

# Craft demonstrations draw buyers to India Pavilion

Source Direct- ASD Market Week, Las Vegas, USA; 1st-4th March, 2015

North America's ASD Market Week, according to its organizers, brings the world's widest variety of merchandise together in one efficient consumer-goods trade show that's as easy to shop as it is to love. Loaded with quality choices at every price point, this well-established trade event continues to grow, attracting tens of thousands of loyal attendees from every retail and distribution channel who come here to discover new suppliers, new product categories and new ways to profit. Held in Las Vegas twice annually, this Market Week is a destination wholesale buying. Buyers from department stores to convenience stores, from college book stores to general stores, from grocery store distributors to fashion boutique stores and many more attend to find unique merchandise that will set their business apart. This is organized by the Emerald Exposition, USA.

Around 40,000 importers, distributors, wholesale companies, national retail & international chains, buying groups, chain stores as well as exporters from 88 countries source from this show. 80% of current 2600 exhibitors at ASD source products internationally.

EPCH set up the India Pavilion with a contingent of 10 member exporters at the ASD market Week, Las Vegas. They displayed a variety of Indian crafts like shawls & scarves, costume jewellery and accessories, jute products, incense & perfumery, hand bags, vintage goods and gift items. In all, over 25 companies from India participated. An attractive component of this showcase was live crafts demonstration by two Master crafts persons specializing in terracotta and sozni embroidery.

Visitors to the India Pavilion showed interest in the diverse range of products at the India Pavilion. Exporters who participated in the show and were ready to accept small order quantities from retailers with the expectation of future business were happy with the show. The total business generated and expected business was to the tune of 17,000 USD.



*Handmade crafts enamour visitors at the India Pavilion*



*A glimpse of the Council's information booth at the show*

In order to promote its forthcoming shows, EPCH set up an information booth and disseminated details on Home Expo India-2015, IFJAS-2015 and IHGF Delhi Fair-2015, through hand-outs, leaflets and other promotional material like bags. Promotional posters of the forthcoming shows by EPCH were displayed in the information booth. ■



# Indian jewellery crafts enthuse visitors at HK show

Asia's Fashion Jewellery & Accessories Fair, Hong Kong; 3rd-6th March, 2015

Asia's Fashion Jewellery & Accessories Fair - March, that debuted in 2007, has become a milestone event for the industry and is part of a three term cycle of Fashion Jewellery Events by UBM. The demand for a spring edition had been sparked by the rapidly changing trends in the fashion jewellery and accessories industry. This show is a marketplace to launch or source latest Autumn/Winter collections.

This edition brought together 440 international exhibitors from 17 countries and regions like China, Czech Republic, France, Germany, India, Indonesia, Israel, Italy, Japan, Korea, Philippines, Thailand, Turkey, UK, USA and Hong Kong and Taiwan. The 6 group pavilions were from India, China, Korea, Philippines, Taiwan and Thailand. The show was divided into four theme zones- Fashion Accessories Zone; Sense Zone; Stainless Steel Jewellery Pavilion; and the Fashion Jewellery Atelier. Over 7,700 visitors from 107 countries and regions attended the fair.

EPCH put up the India Pavilion at this show with 28 exhibitors. They received encouraging footfall and their product ranges were highly appreciated by visitors.



*Mr. Virender Sharma, Consul (Commerce & Passport) from Consulate General of India in Hong Kong, at the India Pavilion*



During the fair, Mr. Virender Sharma, Consul (Commerce & Passport) from Consulate General of India in Hong Kong, visited the India Pavilion and interacted with the exhibitors as well as buyers. He inquired about areas where we can still improve our products and assured exhibitors of the CGI's complete support in promoting Indian handicrafts in the world market. ■



*Some of the member exporters' stands at the Asia's Fashion Jewellery & Accessories Fair*

# EPCH shows promoted at Home+Houseware Show

Chicago, USA; 7th-10th March, 2015

The International Home + Housewares Show is the world's premier housewares marketplace, featuring 2,100 exhibitors from 34 countries, and more than 20,000 buyers from over 100 countries. The show owned and organized by International Houseware Association (IHA), USA, is known to be one of the biggest

shows of home & houseware products. It provides an opportunity to see first-hand consumer lifestyle and product trends for all areas of the home, both inside and out, under one roof at McCormick Place, Chicago, USA. The Show has been categorically divided into four sections : clean, contain + sustain; dine + design; discover design; wired + well; and global crossroads (international pavilions/ OEM suppliers).

