

EPCH takes representation to Vietnamese trade show

Lifestyle Vietnam, Ho Chi Minh City, Vietnam; 17th-20th April 2019



Mr. Vuong Dinh Hue, Hon'ble Deputy Prime Minister of Vietnam at the India Pavilion

Lifestyle Vietnam - the Vietnam International Home Décor and Gift Fair, being organised since 2010, welcomed 400 exhibitors in its recent and 10th edition. On display were handicrafts and home decoration, indoor and outdoor furniture, garden accessories, home textiles, tabletop and gourmet

houseware, personal accessories, leather footwear and bags, fragrances, toys, gifts and handmade items from ethnic minorities. There were also products from other Asian countries like Indonesia, Thailand, Malaysia, Laos, China, Cambodia and India besides products from European groups and African businesses. Lifestyle Vietnam 2019 attracted about 1500 importers from countries and regions all around the world and 15,000 Vietnamese customers.

This show was held concurrently with One Village One Product Conference and Exhibition that showcased the latest designs of artisans and designers from many countries around the world. Many well-known One Village One Product (OVOP) craft products were displayed.

Mr. Rajesh Rawat, Joint Director, EPCH visited Vietnam and participated in the show, took part in OVOP conference and also meet officials of Indian Embassy and EPCH's MOU partner Vietnam Association of Craft Villages (VICRAFTS) to discuss the future visit of a High Level Delegation from India to Vietnam.

Mr. Rawat had a meeting with Mr. Rajesh Uike, Deputy Chief of Mission, Mr. Aman Bansal, Head of Chancery and Mr. Thang Pham, Economic & Commercial official. The meeting was regarding the proposed visit of the Development Commissioner



Mr. Rajesh Rawat, Joint Director, EPCH, at the Council's booth at Lifestyle Vietnam



Photo 1 – Mr. Rajesh Rawat, Joint Director – EPCH seen in a meeting with Mr. Rajesh Uike, Deputy Chief of Mission, photo 2 & 3 – Mr. Rawat met representatives of VICRAFTS on MoU partner of EPCH seen with Mr. Luv Duy, Chairman of VICRAFTS and Mr. Trinh Quoc DAT, Deputy President VICRAFTS photo 4 – Seen with Mr. Le Ba Ngoc, Secretary General, Vietnam Handicrafts Exporters Association [VICRAFT]

(Handicrafts), Ministry of Textiles, Govt. of India, along with exporters from India, to understand the technique, technology, design and products being developed by Vietnamese manufacturers and how their best practices can be incorporated by Indian manufacturer/ exporters into their production facilities.

Mr. Rawat met representatives of VICRAFTS which is also a MoU partner of EPCH. He met Mr. Luu Duy Dan, Chairman of VICRAFTS and also Mr. Trinh Quoc Dat, Deputy President, VICRAFTS and discussed about the handicraft cluster visits that the delegation would undertake which include clusters of ceramics, natural fibre products, metal craft and woodware.

The Council's participation in the show showcased handicraft items from Saharanpur, Moradabad and Firozabad. Mr. Vyong Dinh HuC, Deputy Prime Minister of Vietnam inaugurated the fair and also visited the EPCH booth and showed interest in the range of handicrafts produced in different clusters in India.

Mr. Rawat also met Mr. Le Ba Ngoc, Secretary General of Vietnam Handicrafts Exporters Association (VIETCRAFT) and discussed the proposed visit of the Indian delegation and also discussed with him, the possibility of signing of an MoU between EPCH and VIETCRAFT during the visit so that both can benefit from each other's strength and engage in fruitful business cooperation in future. ■

EPCH participates in premium industry fairs in Hong Kong

Hong Kong Houseware Fair and Hong Kong International Home Textiles and Furnishings Fair

20th - 23rd April 2019



Mr. CF Ng, Senior Exhibitions Manager, HKTDC, inaugurated the India pavilion in the presence of COA members, EPCH - Mr. Rajesh Jain and Mr. Abdul Azim as well as exhibitors in the pavilion



Mr. Ajith John Joshua- Consul Political, Commercial and Press also visited the India Pavilion and interacted with the participants

Hong Kong as a trade platform features prominently among EPCH's selected destinations for its aggressive marketing strategy through participation in specialised trade fairs. Two integral fairs for the sector- the Hong Kong Houseware Fair, in its 34th edition and the Hong Kong International Home Textiles and Furnishings Fair in its 10th edition, organised by HKTDC from 20th-23rd April 2019 at Hong Kong, featured over 2,500 exhibitors from 28 countries & regions to showcase their latest in houseware, home textiles and furnishing. The shows drew more than 47,000 buyers from 121 countries and regions.

