

EPCH spreads the magic of IHGF Delhi Fair at German garden & accessories show Spoga+Gafa, Cologne, Germany; 1st-3rd September 2019



*Seen Lto R at the EPCH's promotional stand at Spoga+Gafa, Cologne:
Mr. Ashwani Pande, MD, Koelnmesse India; Ms. Rudy Jaspreet Consul (Political/Commerce/ Press) Embassy of India, Frankfurt, Germany; Ms. Amla Shrivastava, Head Designer, EPCH; Mr. Gaurav Chawla, Manager, Koelnmesse YA Trade Fair; Mr. Rohit Gupte, Sr. Project Manager, Koelnmesse*

EPCH participated in the prime German furniture trade show- Spoga+Gafa-2019, by setting up a promotional booth to spread awareness about its forthcoming IHGF Delhi Fair-Autumn 2019 and Spring 2020. This was the Council's fifth participation after an encouraging response received during past participations. The show, organised by Koelnmesse GmbH, is considered the world's leading trade fair for the leisure and garden sector.

The show profiles four major product segments, i.e. - Garden Living comprising garden furniture, garden equipment, decoration, etc.; Garden Creation & Care (machines & accessories, tools & accessories, lawn & lawn garden equipment & sheds, water & lights), Garden Unique focusing on premium garden furniture and garden barbeque & grill products. 40,000 trade visitors, top decision-

makers and multipliers from 124 countries and a 65% share of international guests underlined the international significance of spoga+gafa. In total, 2,281 exhibitors from 67 countries presented the trends and highlights for the coming garden season on 230,000 sq. mts. This year the focus of the world's largest garden trade fair was City Gardening - gardening without a garden.

EPCH widely promoted its upcoming IHGF Delhi Fair-Autumn 2019 as well as Spring 2020 and invited buyers at Spoga+Gafa, to visit and source their requirements from the IHGF Delhi Fair. The Council's promotional stand was attended by many visitors who got their queries answered on the upcoming IHGF Delhi Fair. EPCH disseminated information of all its shows and created a buzz for the April bound fair. ■

“Magic of Gifted Hands” showcased in the French fashion capital

Maison & Objet, Paris, France; 6th-10th September 2019



Mrs. Hamna Mariyam Khan, Third Secretary, Embassy of India in Paris inaugurating the EPCH Thematic Pavilion in the presence of Mr. Birendra Kumar, Attaché, Embassy of India; Mr. Abdul Azim, Member COA - EPCH; and Mr. Raj Anand, India Representative of Maison & Objet

European Union is one of the leading importers of Indian handicrafts and exports to this destination has been on an increasing trend, with France holding a special place. Maison & Objet, Paris, is among the three most important European events for interior design, and is a leading home decor fair connecting the international design and lifestyle



community. It is held twice every year in Nord Villepinte, Paris. It is known to be the international authority for home decor, interior design, architecture as well as lifestyle culture and trends through its shows, events and its digital platform. This edition of the show brought together a product offering with decorations, design, furniture, accessories, textiles, fragrances, the world of children, tableware, etc. For over two decades, this premium lifestyle show has created its own image of offering quality products to the world market and is opened only for professional companies.

EPCH participated in this show with a thematic display under the banner of "India - Magic of Gifted Hands". This was inaugurated by Mrs. Hamna Mariyam Khan, Third Secretary, Embassy of India in Paris, in the presence of Mr. Birendra Kumar, Attaché, Embassy of India; Mr. Abdul Azim, Member COA - EPCH; and Mr. Raj Anand, India Representative of Maison & Objet.



Buyers at EPCH's display area as well as the promotional booth, gathering information on the Council's upcoming trade events in India

Mrs. Hamna Khan praised the products on display and called them "impressive designs". She gave her best wishes to EPCH for such an initiative and appreciated the efforts of showcasing a wide range of Indian handicrafts from various clusters under one roof, enthrusting buyers and trade visitors. She was of the view that young designers should be encouraged to visit such shows to have an idea of innovative products.

The vibrant display depicting richness of Indian home & lifestyle products aimed at a brand image projection of Indian handicrafts, comprised premium products in home décor, throws, shawls, decorative footwear, metal crafts, wooden decoratives, etc. The objective was to promote India as an important sourcing destination for all kinds of handicrafts, gifts, decoratives, fashion and lifestyle products; to create brand image of Indian handicrafts in the international market and awareness about various sourcing centres in India for procuring different handicraft items; and to showcase skilled workmanship of Indian handicrafts. This participation was organised with financial support under the scheme of Ministry of Textiles, Govt. of India. The show was visited by a very receptive audience including buyers, designers, architects and space design consultants.

