

Buyer Seller Meets strengthen ties with Latin American market

Sao Paulo, Brazil; 23rd-24th March 2017; Bogota, Colombia; 29th-30th March 2017

Sao Paulo, Brazil

EPCH organised a Buyer Seller Meet in Sao Paolo, Brazil with the support of the Consulate General of India. This was inaugurated by CGI in Sao Paolo, Mrs. Abhilasha Joshi, in the presence of trade & media from Brazil. The Council's 28 member exporters participated and displayed a wide variety of handicrafts, decoratives, houseware, home furnishings & textiles, cushion covers, fashion jewellery & accessories, jute & cotton shopping bags, garments as well as incense and aromatics.

Representatives of over 65 Brazilian companies from Sao Paolo and other regions including some of the biggest department stores and importers in Brazil like Tok&Stock, Victor Hugo, Lulitex & Habitare Casa, visited the Meet and interacted with the participants.

As per feedback, the participants reported a total of 149 business enquiries and estimated business at US\$ 603,700/- or Rs. 3.99 cr. and expressed their satisfaction at the participation.



CGI in Sao Paulo, Mrs. Abhilasha Joshi, inaugurates the Buyer Seller Meet in Sao Paulo, in the presence of trade & media from Brazil

Below: Glimpses of the Meet with the participants interacting with buyers



Bogota, Colombia

EPCH's Buyer Seller Meet in Bogota, Colombia, was organized with the support of the Embassy of India and the Colombia India Chamber of Commerce in Bogota, Colombia. This was inaugurated by Mr. Jaime Mantilla, President, Colombia India Chamber of Commerce, in the presence of officials from the Embassy of India and trade & media from Colombia. H. E. Ambassador of India in Colombia, Mr. Prabhat Kumar, visited the Buyer Seller Meet on its 2nd day and interacted with the participants and the media.



H. E. Ambassador of India in Colombia, Mr. Prabhat Kumar, seen interacting with a participant during his visit to the Meet

28 EPCH member exporters participated in this Meet and displayed a wide variety of handicrafts, decoratives, houseware, home furnishings & textiles, cushion covers, fashion jewellery & accessories, jute & cotton shopping bags, garments as well as incense and aromatics.

Representatives of over 70 Colombian companies including Cachivaches & Habanana, who are among the big importers in Colombia, visited the buyer seller meet and interacted with the participants.



Mr. Jaime Mantilla, President, Colombia India Chamber of Commerce, inaugurates the Buyer Seller Meet in Bogota, in the presence of officials from the Embassy of India and trade & media from Colombia

The participants have reported a total of 175 business enquiries and estimated business at US\$ 544,000/- and have expressed their satisfaction with their participation.

EPCH Buyer Seller Meets in the Latin American Region have been successful annual events since the last five years and this was the first such event being organised by the Council in Brazil. India's exports to the Latin American Region have seen a healthy and consistent growth.

His Excellency, Ambassador of India in Colombia and CGI in Brazil were of the view that Indian handicrafts and gifts have a high level of acceptance and potential in these markets and therefore such Meets should be organised on a larger scale with more participants.



EPCH participates in premium industry fairs in Hong Kong

Hong Kong Houseware Fair and
Hong Kong International Home Textiles and Furnishings Fair

20th - 23rd April 2017



Hong Kong as an emergent trade platform features prominently among EPCH's selected destinations for its aggressive marketing strategy through participation in specialised trade fairs. Two integral fairs for the sector- the Hong Kong Houseware Fair and the Hong Kong International Home Textiles and Furnishings Fair, held from 20th-23rd April, 2017 at Hong Kong, drew more than 48,000 buyers from 111 countries and regions. More than 29,000 buyers visited the

Houseware Fair, while close to 19,000 buyers attended the Home Textiles and Furnishings Fair. Attendance among mature markets such as Australia and Korea, as well as emerging markets including China, Brazil, Russia, Malaysia and the Philippines saw double-digit percentage growth.

A total of 13 group pavilions were set up representing India, Bangladesh, China, European Union, Indonesia, Japan, Korea, Macau, the Philippines, Taiwan, Thailand, Turkey and

Vietnam. In addition, in response to buyer interest in small and frequent orders, the hktcd.com Small Orders zone continued to serve as a convenient platform to source in smaller lots.



A glimpse of the EPCH Publicity Booth being visited by buyers and other trade visitors

Understanding the need and potential of the fair to boost exports of home products from India, EPCH set up India Pavilions at the fairs with 70 participants in the Hong Kong Houseware Fair and 31 exhibitors in the Hong Kong International Home Textiles and Furnishings Fair. In all, 280 exhibitors participated from India and displayed products like kitchen ware, tableware, furniture, handicrafts, textiles based handicrafts, rugs, baby & bedroom textiles, carpets & floor coverings, kitchen textiles products, etc.