EPCH set up a promotional booth at this show, with an objective to provide maximum information about the Council's forthcoming shows as well as about the Indian handicrafts industry. Information was disseminated to visitors to encourage them to visit the Council's forthcoming shows. One to one interactions with houseware, tableware, glassware, kitchenware, etc.



A visitor gathers information on EPCH's forthcoming shows at the Council's publicity booth at the show



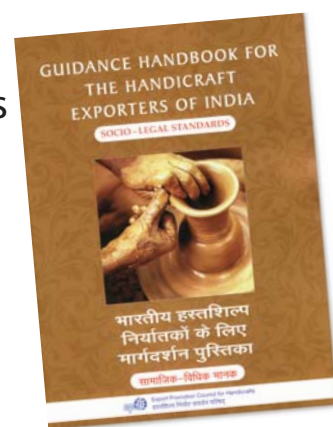
exhibitors was carried out to share details on aspects of Home Expo India-2015 and IHGF Delhi Fair-2015 scheduled from 16-18 April,2015 and 14-18 October,2015, respectively. ■

## Socio Legal Standards Handbook

EPCH has brought out handbook on necessary compliances in the handicrafts sector - released in 11 regional languages

EPCH has brought out a Guidance Handbook on Socio Legal Standards which contains chapters providing knowledge and information of the applicable laws/ rules as well as the international standards that pertain to social and environmental compliance within the industry.

For more details please visit: [www.epch.in/compliancehandbook/](http://www.epch.in/compliancehandbook/)





# EPCH takes representation to International Furniture Fair Singapore

Singapore; 13th-15th March, 2015

EPCH participated in the International Furniture Fair Singapore 2015 (IFFS 2015) held at Singapore Expo- a leading sourcing event for trade professionals of furniture, interior design and hospitality industries. The International Furniture Fair Singapore, held in conjunction with the ASEAN Furniture Show (IFFS/AFS), The Décor Show and Hospitality 360°, is regarded by industry experts as Asia's premier sourcing platform and design-led exhibition. The show features a comprehensive range of furniture by a diverse portfolio of quality exhibitors, and attracts a healthy and well-represented attendance of trade buyers and visitors.

This edition of the fair was inaugurated by the Mr. Lee Yi Shyan, Senior Minister of State for Ministry of Trade & Industry and National Development, Singapore, in the presence of His Excellency, Dr. Michael Pulch, European Union Ambassador to Singapore and Mr. Ernie Koh, Chairman of International Furniture Fair Singapore Pte. Ltd. & President of Singapore Furniture Industry Council.

About 45 Indian handicraft exporters participated in the fair apart from 400 companies from other countries like Australia, Belgium, China, France, Germany, Hong Kong, Indonesia, Japan, Italy, Malaysia, Philippines, Thailand, Vietnam and Singapore. The fair was held in 6 halls, displaying a wide range of furniture, furnishing, home décor & accessories. Hall No. 4 - Hall of Excellence showcased conglomerate furniture & furnishing leaders such as d-Bodhi, Singapore; Far East Furniture, Philippines; HALO, Hong Kong; ResourceDecor, Hong Kong; Woven+, Netherlands; Sharda Exports, India; Umbrosa NV, Belgium; Tropical Outdoor, Hong Kong, etc.

EPCH set up a publicity & promotion booth during the fair in Hall 1 (Stand No. 1E-57) with an objective to disseminate information to visitors about the 4th Home Expo India & IHGF Delhi Fair-Autumn 2015, through distribution of leaflets and brochures of the fair along



with other promotional material, explaining composition of product range in the fair, opportunity to source directly from the manufacturers, etc. Besides, one to one interactions were carried out the other overseas exhibitors to inform and invite them to visit the Council's upcoming fairs. ■