

# EPCH contingent reaches out to European buyers

Spring Fair; Birmingham, UK; 1st-5th February, 2015

Spring Fair Birmingham, held from 1st-5th February, 2015, at Birmingham, UK, previews new collections from over 1,600 UK and international exhibitors. Owing to 20



*Indian crafts and live demonstrations enthuse buyers at the Indian stands*

sections spread over 20 halls, the fair attracts exhibitors as well as buyers for Kitchen, Dining & Housewares; Christmas Gifts, Floral & Seasonal Decorations; Children's Gifts, Toys & Gadgets; Greetings & Stationery; Art & Framing; Gifts & Home; Contemporary Gift & Home;

The Summerhouse products; Outdoor Living & Leisure; Gifts, Home & Volume; Fashion Jewellery & Accessories; Body, Bath & Home Fragrance; and Jewellery and Accessories.

EPCH participated with a total of 13 exporters who displayed fashion accessories, home accessories, decorative and jewellery boxes, jute products, scarves, stoles and shawls, musical instruments, etc. all spread in an area of 144 Sq. mtrs.

In order to promote the Indian Handicrafts & Gifts Fair (IHGF) Spring 2015, Home Expo India and Indian Fashion Jewellery & Accessories Show (IFJAS) 2015, promotional material like leaflets, bags, pen and pads were distributed amongst buyers at the booth as well as within the show venue. One to one meetings at UK

exhibitors' stands were also done so as to motivate them to visit the Council's shows organized in India. Three Master crafts persons namely Mr. Deepak Ranjan Sarkar (Cane & Bamboo Craft), Mr. Putta Raja (Cotton Sari Crafts) and Mr. Pydi Muni Raghavulu (Kalamkari



*Mr. B.C Pradhan, Head of Chancery, Consulate General of India, Birmingham, seen at the India Pavilion*

Handprinting crafts) gave live demonstration of their crafts and attracted visitors to the stalls.

Mr. B C Pradhan, Head of Chancery, Consulate General of India, Birmingham, visited the show and met the participants. Visitors to the Indian pavilion showed interest in the diverse range and booked orders.



*A glimpse of the EPCH publicity booth at Spring Fair, Birmingham*

# Indian handicraft exporters make significant European connect

Ambiente; Frankfurt, Germany; 13th-17th February, 2015



*Mr. Raveesh Kumar, Consul General of India, Frankfurt, inaugurates the India Pavilion at Ambiente and visits the exhibitor stands; seen with him are Mr. Arvind Vadhera, past Chairman, EPCH, Mr. Rajesh Kumar Jain, Vice Chairman, EPCH and Mr. Naved Ur Rehman, eminent member exporter*

European Union is an important market for Indian products. In European Union, Germany has a special place and is one of the largest importers of Indian products particularly houseware and homeware handicrafts.

Ambiente, one of the oldest established well-known fairs held every year in the month of February at Frankfurt, Germany, is an important marketing medium for India not only for Germany but for the entire European Union and other countries of the world. Ambiente, revolving around products for the table, kitchen, household, giving and decorating, as well as for home and furnishing accessories is visited by leading buyers from nearly all

regions of the world. India has

been participating in this fair on a regular basis since many years. This fair concluded its 2015 edition in February, after gathering 4,811 exhibitors from 94 and over 135,000 buyers from 152 countries. This year, USA was the partner country. This year, the proportion of trade visitors from outside Germany reached 53 percent more than ever before with the top ten nations being Italy, France, the Netherlands, Great Britain, Spain, the USA, Switzerland, China, Turkey and Poland. Above average increases were also noted in the number of visitors from the Middle East and Asia, especially from China and India.

## EPCH India Pavilion at Ambiente

EPCH organized the Indian handicraft sector's

participation in this fair with a thematic display, highlighting Indian capabilities in the houseware, gifts, decorative and homeware segments. 48 member exporters and 5 Master crafts persons demonstrating their skills in Bone Carving, Sholapith,



*Mr. Raveesh Kumar, Consul General of India, Frankfurt, seen interacting with Master crafts persons and exhibitors*





Brass Engraving, Tussar Weaving and Kalamkari Crafts are part of India Pavilion. The product range being highlighted at the India Pavilion were wooden artwares, handicrafts, kitchen wares, decorative items, jute products, bags, home furnishing, shawls, stoles, marine instruments, nautical décor, candles, bathroom accessories, brassware, metalware, glassware, furniture accessories, fashion accessories, etc.

Mr. Raveesh Kumar, Consul General of India, Frankfurt, inaugurated the EPCH Pavilion in the presence of eminent member exporters of EPCH participating in Ambiente on 13th February, 2015. He saw the display and demonstration of crafts besides visiting the individual stands of Indian companies at the fair. The CGI was satisfied with overall display by the Indian participants and advised them to emphasise more on innovation in products and designs, quality and finishing of the product so that they can compete effectively with others in the world market.



*Glimpses of the Indian stands*



*Visitors gather information at the EPCH publicity booth at Ambiente*

## Other Indian participants at Ambiente

Apart from EPCH pavilion about 498 Indian companies participated in this fair on individual basis. These companies were from different parts of India. About 138 companies were from Moradabad region alone. The exhibitors informed that buyers have shown keen interest in the products and the overall response was better than previous edition of the show. During the show around 1310 enquires were generated and approx. business of 3 million Euro is likely to be generated. ■