

Promoting Connectivity and Sharing Trade Prosperity

2016 Silk Road Economic Belt Cities International Forum

Yiwu, China; 13th - 15th November, 2016

A conference was hosted by Silk Road Think Tank Association (SRTA); and Chongyang Institute for Financial Studies at Renmin University of China (RDCY). This forum conducted for promoting various cities of trade importance was attended by representatives from various countries. India was represented by Mr. Ghanshyam Ohja, Mayor of Jodhpur who spoke on "City Dialogue: Collaborative Development and Future Prospect of International Trade Pivot Cities along the Belt and Road"; Mr. Vinod Kumar Agarwal, Mayor of Moradabad Municipal Corporation addressed the audience on, "Adhere to Strategy of Sustainable Innovation, Broaden Blueprint of City Development"; and Mr. R K Verma, Director EPCH, made a presentation on "Upgrade Innovation and Entrepreneurship, Deepen Cross-border Trade Cooperation."

Since the "Belt and Road" initiative was proposed in September, 2013, the city of Yiwu, located in China's Zhejiang Province and well-known as the world's biggest market for small commodities, has become a highlight of the Silk Road Economic Belt. The "Silk Road Economic Belt Cities International Forum" themed by "Unimpeded Trade and Co-build Prosperity" was earlier held in Yiwu on June 18th, 2015, with around 400 representative attendees, including Chinese and international leaders, diplomatic envoys, business representatives and think



Mr. R K Verma, Director EPCH, makes a presentation on "Upgrade Innovation and Entrepreneurship, Deepen Cross-border Trade Cooperation" at the forum

tank experts from 42 countries, including former president of Slovenia, Mr. Danilo Türk, and former Prime Minister of Spain, Mr. Zapatero. The forum has enhanced the international status of Yiwu, and has accelerated the construction of the "Belt and Road" through taking advantage of the uniqueness of the Yiwu-Xinjiang-Europe cargo railway which has played an important role in the construction of the international logistics corridor. To promote the construction of the "Belt and Road" through unimpeded trade, improve the cooperation among pivot cities in international trade, construct a cooperation network among pivot cities, and share the prosperity of globalisation with people all over the world, this 2016 initiative was made towards connecting economic belt cities. ■

Display and live demonstrations promote regional Indian crafts

AFL Artigiano in Fiera, Milan, Italy; 3rd-11th December, 2016

EPCH set up the "Indian Pavilion" that came up vibrantly with a variety of Indian crafts at the 21st edition of AF- L' Artigiano in Fiera, Milan, Italy, an important annual event to promote handcrafted products from various parts of the world to Italy and other European markets. This pavilion was inaugurated by Mr. Charanjeet Singh, Consul, from Consulate General of India, Milan, in the presence of Mr. Antonio Intiglietta, President (Ge.Fi. - Gestione Fiere Spa) and senior officials from Govt. of India.

The most important aspect was display of Indian handcrafted products in textiles, furnishing fabrics, costume jewellery and accessories, Christmas decoration, home decor & giftware, Kashmiri products (handicrafts from Jammu & Kashmir), incense, etc. Fifteen EPCH member exporters displayed their product range in the Indian Pavilion. In all, over 100 companies from India participated.

An attractive component of this showcase was live crafts



A glimpse of EPCH participants at the fair



The Indian Pavilion is inaugurated by Mr. Charanjeet Singh, Consul, from Consulate General of India, Milan, in the presence of Mr. Antonio Intiglietta, President (Ge.Fi. - Gestione Fiere Spa)



Mr. Charanjeet Singh, Consul, from Consul General of India at Milan appreciates the display and interacts with the exhibitors

demonstration of well-known regional crafts by five Master crafts persons specialising in art of Pashmina kani shawls from Srinagar, J&K; tusser painting from Odisha; wrought iron products from Chhattisgarh; leather crafts from Pondicherry; and Mithila painting from Bihar.

The speciality of AF- L' Artigiano in Fiera is that sales across the counter are permitted, besides booking of orders for long term business. The 21st edition of the fair had more than 3250 exhibitors with display of over 150,000 products. This year, the best in the world of crafts featured for 9 days inside in an exhibition space organized into geographical areas (Italy, Europe and International Countries), each divided into sectors dedicated to the different regions, nations and continents. ■

Indian products showcased in prime Colombian trade event

Expoartesanas, Bogota, Colombia; 5th-18th December, 2016



Inauguration of India Pavilion and visit to EPCH participants' stalls - HE, Ambassador of India to Colombia, Mr. Prabhat Kumar

10 member exporters from EPCH showcased a wide ranging display range with home furnishings, fashion jewellery & accessories and wooden as well as metal handicrafts at the XXVI Expoartesanas in Bogotá, Colombia. This participation was a part of the EPCH strategy and policy to aggressively promote Indian products in the Latin American Region. The India Pavilion



was inaugurated by Ambassador of India, HE, Mr. Prabhat Kumar who also met the participants and encouraged them to participate with a greater variety of products in the future edition of the event. Participation in the fair was with the active support



A glimpse of the Council's participants at XXVI Expoartesanas



A commemorative photo with the EPCH participants

and guidance from the Embassy of India in Bogotá, Colombia and the Artesanias de Colombia S. A. of the Ministry of Commerce, Industry and Tourism of Colombia.

Expoartesanas is a specialised fair organised since 1991 by the International Business and Exhibitions Center - Corferias, in association with the Artesanias de Colombia (Handicrafts of Colombia). Year after year, this event allows artisans from Colombia and other participating countries to promote and commercialize on behalf of the sector their work, on a national and international level, consolidating this handicrafts fair as the first of its kind in Latin America. India was part of several countries represented at this event that saw over 800 exhibitors and around 80,000 visitors. ■