As per feedback, many buyers have expressed their interest to source from India. EPCH organised its upcoming Delhi Fair's publicity, where promotional material like product specific catalogues, brochures/leaflets,



Promotions in full swing towards IHGF Delhi Fair-Autumn 2019 and Spring 2020

promotional bags, pens and writing pads were distributed amongst visitors so as to create awareness about Indian handicrafts in general and interest to visit the forthcoming IHGF Delhi Fair - Autumn 2019 and Spring 2020. The Council's representative disseminated information about Indian handicrafts products besides answering queries of trade visitors, including regular IHGF Delhi Fair buyers. ■

Indian handicrafts contingent reaches out to Middle East buyers

INDEX 2019, Dubai, UAE; 17th-19th September 2019

INDEX is known to be the most diverse international design exhibition held in the Middle East and North African region and is dedicated to 9 show sectors covering the entire spectrum of products and services required for the design, fit-out, or upgrade of residential, retail, and hospitality spaces. Organised at Dubai World Trade Centre, Dubai by DMG Event Middle East (UK), this edition was co-located with The Hotel Show, The Leisure Show and the new launch event-FIM (furniture interior manufacturers), with visitors benefitting from the accessibility to all the shows. This edition show saw thousands of visitors flock to the Dubai world trade centre to find products by exhibitors from across Europe, Middle East and Asia.

EPCH set up an exclusive India Pavilion with 27 member exporters. This collective participation was with a prime objective to promote India as a profitable sourcing destination and encourage the visit of UAE trade buyers to India. Such promotional measures of the Council have made an impact and created demand of Indian handicrafts in UAE markets amongst importers, wholesalers, exhibitors and buyers to source their requirements from international fairs like IHGF Delhi Fair.

Mr. Vipul, Consul General of India, CGI, Dubai, inaugurated the India Pavilion in the presence of Mr. R K Verma, Director, EPCH. After the opening ceremony, the CGI interacted with each



Mr. Vipul, Consul General of India, CGI, Dubai, inaugurated the EPCH India Pavilion in the presence of Mr. R K Verma, Director, EPCH and participating member exporters. He also interacted with the exhibitors



participant and applauded the efforts done by Indian exporters in exploring emerging markets.

EPCH also set up a promotional booth to publicise its upcoming IHGF Delhi Fair-Autumn 2019 and IHGF Delhi Fair-Spring 2020. Promotional items like pens, writing pads and bags were distributed among the visitors besides informative leaflets about the fair. As per feedback form received from the exhibitors it is estimated that the total on-the-spot business generated at stands is 163500 USD and business expected at 1762000 USD and 811 enquiries were received by the participants.



IHGF Delhi Fair-Autumn 2019 and Spring 2020's publicity at INDEX



Indian furniture products showcased for trade in China

China International Furniture Expo, Shanghai, China; 9th-12th September 2019

EPCH participated in the 25th China International Furniture Expo (Furniture China 2019) at Shanghai, China, along with 10 member exporters from Jodhpur. A total of 27 companies from India were among exhibitors at the expo.

The expo is one of the leading international B2B trade fairs of the sector since over two decades and celebrated its 25th anniversary this year, with 3,500 exhibitors from 29 countries and around 1,50,000 visitors. This expo is jointly organised by China National Furniture Association & Shanghai Sinoexpo Informa Markets Int'l Exhibition Co., Ltd. and held alongside Maison Shanghai.

The product profile of this expo comprises contemporary furniture, upholstery furniture, European classical furniture, Chinese classical furniture, mattress, table & chair, outdoor furniture, children's furniture, office furniture and international brand. This year Furniture China also launched "JIGLEZBUY", an online B2B sourcing platform to connect over 300 Chinese quality suppliers and business traders.

The India Pavilion set up by EPCH was inaugurated by Mr. Anil Kumar Rai, Consul General of India at Shanghai, China, along with Dr. J. Aravind, Head of Chancery and Consul (Commercial). After the inauguration, the Consul General interacted with the EPCH member exhibitors. Mr. Rai appreciated EPCH's initiative to showcase Indian furniture at Furniture China 2019 and suggested Indian exhibitors to maximise their outreach in the Chinese market. He also informed that Chinese buyer preference is towards handcrafted furniture.



Mr. Anil Kumar Rai, Consul General of India at Shanghai, China, seen inaugurating the India Pavilion set up by EPCH and visiting the exhibitor stalls



Global buyers interested to source hardwood furniture showed keen interest in products displayed at the India Pavilion and EPCH could successfully create a 'Brand Image' by projecting India as a profitable sourcing destination amongst buyers from China and other visiting countries.

The participants were satisfied with the overall enquires generated during the show. Around 179 business enquires were received and business worth USD \$ 6,68,00 was generated by Indian companies. Besides, EPCH also set up a promotional booth to disseminate information amongst visiting buyers about IHGF Delhi Fair Autumn 2019 and Spring 2020 edition through distribution of promotional materials. ■



Buyers at exhibitor stalls at the India Pavilion