

How to do Exports in Handicrafts Sector

Seminar : 27th April; Pune, Maharashtra

EPCH conducted a seminar in Pune on 27th April, 2016 with an objective to impart specialized training to the region's exporters, manufacturers, crafts persons and others engaged in the handicrafts industry for success in the export market through guidances on market strategy, documentation & procedures and export promotion & marketing.

Present on the occasion were Mr. Rakesh Kumar, Executive Director, EPCH; Mr. Sreedhar Kadambi, Faculty, KC College of Management Studies, Mumbai; and Mr. Solanki Sandeep, Faculty, Symbiosis Institute of Management Studies, Mumbai. The seminar was well attended with 40 participants. The guest speakers shared their views on handicraft development in Pune and that this region's potential is yet to be explored to a business and professional level.



Mr. Rakesh Kumar, Executive Director, EPCH, seen with some member exporters from the Pune region, at the seminar

Mr. Sreedhar Kadambi, Faculty, KC College of Management

Studies, Mumbai made a presentation on "Export Promotion" & "Export Marketing" and "Documentation & Procedure" with information on how to understand the suitability market for exports and its need for promotion. His presentation on documentation was about identifying market situations and related methods. Mr. Solanki Sandeep, Faculty, Symbiosis Institute of Management Studies, Mumbai, spoke on "Globalisation" and "Market Strategy", describing different marketing strategies and merits in understanding the demand and market of handicrafts. He also shared how study of a market's political stability, economic standards as well as evaluation of business could be useful.



Home Style Trend Forecast 2017

by Tom Mirabile

Seminar : 17th April, 2016

Mr. Tom Mirabile, Senior Vice President of Global Trend and Design for Lifetime Brands, who provides creative direction for some of the most well-respected brands in the housewares and tabletop industries, made a presentation on emerging trends in home décor for 2017. Referring to the prime international home fashion fairs he travels to, he observed that the

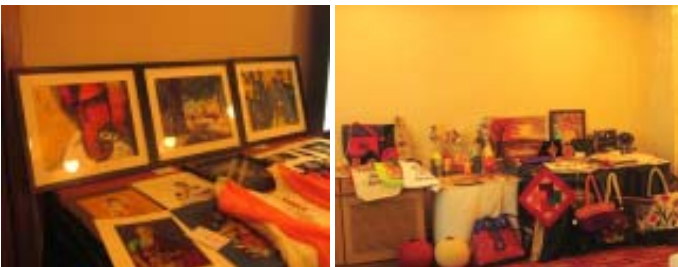


Mr. Tom Mirabile
Senior Vice President,
Global Trend and Design,
Lifetime Brands



emerging trends which are, and will in the near future, dictate what goes in the market are Global Caravan, Simply Serene, New Modernist, French Kiss, Into the Woods and Maritime Chic. ■

Mr. D Kumar, Chairman,
EPCH presenting a
memento to Mr. Tom
Mirabile



Mr. Rakesh Kumar, Executive Director, EPCH seen with the participants and their product displays

The participants put up their products on display so that they could seek guidance pertaining to their individual crafts. Mr. Rakesh Kumar, Executive Director, EPCH, initiated the interactive session and answered participants' queries on market situations, classification of product segment with market needs, etc.



The seminar in progress