

EPCH takes India's home & lifestyle treasures to Yiwu China, showcases products and live craft demonstrations

8th Yiwu Imported Commodities Fair 2019; 23rd -26th May 2019; YIWU, China



Mr. Arun Kumar Panwar, Consul (Press, Information & Culture), o/o Consulate General of India, Shanghai, China, seen inaugurating the India Pavilion, in the presence of Mr. Pradeep Shetty, eminent Indian businessman in China; and participating member exporters

EPCH set up an exclusive India Pavilion with 29 member exporters and 1 Master crafts person at the 8th China Yiwu Imported Commodities Fair, held from 23-26 May 2019, in Yiwu International Expo Centre. This pavilion was inaugurated by Mr. Arun Kumar Panwar, Consul (Press, Information & Culture),

O/o Consulate General of India, Shanghai, China, in the presence of Mr. Pradeep Shetty, eminent Indian businessman in China; and participating member exporters. Mr. Panwar also met the participants at the pavilion and appreciated their products. He was of the opinion that the exporters can gain from the opportunities in China by understanding the market/buyer preference for various home décor, gifts and accessories products. Mr. Arun K Yadav, Director, O/o Development Commissioner (Handicrafts), New Delhi, also visited the Indian pavilion and interacted with the participants.

On display at the India Pavilion were, fashion jewellery & accessories, home decor and accessories, decoratives, glassware, tableware, jewellery boxes, scarves, stoles & shawls, Christmas

decorations, home furnishing, cushions, bags and incense products, spread out in an area of 342 sq.mtrs area. The Master crafts persons namely, Umesh Chandra Behra from Odisha gave live demonstration on Pattachitra Painting. A wide range of Indian handicrafts, gift items and decorative products were showcased in a thematic booth along with five exporters and awareness were created among visitors and buyers while distributing crafts catalogues and other informative material about Indian handicrafts.

The Yiwu Imported Commodities Fair is an annual importer commodities exclusive event conducted by China Council for the Promotion of International Trade (CCPIT). Yiwu has been specifically mentioned by the UN and by the World Bank as the largest small commodity wholesale market in the world. It centers on the "Buy goods worldwide and sell goods worldwide" national development strategy of China and themed as "advance Connectivity, Share China's Opportunities". This fair focuses on trade and gives priority to consumer goods and the countries and regions in East Asia. Every year, numerous manufacturers, wholesalers, dealers, departmental stores owners, chefs, food technology experts and many other people belonging to imported commodities domain visit the stalls of Yiwu Imported Commodities Fair. Most of the attendees of this trade exhibition are the actual buyers, looking for innovative products, techniques and services of the



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commodities industry. It sells over 2.1 million kinds of small commodities to more than 150 countries. Over 1,500 exhibitors participated, making the fair one of China's largest in its category. Approximately 500,000 foreign buyers visit Yiwu annually, and over 15,000 foreign buyers from over 100 countries have established a resident footprint here. The city has business ties with 219 countries and regions.

The show witnessed buyers primarily interested in retail buying. The best display awards were also distributed by the organisers and EPCH received the Best Organiser Award; M/s Chopra Musicals, Meerut, India was awarded in Best Product Display category. The Master crafts person was acknowledged through a Certificate.

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 high 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. It prioritises consumer goods for which Yiwu is known worldwide and attaches huge importance to its specialised intl. market and informational levels for bringing forth new ideas. ■