Understanding the need and potential of the fair to boost exports of home products from India, EPCH set up an exclusive India Pavilion at the concurrent shows,



Glimpses of stalls in the India Pavilion including the thematic display of sustainable & eco-friendly products



with 55 participants. EPCH also set up thematic display of sustainable & eco-friendly products from North Eastern Region of India to create awareness. Mr. CF Ng, Senior Exhibitions Manager, HKTDC, inaugurated the India pavilion in the presence of COA members, EPCH - Mr. Rajesh Jain and Mr. Abdul Azim as well as exhibitors in the pavilion. Mr. Ajith John Joshua - Consul Political, Commercial and Press, CGI, Hong Kong, also visited the India pavilion and interacted with the exhibitors. He took their feedback and expressed his satisfaction toward the participation.

Besides, the Council's promotional area at the thematic display, disseminated information on its forthcoming shows and distributed publicity material related to IHGF Delhi Fair - Autumn 2019 and Spring April 2020.

The objective of this participation was to develop awareness about the vast range, attractive designs, high quality and competitive prices of Indian handcrafted products, among trade visitors in the Hong Kong shows.

EPCH Road Shows and promotions for IHGF Delhi Fair - Autumn 2019 well received; Hong Kong; 20th - 23rd April 2019

In order to promote IHGF Delhi Fair - Autumn 2019, EPCH commissioned local coordinators to create awareness among overseas buyers, visitors and exhibitors who were visiting the Hong Kong shows from all across the globe. The team distributed promotional stationery, cotton bags, flyers and brochure on the Wan Chai Ferry Pier and Wan Chai Metro Station. The locations were selected as they offer vantage points for advertisements and also capture the maximum footfall of buyers, visitors/exhibitors of the fairs. The objective was to facilitate face to face interaction with prospective buyers about the magnificence and importance of the IHGF Delhi Fair and encourage them to visit the same. The regular

publicity creates continuous recall value and evokes interest amongst the end users, which in EPCH's case include buyers, wholesalers, retailers, chain stores and decision makers. The team was specifically engaged and strategically placed for the purpose of distribution of promotional material to maximum number of buyers visiting the fair. This received a very good response and a buzz about IHGF Delhi Fair could be created among buyers.

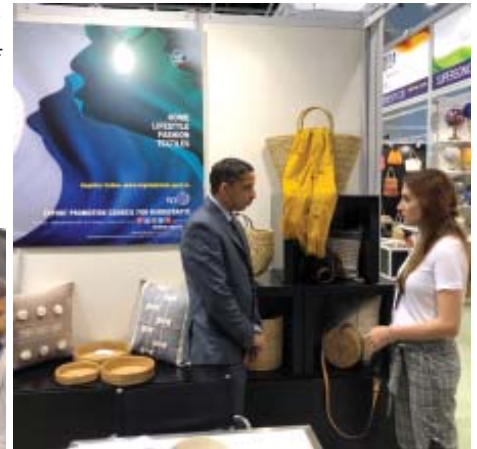


Indian exhibitors present gifting ideas to a global audience

Hong Kong Gift & Premium, Hong Kong; 27th - 30th April 2019



Mrs. Mrinalini Srivastava, Acting Consul General inaugurated the India Pavilion in the presence of Mr. Ajith John Joshua, Consul (Commerce, Political & Media); Mr Rajesh Kumar Jain, COA Member, EPCH and member exporters participating in the show



The EPCH booth at the India Pavilion facilitating visitors with information & updates on upcoming EPCH shows as well as India as a sourcing hub

Hong Kong Gifts & Premium Fair is a testament to Hong Kong's pivotal position in the global houseware, gifts and premiums industries. The 34th Hong Kong Gifts & Premium Fair, organised by the Hong Kong Trade Development Council saw 4,380 exhibitors from 30 countries including group representations and 34 start-ups from Hong Kong, China, Indonesia, the Philippines, the Netherlands and Taiwan.

Major exhibitor categories at the show included Advertising Gifts & Premium; Corporate Gifts; Fashion Accessories; Figurines & Decorations; Fine Porcelain Gifts; Green Gifts; Packaging; Party & Festive Items; Pictures & Photo; Start-up; Stationery & Paper; Tech Gifts; Testing, Inspection and Certification; Toys & Sporting Goods; Travel Goods & Umbrella; Trade Services; Watches & Clocks; World of Beauty, Fitness & Well-being; and World of Camping & Outdoor Goods.

EPCH participated with a contingent of 38 member exporters as well as a promotional booth of 18 square meters with the theme of sustainable eco-friendly products from North Eastern Region of India. EPCH set up the India Pavilion in Hall 3C that was a section for gifts, decoratives and toys, with a display of decoratives, giftware, paper products, photo frames, hand bags & lifestyle products, kids room accessories, handmade paper products, Christmas décor and gift ornaments.

