

Vibrant display of fashion jewellery & accessories draws buyers to India Pavilion

Asia's Fashion Jewellery & Accessories Show, Hong Kong; 27th Feb. -2nd March 2019

The 13th edition of Asia's Fashion Jewellery & Accessories Show (AFJAS) Hong Kong, held at Asia World Expo, Hong Kong, gathered over 250 exhibitors from China, India, Korea, Italy, Malaysia, Philippines, Taiwan and Hong Kong. AFJAS is recognised as an ideal platform for fashion jewellery and accessories traders around the world to conduct business. Taking place in the world's leading export centre of fashion jewellery, this fair serves as an important market place for suppliers and buyers from world over.

EPCH set up the India Pavilion in an area of 141 sq. mtr., with 14 member exporters who displayed traditional imitation jewellery, fashion jewellery made of horn, bone, beads, feather, etc. as well as accessories like scarves, bags, etc. An EPCH publicity booth was also set up to disseminate information about the Council's forthcoming exhibitions i.e. IFJAS 2019 & IHGF Delhi Fair-Autumn 2019. The information channels included distribution of brochures as well as display of posters and flyers at the booth. Visitors



Mr. Ajith John Joshua, Consul (Political, Commerce and Press) from O/o CGI, Hong Kong, seen inaugurating the India Pavilion. Seen alongside him is EPCH member exporter and co-opted CoA Member, EPCH, Mr. Chintoo Kohli. Mr. Joshua also met the exhibitors in the India Pavilion



visited this promotional booth and collected information about the Council's shows in India, product profile and fair facilities. Mr. Ajith John Joshua, Consul (Political, Commerce and Press) inaugurated the India Pavilion, visited the promotional booth and also interacted with the exhibitors at the Pavilion. The product ranges were highly appreciated by visitors. Exhibitors in the India Pavilion received good response and almost all of them were satisfied with their participation. This participation generated an on-site business of US\$131000 and trade enquiries of 99 with expected business at US\$.4.77 lakhs.



Glimpses of buyers with exhibitors and in the EPCH booth in the India Pavilion



EPCH shows promoted at Home+Houseware Show

Chicago, USA; 2nd-5th March 2019

The International Home + Housewares Show is the world's premier housewares marketplace, that provides an opportunity to see first-hand consumer lifestyle and product trends for all segments of the home, both inside and out, under one roof at McCormick Place, Chicago, USA. This edition, the 122nd in the series, had participation of over 2200 exhibitors from 50 countries, and more than 60,000 attendees from 130 countries.

The show is owned and organised by International Houseware Association (IHA), USA, and is known to be one of the biggest shows of home & houseware products. The show was categorically divided into Dine + Design expo (Home decor, giftware, kitchenware, table top, gourmet food); Wired+ well expo (electric household kitchenware, home and health care); Clean +Contain expo (Bath accessories, closet, furniture, luggage & travel accessories, outdoor living etc.); and Discover design expo. Country Pavilions were from: Brazil, Colombia, France, Hong Kong, India, Japan, Korea and Turkey.

EPCH set up a promotional booth at this show, with an objective to provide maximum information about the Council's forthcoming shows as well as about the Indian handicrafts industry. Information was disseminated to visitors to encourage them to visit the Council's forthcoming shows. One to one interaction with houseware, tableware, glassware, kitchenware, etc. exhibitors was carried out to share details on aspects of Home Expo India-2019



and IHGF Delhi Fair-Autumn 2019. The queries of new and old buyers for EPCH fairs were answered and they were invited to plan their sourcing visit to the shows organised by the EPCH, where they can directly meet manufacturer suppliers as well as visit their manufacturing units.

The show also included a series of thought-provoking educational sessions, including keynote programs on color and design trends by Lee Eiseman of the Pantone Color Institute. Other keynote sessions featured a panel of grocery retailers and suppliers exploring how that channel can capture its share of consumer housewares spending and Erika Sirimanne of Euromonitor discussing how hyper-connectivity impacts consumer behavior and how digital disruption is transforming housewares retail. In addition, the Innovation Theater offered 21 presentations on the smart home and connected products, global consumer trends and omnichannel marketing.



Home & Houseware products showcased in Turkey's prime trade show

Ideal Homex, Istanbul, Turkey; 21st-24th March 2019



The pavilion was inaugurated by Mr. Purnojyoti Mukherjee, Consul General of India, Consulate General of India, Istanbul, Turkey, in the presence of Ms. Ebru, show organiser, officials from Consulate General of India, Istanbul and participating member exporters. Mr. Mukherjee also met the exhibitors in the India Pavilion



Ideal Homex, known to be Turkey's most important and prime trade show on home & kitchenware, organised its recent edition at the Tüyap Exhibition Centre, Istanbul, Turkey, offering thousands of new products from hundreds of exhibitors participating in the show. As per the organisers, over 163 exhibitors from India and Turkey participated. From among buyers, 91% were domestic (from Turkey) and 9% were from the USA, Central and Western Europe, CIS, Middle East, Africa and Central and South East Asia.

EPCH participated in this show for the first time with a contingent of 5 member exporters and displayed kitchenware, home décor, gifts, lighting, ethnic wear dresses,

home furnishing and other textile products, etc. This India Pavilion was inaugurated by Mr. Purnojyoti Mukherjee, Consul General of India, Consulate General of India, Istanbul, Turkey, in the presence of Ms. Ebru, show organiser, officials from Consulate General of India, Istanbul and participating member exporters. Mr. Purnojyoti Mukherjee interacted with the participants, expressing satisfaction about the participation and projection of Indian products in the pavilion.

EPCH widely promoted Home Expo India-2019, IFJAS-2019 and IHGF Delhi Fair- Autumn-2019 to create awareness about the shows amongst visitors through distribution of promotion material. The Council also invited buyers at Ideal Homex, to visit and source their requirements from the Council's forthcoming events.



The Council's promotional booth was attended by many trade visitors who got their queries answered on EPCH's upcoming shows

Visitors to the EPCH India Pavilion appreciated the handicraft skills as well as displayed products lines. As per feedback, the Indian contingent returned with good business tidings and enquiries. ■