

Development Commissioner (Handicrafts) leads High Level Trade Delegation to Cambodia & Vietnam

Team returns with learnings on production techniques, marketing and skill development

A high level delegation led by Mr. Shantmanu, IAS, Development Commissioner (Handicrafts), along with Mr. R K Verma, Director, EPCH and prominent EPCH member exporters from Moradabad, Agra, Khurja, Delhi and North Eastern Region - Ms. Jesmina Zeliang, Mr. Naveed Ur Rehman, Mr. S P Dadoo, Mr. Rajesh Kumar Jain, Mr. Subhash Chandra Verma, Mr. Bhaskar Sharma and Mr. Narendra Borah, visited Cambodia and Vietnam. The objective of the delegations visit was to understand various techniques of product development, production infrastructure, design institutions and institutional support available to the artisans and exporters of gifts, decoratives, crafts, furniture, etc. in both the countries and also explore the possibility of future joint ventures and synergize the strengths of these nations with the Indian handicrafts sector. The delegation visited the units pertaining to production of ceramics, stone, wooden, metal, natural fibre products (Cane & Bamboo, Rattan, Water hyacinth, etc.).

Cambodia; 15th-17th May 2019



The delegation also called upon HE, Ambassador, Embassy of India in Cambodia, Ms. Manika Jain

The EPCH delegation met Mr. Cham Prasidh, Senior Minister, Ministry of Industry & Handicrafts, Kingdom of Cambodia. Seen in the frame are Mr. Shantmanu, Development Commissioner (Handicrafts); Mr. R K Verma, Director, EPCH; COA Members, EPCH - Ms. Jesmina Zeliang and Mr. Naveed Ur Rehman as well as other prominent member exporters like Mr. S P Dadoo, Mr. Subhash Chandra Verma, Mr. Bhaskar Sharma and Mr. Narendra Borah. Ms. Jesmina Zeliang, leading exporter from Nagaland, presented a textile craft from Nagaland, to the Hon'ble Minister

In Cambodia, the EPCH delegation met Hon'ble Mr. Cham Prasidh, Senior Minister, Ministry of Industry & Handicrafts, Kingdom of Cambodia. The delegation also called upon HE, Ambassador, Embassy of India in Cambodia, Ms. Manika Jain.

The delegation visited the local craft markets and different craft clusters to see the range of products being produced by the Cambodian manufacturers. The learnings from this visit to Cambodia is expected to help in motivating the Indian handicrafts exporting community to start using technology and techniques being used in Cambodia which will result in enhancing quality of Indian handicrafts as per standards and demands prevalent in the world markets.



Vietnam; 18th-21st May 2019

Vietnam is rich in traditional arts and crafts and has gained international fame owing to its cane & bamboo craft, ceramics, stones, natural fibre products, wooden handicrafts, metal craft and silk embroideries. The techniques of manufacturing crafts in Vietnam is very peculiar, high quality and cheaper than anywhere in the world. Vietnam has traditional skills like India but more competitive in nature and have greater market share in comparison to India. To understand the traditional skills and craftsmanship with usages of technology in making high quality crafts in Vietnam, this high level delegation visited this nation from 18 - 21 May, 2019.



The EPCH delegation comprising Mr. RK Verma, Director; COA Members, EPCH - Ms. Jesmina Zeliang, Mr. Rajesh Kumar Jain and Mr. Naveed Ur Rehman as well as other prominent member exporters, met Mr. Hoang Chinh Nghia, Deputy Director General, Ministry of Industry & Trade, Agency for Regional Industry & Trade, Vietnam



The EPCH delegation called upon H.E., Ambassador, Embassy of India in Vietnam, Mr. Parvataneni Harish

The EPCH delegation met Mr. Hoang Chinh Nghia, Deputy Director General, Ministry of Industry & Trade, Agency for Regional Industry & Trade, Vietnam, and also called upon H.E., Ambassador, Embassy of India in Vietnam, Mr. Parvataneni Harish and discussed and guided way forward for Indian handicrafts exporters. The delegation also had a meeting with Mr. Trinh Quoc Dat, Deputy President of Vietnam Association of Craft Villages (VICRAFTS), an EPCH MOU partner in Vietnam.

The delegation made a series of visits to various handicraft clusters near Hanoi, Vietnam, like, ceramics cluster - Bat Trang Ceramics Pottery; cluster for natural fibre products - Phu Vinh; wood carving cluster at Son Dong; silk embroidery cluster at Van Phuc; metal casting cluster at Bac Ninh; and stone craft cluster at Da Nang. They interacted with the entrepreneurs working at these clusters to see and understand the production processes there.

The delegation visited Urban Lifestyle and Interior show at Saigon Exhibition and Convention Centre, Vietnam, which showcases products like furniture, handicrafts, gifts, garden accessories, decoratives, lifestyle and natural fibre products. The delegation saw the showcased craft products manufactured as per international demands and customised to overseas buyer requirements. The delegation also met Mr. Nguyen Chanh Phuong, Vice Chairman of Handicrafts and Wood Industry Association (HAWA)





Members of the EPCH delegation with Mr. Trinh Quoc Dat, Deputy President of Vietnam Association of Craft Villages (VICRAFTS), an EPCH MOU partner in Vietnam

The visit of high level delegation to Vietnam is expected to help in motivating the Indian handicrafts exporting community to inculcate their learning in production of handicrafts and enhance the quality of Indian handicrafts as per standards and demands prevalent in the world markets.

India & Vietnam enjoy a very cordial relation with a total bilateral trade of US\$ 12.83 billion registering a growth of around 27%. The possibility of further enhancing the trade between two countries is enormous and it is high time that there is more

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people-to-people contact between two countries so that the trade can flourish. Vietnam is an important South East Asian Country having rich tradition of handicrafts like ceramics, stoneware, natural fibre products, metal crafts, wood-ware and many more. The range of products, quality and finish is amongst the best in the world and is important that Indian manufacturer exporters acquire understanding of various techniques of product development and production infrastructure so as to explore the possibility of future joint ventures and synergize the strengths of each other.