EPCH also set up a publicity booth to promote its forthcoming shows through interactions as well as distribution of promotional literature and stationery that were also strategically kept for visitors' information at the information booths in the exhibition venue.

The Council also promoted its shows through outdoor publicity and road show at Hong Kong Star Ferry and MTR station.

The participants were satisfied with the buyer visits as well as enquiries. Around 984 business enquiries were generated during the show. On the spot business can be estimated at US\$ 4,70,000 and expected business at US\$ 17,21,000. Business visitors attending the fair also visited the EPCH booth and inquired about the activities of the Council and its forthcoming IHGF Delhi Fair– Autumn 2019 edition and Spring April 2020.

Mrs. Mrinalini Srivastava, Acting Consul General, inaugurated



the India Pavilion in the presence of Mr. Ajith John Joshua, Consul (Commerce, Political & Media); Mr. Rajesh Kumar Jain, COA Member, EPCH and member exporters participating in the show. Mrs. Srivastava met the Indian exhibitors and learnt of their views about the show, business, display in the booths, etc. She was also



Mr B Praveen, Joint Secretary, Ministry of Commerce & Industry, Govt. of India and Mr Raj Kumar Thakur, Deputy General Manager (Finance), ITPO visited India Pavilion during the show

apprised of the Council's activities. She shared valuable tips on developing business in Hong Kong and of tremendous business opportunities for Indian handicrafts exporters in Hong Kong. She also assured of necessary support to EPCH for promotion of Indian handicrafts in the Hong Kong market.

Road show in Hong Kong towards IHGF

Delhi Fair publicity

In order to promote IHGF Delhi Fair-Autumn 2019, a publicity team was deployed to create awareness among



overseas buyers, visitors and exhibitors who were visiting the Hong Kong show. The team had direct interactions with buyers and trade visitors and distributed promotional literature, stationery and bags. The locations that captured the maximum footfall of the buyers, visitors and exhibitors near to the HKCEC, Hong Kong Star Ferry and MTR station.

Homewares to be influenced by 'the concept of wellness'

The concept of wellness will increasingly be incorporated into houseware and home designs, predicts WGSN. Speaking at the 34th HKTDC Hong Kong Houseware Fair and the 10th HKTDC Hong Kong International Home Textiles and Furnishings Fair, WGSN Mindset trends specialist, Ms. Charlie Clark looked at the design concepts, colours and macro directions that will define homeware collections for spring/summer 2020.

She explained how "sensorial wellness" – the concept of wellness embracing living as well as mental and physical health – is increasingly at the forefront of consumers' minds and will become a theme in upcoming houseware designs. According to Clark, there will be a greater emphasis on the way textures and colours are used to affect our mood, and how the arrangements of spaces and products can make us feel energised or calm. She highlighted four design trends that have emerged out of this wellness theme.

Primitive Future - This looks for "sensorial simplicity" in a blend of high-tech and organic lifestyles. Products embrace a back-to-basic minimalist aesthetic with strong textures such as rough and porous surfaces that emphasise integration, imperfection and balance. Presented in warm and earthy shades and soft and perhaps dusty textures, these products show a primitive tactility that invite them to be touched, or stacked like piled stones.

Hyper Room - This trend underscores the sense of future, with a touch of mystery and even moodiness. Light and the use of colour are essential here to have an impact on users'

emotions. The design will present a delicate balance between high-tech and retro, using metallic and lighter colour tones such as light blue along with synthetic textures. Moreover, the design emphasis is on light, transparency and reflection; materials that can produce vibrant colours like coloured see-through panels will be sought after.

Playful Plush - A design direction that blends culture with global influences; a playful combination of colours and everyday objects. Result is a decorative style resembling a modern version of Art Deco. Designs in this category are a happy but sophisticated cultural mesh, using warm and rich colours that bring a natural feel such as an inky deep blue or blurry orange, with textures of natural fibres, wood and a touch of metal, and frequent use of colour patches and graphic or colour blocks. Playful Push space arrangements and products express brightness and vibrancy.

Harmony Lab - Emphasis is on wellness to explore a new relationship between humans and technology. Harmony Lab products highlight experience and quality, helping people to find calmness, restore balance and reconnect with nature. Products of this type mix new technologies with botanicals, suggesting a trust in science and love for nature at the same time. They focus on soft, clean colours - very soft pink or zingy lemon yellow - with a hint of green to bring out the nature motif. Textures that combine strength and softness such as frosted glass reflect this concept.