

Buyer Seller Meet

EPCH contingent explores Scandinavian market, reaches out to new buyers in the region

22nd & 23rd August; Copenhagen, Denmark; 26th & 27th August; Stockholm, Sweden

EPCH, with the active support of Embassy of India in Denmark, Sweden and Office of Development Commissioner (Handicrafts), organised the second Indian Handicrafts Buyer-Seller Meets on 22nd & 23rd August 2019 at Hotel Scandic Falkoner in Copenhagen, Denmark and on 26th & 27th August 20189 at Hotel Scandic Victoria Tower, Stockholm, Sweden. 25 member exporters participated.



HE Ambassador of India to Denmark, Mr. Ajit Gupte inaugurates the Buyer-Seller Meet at Copenhagen, Denmark in the presence of Guest of Honour, Mr. Lars Aslan Rasmussen, Member of Parliament for Social Democrats in Denmark Parliament and H E Ambassador of India to Sweden and Latvia, Ms. Monika Kapil Mohta, inaugurates the Buyer-Seller Meet at Stockholm, Sweden, in the presence of Mr. RKVerma, Director, EPCH; and participating member exporters

The Buyer-Seller Meets were inaugurated by HE Ambassador of India to Denmark, Mr. Ajit Gupte, in Copenhagen; and by H E Ambassador of India to Sweden and Latvia, Ms. Monika Kapil Mohta, in Stockholm, Sweden, in the presence of Mr. RKVerma, Director, EPCH; and participating member exporters.

In Copenhagen, Mr. Ajit Gupte appreciated EPCH's initiative to showcase Indian products at the buyer seller meet. He suggested that Indian exhibitors tie-up and avail the services of Danish product designers to develop and launch Indian handicrafts in order to maximise their outreach in the Danish market. He also informed that Nordic buyer preference is towards handmade products and this consciousness is increasing in the region, thereby increasing the demand for sustainable, eco-friendly and recycled products to suit contemporary demands. Mr. Lars Aslan Rasmussen, Member of Parliament for Social Democrats in Denmark Parliament was amazed to see the variety of

Indian crafts and significant artistic hand work seen in products from handicrafts clusters like Jaipur, Panipat, Moradabad, Meerut, Aligarh, Kolkata, Saharanpur, West Godavari Distt. in Andhra Pradesh, Delhi NCR, etc. In 2020 it will be 400 years since Denmark began co-operation with India by establishing Tranquebar (Tharangambadi) on the coast of the Bay of Bengal in Tamil Nadu. Denmark gave up its official presence and handed over its possession around 200 years back.

In Stockholm, Ms. Monika Kapil Mohta appreciated EPCH's initiative to organise the second consecutive buyer seller meet after November 2018 with new set of products showcased by Indian exhibitors. The Ambassador shared her experience of doing business in Sweden and buyers preferences. She urged them to understand and follow the lifestyle, demand, design, trends and forecast as well as inclination for handmade and recycled products in Sweden for successful results. HE Ms. Mohta also gave a clear



His Excellency, Ambassador of India to Denmark, Mr. Ajit Gupte, interacting with the participants. Also seen in the frame (left pic.) are Mr. R K Verma, Director, EPCH; and COA Member, EPCH - Mr. Arvind Vadhera



Mr. Lars Aslan Rasmussen, Member of Parliament for Social Democrats in Denmark Parliament, at the Indian Handicrafts Buyer-Seller Meet, Copenhagen



Danish buyers respond with keenness to source Nordic designs displayed by Indian exporters at the BSM in Copenhagen

message to Indian exporters to upscale on quality, materials, compliances as well as packaging and sell what Nordic customers actually need by understanding their lifestyles.

Participating member exporters had put up a display covering a wide range of Indian handicrafts, home furnishings, flooring products, textiles, houseware, decoratives, fashion accessories shawls, scarves, bags, fashion garments and Christmas décor, thereby creating a “Brand Image” of Indian handicrafts among Scandinavian buyers. Noticeable was diversification and launch of innovative products like hand bags and fashion scarves made from recycled pet bottles, thereby signifying Indian manufacturers' & exporters' growing knowledge of market trends and consumer preferences in the Nordic region. Several buyers and importers attended these Buyer-Seller Meets to source for their stores.

Extensive publicity measures were undertaken to generate interest and draw suitable trade visitors to the BSM. With this initiative and exposure of market trends and



H E Ambassador of India to Sweden and Latvia, Ms. Monika Kapil Mohta, at the BSM in Stockholm, Sweden

consumer preferences for the participating member exporters, it is expected that India's exports to this region will surely see a healthy and consistent growth.

The main exports markets for Indian handicrafts are USA followed by EU, Middle East and Far East. However,

Scandinavian countries are emerging as a new potential destination for exports of Handicrafts. Indian Craftsmanship, ethnic designs and colours are unique and have no comparison with products from other countries. The range produced in India is very large & wide and the quality &

price structure varies from high-end market to middle end market. The exports of handicrafts from India are at US\$ million 3803.55 in 2018-19 and exports of India handicrafts to Denmark was of USD 28.71. EPCH and Indian Embassy are sure that with the overwhelming response and buyers turn out at Buyer-Seller Meet has created a buzz and will further lead to a growth in mutual Trade relations.



Publicity at Denmark and Sweden

The collage displays several promotional materials for the Indian Home Decor & Fashion Exhibition. At the top center is a poster for the Stockholm event (26-27 August 2019) with the 'Namaste' logo and the text 'Welcome to INDIAN HOME DECOR & FASHION EXHIBITION'. To the right is a poster for the Copenhagen event (22-23 August 2019) with the text 'INDIAN HOME DECOR & FASHION EXHIBITION'. Below these are various brochures and posters in different languages, including English, Hindi, and Swedish, detailing the event's location, timing, and the types of handicrafts on display. The materials also mention a 'Buyer-Seller Meet' and list supporting organizations like the Ministry of Commerce & Industry and the Export Promotion Council for Handicrafts.