, Harrods, John Lewis, Fenwicks, Debenhams, House of Fraser, Amazon, Tesco, Waitrose, M&S and Liberty, besides thousands of independent retailers.

EPCH's participation at this prime European fair was highlighted by an exclusive India Pavilion featuring 19 member exporters and 1 Master crafts person offering live demonstration of betel nut craft. The participating exporters from India displayed wooden photo frames and boxes; handmade bags; scarves, shawls, handicrafts, brass products, incense & aggarbattis; paper products, home textiles, rugs, Christmas decor, etc. This was inaugurated by Dr. Aman Puri, Consul General from India's Consulate General to Birmingham. He also interacted with the participants in the India Pavilion. He also appreciated the Council's efforts, products on display and visitor's response at the fair. Mr. Ratnesh Jha, Addl. Development Commissioner (Handicrafts) also visited and interacted with the participants and artisan.



*Dr. Aman Puri, Consul General from India's Consulate General to Birmingham, inaugurated the India Pavilion*



*Mr. Ratnesh Jha, Addl. DC (Handicrafts) at the India Pavilion*



*Dr. Aman Puri seen interacting with participants in the Pavilion*

Visitors to the India Pavilion showed interest in the diverse range and made enquiries. According to feedback, business generated by the Indian companies during the show amounted to around 1,75,755 UK Pounds. The exhibiting member exporters also got 390 queries.



EPCH also set up a promotional booth to disseminate information on its upcoming shows like Home Expo India, Indian Fashion Jewellery & Accessories Show and IHGF Delhi Fair, through leaflets, brochures and other EPCH literature, like product catalogues. Around 600 buyers are said to have visited the EPCH booth. ■