

Overseas Journalists review 37th IHGF

Appropriate time for Indian home furniture and lighting products to foray into Cambodia



"This fair holds added significance for me because India and Cambodia share a culture in terms of mythology and history. Also the social scenario in both the countries is comparable. The market for Indian products is not much established in my country. Therefore the idea of inviting journalists for promotional purpose

indicates EPCH's intelligent foresight. I feel buyers from my country may be lured to India because of cheaper prices and good quality. But for this business exchange the govt. of both countries must work together to formulate a business strategy. Looking at the products here, I think Cambodian importers would be interested in home furniture and lighting products. I feel that this is an appropriate time for India's foray into the Cambodian market because our economy is booming and there is increased demand."

Chayy Sophal, Editor in Chief, New Youth & Cambodia News, Cambodia

Fairs like this expand horizons and enable smooth flow of demand & supply



"This fair has been beyond all my expectations and has changed my perception about the business of handicrafts. Unlike my existing notion, products available here actually cater to the modern market and comply with the changing trend worldwide. And the diverse culture that India has, leads to the

amazing variety of innovation which is reflected in the products offered. EPCH's involvement has helped to bring artisans to a global platform where they get international recognition. Singapore depends on imports for a lot many products. Thus, by encouraging people to attend fairs like these expands horizons and enables smooth flow of international demand & supply. My knowledge about EPCH had not been much before coming here but looking at the involvement of the organization I must say that it is doing a commendable job."

Patrick Jonas, Editor, Tabla (newspaper), Singapore

Products on display here match our market's requirements



"I see this fair as a medium to strengthen political ties between India and Malaysia. The two countries already have a strong common culture and through well-thought out business exchange, ties between two countries can be made stronger. Products here can easily match our market and buyer requirements.

Specifically, the range for carpets in the fair would surely find a strong market in my country. Indian involvement in Malaysian import market can already be seen by the range of shawls imported. But there is always a scope for expansion of the market. Considering the good organization of handicraft business in India through EPCH, I think it won't be very difficult."

Rashiqah Ilmi Binti Abd Rahim, Journalist, Berita Harian, The New Straits Times Press, Malaysia

Home Décor should be the target area when Indian manufacturers deal with buyers from Brunei



"I am awestruck at the commendable range. What intrigued me the most is the use of recycled products that some manufacturers have made. Given the cultural reality of Brunei, I feel that buyers from my country would be interested in the exclusive range of cashmere shawls, textiles and home décor available in the

fair. Brunei has already been importing these items from Syria and gulf countries, so availability of Indian handicrafts in our market would be something to look forward to. Export items from India are also exclusive because they are mostly eco-friendly. Another reason for promotion of Indian handicrafts in Brunei is that the organization of the handicraft sector in this country is a lot better than what I have seen elsewhere. This also helps artisans in a major way where they can innovate and experiment. Also, in Brunei, we have mostly spacious houses, so I feel that home décor from India would really do well in our market. And this should be the target business area when Indian suppliers deal with buyers from Brunei."

Abdool Hakiim Bin Awang, Borneo Bulletin, Brunei