

EPCH contingent reaches out to European buyers

Autumn Fair International, 6th-9th September, 2015; Birmingham, UK



Mr. J K Sharma, Consul General and Mr. B C Pradhan, Consul (Commerce) & HOC, Consulate General of India in Birmingham inaugurate the India Pavilion in the presence of COA Member, EPCH, Mr. Naved Ur Rehman and member exhibitors

Autumn Fair International, Britain's biggest and most important home and gifts event organized by i2i Events Group gathered over 29000 buyers and 1400 exhibitors across 13 different market sectors. Autumn Fair served as a crucial barometer for the economic health of the sector. What has been widely billed as the most successful show in years revealed a clear upswing in the home and gift trade, and billions of pounds worth of transactions had been carried out in the show. A huge and diverse offering from key UK designers



and independent companies made this a must-visit exhibition. The new zones presented retailers with a focused environment in which to do the business and the opportunity for more cross-sector buying. The 2015 event delivered a high quality, high volume, strong audience.

EPCH had set-up an exclusive Indian pavilion within 156 sq. mtr area located in a separate theme design hall No. 5 near the Atrium in coordination with NEC, and 15 member exporters that attracted potential visitors and buyers. The India Pavilion highlighted Indian capabilities in the houseware, gifts, decoratives and homeware segments through a product range of wooden artwares, handicrafts, kitchen wares, decorative items, jute products, marine instruments, nautical décor, Christmas decor, incense, candle, paper products, etc.

Mr. J K Sharma, Consul General and Mr. B C Pradhan, Consul (Commerce) & HOC, Consulate General of India in Birmingham

visited the EPCH India Pavilion and appreciated exhibitors for their unique handicraft products. Mr. Sharma inaugurated the EPCH India pavilion in the presence of COA Member, EPCH, Mr. Naved Ur Rehman and member exhibitors. The Deputy Secretary, Ministry of Textiles, Govt. of India, Mr. R V S Mani also visited and appreciated effort of exhibitors and the Council.

A booth set-up by EPCH with emphatic display of publicity banners informed buyers about the Council's forthcoming shows and also pre-registered buyers for the IHGF Delhi Fair-

Autumn 2015. In order to promote the IHGF Delhi Fair (Autumn) 2015 and to create awareness about the Council's upcoming activities, promotional material like bags, pads, leaflets & brochures were widely distributed as well as placed in the press lounge along with product catalogues. Besides, one to one interactions were carried out with the concerned exhibitors in the show. ■

Indian fashion jewellery well received at Asian fair

Asia's Fashion Jewellery & Accessories Show, 16th-19th September, 2015; HK



Consul Passport, CGI, Hong Kong, Mr. Virender Sharma, visits the show and meets participants at the India Pavilion



Glimpses of participant stalls and the EPCH booth at the India Pavilion

Hong Kong has emerged as one of the important countries for marketing through medium of trade fairs. EPCH pays special attention to this growing region by participating in specialized trade fairs held in Hong Kong. These fairs are extensively visited by overseas trade visitors from nearly all the important countries of the world particularly for items covered by the handicrafts sector, with fashion jewellery & accessories being a major buying segment.

Asia's Fashion Jewellery & Accessories Show (AFJAS) is recognized as the leading event in the fashion jewellery & accessories industry and an ideal platform for volume business to be done in preparation for the seasons ahead. It is a mid-year fair, the only international event contributed to fashion jewellery & accessories industry in Asia. This time, the theme of the show was, 'Nineties have come back and Porcelain jewellery in vogue.'

EPCH, recognizing the value of participation in this important event, led a team of 56 member exporters who displayed an extensive gamut of products at an exclusively set up India Pavilion, set up in an area of 537 sq. mtrs. EPCH's participants displayed variety of products like fashion jewellery in different mediums and accessories like fashion bags, necklaces, bangles, stoles & scarves, bags & accessories, fashion jewellery and beads, shawls, earrings, hand

bags, bracelets, brass jewellery, imitation jewellery, belts and hair bands, rings and artificial jewellery.

The Consul Passport, CGI, Hong Kong, Mr. Virender Sharma visited the fair and met the participants at the India Pavilion.

During the fair, publicity of IHGF Delhi Fair to be held in October, 2015 was also made through advertisement of IHGF Delhi on cover page, inside back cover page and front back page of the Note Pad which was put up in buyers' kit for distribution to more than 8,000 expected buyers during the show. Apart from this, 'Buzz' on IHGF Delhi Fair and brochures were also distributed to the buyers who visited the India pavilion. During four days of the show, approx. 3000 buyers visited India Pavilion, 528 business enquiries were generated which would be materialized into orders in the near future. ■