

Product display and IHGF Delhi Fair publicity enthruses buyers in prime German shows

Heimtextil, Frankfurt, Germany; 7th-10th January 2020



Mr. Moloy Chandan Chakraborty, Jute & Textiles Commissioner, Govt. of India, also visited the pavilion alongwith Ms. Ruby Jaspreet, Consul, CGI, Frankfurt

The Indian Pavilion being inaugurated by Mr. Vijoy Kumar Singh, Additional Secretary & Financial Advisor (AS& FA), Ministry of Textiles, Govt. of India, along with Mr. K N Tulasi Rao, COA Member, EPCH; Mr. Sibin C, Director, Industry & Commerce, Govt. of Punjab; Dr. KN Prabhu, Chairman, HEPC; Mr. Siddhartha Rajagopal, ED- Texprocil and member participants.

EPCH's participation at the 2020 Heimtextil Germany was highlighted with an India Pavilion housing 36 member exporters in Hall no. 10.3 and Hall 6.2 of the show's venue. This participation was under Market Access Initiative (MAI) Scheme of Ministry of Commerce & Industry, Govt of India.

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Glimpses of buyers and trade visitors at the EPCH publicity booth

participants. Mr. Singh also interacted with the participants and after seeing the publicity of IHGF Delhi fair during the fair, appreciated EPCH for creating brand image of the world's largest congregation of Indian handicrafts exporters at different International fairs and exhibitions and wished the participants good luck. Later on H E Consul General, Consulate General of India, Frankfurt, Ms. Pratibha Parkar, also visited. Mr. Moloy Chandan Chakraborty, Jute & Textiles Commissioner, also visited the pavilion.

European Union has been an important market for Indian products with Germany as a significant destination for imports of Indian home textiles and furnishing in particular. Heimtextil is the biggest international trade fair for home and contract textiles business and the global benchmark for quality textiles of design and innovative functionality. This trade fair is the season opener for new trends and textile innovations. It is one of the leading and important sourcing trade shows in the Europe for home and textiles sourcing with the collection of interior textiles, interior design and interior trends. It may be noted here that Indian presence at the exhibition has also been growing strong over the years. This was the 50th edition of the show and Indian participation was the second largest after China with over 400 exhibitors. The participants received good response. As it is well known today, the



the participation in Heimtextil, 2020 fair has created a market integration and helped in direct market linkages with buyers, thereby creating a potential for increasing exports of handicrafts to European Union.

textile furnishing sector faces major challenges due to the digital revolution. Digitisation opens up many opportunities on the production side - on the retail side, however, it leads to a significant shift in purchasing flows. In spite of all these over 2900 companies from 64 countries participated in Heimtextil, 2020. Going by the feedback, it is believed that

updates and information on EPCH's upcoming fairs. Many buyers visited the publicity booth and interacted with the Council's representative. Bags containing leaflets, textile based informative brochures, pens, pads, special memento, etc. were distributed to visitors to create awareness of IHGF Delhi Fair- Spring, scheduled from 15th-19th April 2020.

A publicity booth was also set up towards disseminating

Domotex, Hannover, Germany; 10th-13th January 2020

Domotex is known to be the world's leading trade fair for carpets and floor coverings, which takes place once a year at Hannover Exhibition Ground in Hannover, Germany and is only accessible to trade visitors. Exhibitors here constituting those from Germany and overseas, present their new collections and trends in the show including traditional and modern handmade carpets, woven carpets, mats, carpets for residential and commercial areas, resilient and outdoor flooring to parquet, wood and laminate floors, etc. Under the concept Innovations@Domotex, the exhibition offers selected product innovations and design highlights through a unique presentation platform.

The 2020 edition was held from 10th to 13th January 2020 at Hannover Fair Ground, Hannover, Germany. Over 1,400 exhibitors from more than 60 nations came to Hannover to kick off a successful new year of business. More than 35,000 buyers are said to have visited Domotex.



Mr. Vijoy Kumar Singh, Addl. Secretary and Financial Advisor, Ministry of Textiles; and Mr. Madan Lal Raigar, Consul General, CGI, Germany (2nd from left) visiting the EPCH publicity booth. Seen alongside is Mr. Sanjay Kumar, Executive Director cum Secretary, CEPC



Mr. Rajesh Jain, President- Social Media, EPCH, observing the publicity being carried out to promote the upcoming show at Domotex

EPCH had taken a Publicity Booth towards the publicity and promotion of IHGF Delhi Fair- Spring, scheduled from 15th-19th April 2020. This was visited by Mr. Madan Lal Raigar, Consul General, CGI, Germany and other representatives like Mr. Vijoy Kumar Singh, Addl. Secretary and Financial Advisor, Ministry of Textiles; and Mr. Sanjay Kumar, Executive Director

cum Secretary, CEPC. Mr. Rajesh Jain, President- Social Media, EPCH also visited the EPCH booth and observed the publicity being made to promote the upcoming show.

At this booth, EPCH's representative shared information about the show, details on product profile, composition of vendors, etc. to visiting buyers. Show leaflets and brochures were distributed as well. Some of the regular buyers to EPCH shows in India visited the publicity booth. The Council's forthcoming events were not only promoted to visitors of the show but also among exhibitors with an invitation to visit the IHGF Delhi Fair-Spring 2020 with a choice of availing the scheme of special offer for hotel accommodation offered by EPCH. It has been observed after interacting with the visiting buyers to EPCH booth that they were happy to know the new dates of Spring Fair.



Buyers at the show gather updates on EPCH's activities and its upcoming shows like IHGF Delhi Fair-Spring 2020

IMM, Cologne, Germany; 13th-19th January 2020

EPCH set up a Publicity Booth at one of Europe's key trade shows for the furniture sector- IMM Cologne(The interior business event), held from 13th-19th January 2020. This booth was set up to disseminate information about IHGF Delhi Fair-Spring 2020 and EPCH VRIKSH Certification through distribution of leaflets and brochures of the fair along with other promotional material explaining composition of product range in the fairs and opportunity to source directly from manufacturers. The EPCH representative at the fair had interactions with visitors at the show about IHGF Delhi Fair's various features and its new dates.

Germany is the second biggest market in Europe for Indian Handicrafts after USA. Subsequently, Germany has emerged as the largest market for Indian Handicrafts exporters in Europe. IMM Cologne Fair is Europe's largest furniture fair spread out in 14 halls across 1246,500 sqm. and hosting about 1,158 exhibitors from all over the world besides Germany. Hosted right at the start of the year, this is the most important date on the interior design calendar. It's where the entire interiors industry gathers to present and discover new launches from around the world, to experience the major future trends and make a successful start to the new season. The trade fair is a must-attend



A trade visitor to the EPCH Booth, pre-registering for IHGF Delhi Fair-Spring

event for senior decision makers from all international markets. Exhibitors at the show cover every category in the segment, providing a market overview with a unique diversity of product worlds and furnishing styles.



Distribution of IHGF Delhi Fair -Spring's promotional bags and information material at IMM Cologne