Besides, the Council's promotional stand disseminated information on its forthcoming shows and distributed publicity material related to its IHGF Delhi Fair - Autumn 2017 and IFJAS (Indian Fashion Jewellery & Accessories Show).

The success of the fairs can be evaluated with the visit of 48000 overseas buyers and orders as well as business enquiries.

To understand the latest developments related to the houseware market, organisers of the twin shows - HKTDC commissioned an independent on-site survey. Interviewing more than 550 buyers and exhibitors, the survey found that the industry is cautiously optimistic about market prospects, with 36 per cent of the respondents expecting overall sales to grow and 51 per cent expecting sales to remain steady. More than 40 per cent of respondents said the major challenges facing the industry in 2017 are increased operating costs (42 per cent) and price fluctuations of raw materials (40 per cent).

In terms of product trends, the respondents said eco-friendly products, furniture, kitchenware and gadgets are the product categories with the highest growth potential; while simple designs (45 per cent), trendy designs (30 per cent) and multi-function products (29 per cent) are seen as the most outstanding product styles this year.

EPCH Road Shows and promotions for IHGF Delhi Fair- Autumn 2017 well recieved; Hong Kong; 20th-23rd April 2017



In order to promote IHGF Delhi Fair-Autumn 2017, an EPCH official along with local coordinators were deployed to create awareness among overseas buyers, visitors and exhibitors who were visiting the Hong Kong shows from all across the globe. The team distributed promotional stationery, cotton bags, flyers and CDs on the Wan Chai Ferry Pier and MTR Station as well as the Hong Kong airport from the very first day of the shows. The locations were selected as they offer vantage points for advertisements and also capture the maximum footfall of buyers, visitors/exhibitors of the fairs. The objective was to facilitate face to face interaction with prospective buyers about the magnificence and importance of the IHGF Delhi Fair and encourage them to visit the same. The team was specifically engaged and strategically placed for the purpose of distribution of promotional material to maximum number of buyers visiting the fair. This received a very good response and a buzz about IHGF Delhi Fair could be created among buyers.

Indian exhibitors present gifting ideas to a global audience

Hong Kong Gift & Premium Fair, Hong Kong; 27th-30th April 2017



Mr. Karun Bansal Consul (Political, Commerce & Press), Consulate General of India, Hong Kong, inaugurates the India Pavilion in the presence of Mr. Rajesh Jain, COA Member, EPCH; and meets the participants

The 31st HKTDC Hong Kong Gifts & Premium Fair, organised by the Hong Kong Trade Development Council saw 4300 exhibitors including group representations from India, China, Italy, Japan, Korea, Taiwan, Thailand and UK. About 120 Indian companies participated in the fair. The fair witnessed about 62,000 buyers from all around the world.

EPCH participated with a contingent of 48 member companies and set up the India Pavilion in the hall dedicated to 'Luxury Gift Section', with a display spanning gifts & premium, corporate gifts & boxes, handmade paper & paper products, scarves, stoles, shawls, bags, leather items, Christmas hangings, picture & photo frames, tableware, etc.

EPCH also set up a publicity booth to promote its forthcoming shows through interactions as well as distribution of promotional literature that were also strategically kept for visitors' information at the information booths in the exhibition venue. The Council also promoted its shows through outdoor publicity - banners and glow signage placed at Hong Kong Star Ferry, Hung Hom Station and Hong Kong Airport.

The participants were satisfied with the buyer visits as well as enquiries. Around 900 business enquires were generated during the show with on spot business reported at US\$ 4,97,500 and an additional business under negotiation to materialise in future at US\$ 27,08,100. Business visitors



attending the fair also visited the EPCH booth and inquired about the activities of the Council

and its forthcoming IHGF Delhi Fair- Autumn 2017 edition and Textiles India, 2017 to be held at Gandhi Nagar, Gujarat.

Mr. Karun Bansal Consul (Commerce), Consulate General of India, Hong Kong, inaugurated the India Pavilion in the presence of Mr. Rajesh

Jain, COA Member, EPCH and the Council's participants. He met the Indian exhibitors and learnt of their views about the show, business, display in the booths, etc. ■

Road show in Hong Kong towards IHGF Delhi Fair publicity

In order to promote IHGF Delhi Fair-Autumn 2017, a publicity team was deployed to create awareness among overseas buyers, visitors and exhibitors



who were visiting the Hong Kong show. The team had direct interactions with buyers and trade visitors and distributed promotional brochures and bags. The locations that captured the maximum footfall of the buyers, visitors and exhibitors near to the HKCEC, Wan Chai Star Ferry Pier and Wan Chai Metro Station were selected for all 4 days of the event.



IHGF Delhi Fair promoted in leading Filipino trade show

Manila FAME; Manila, Philippines; 23rd - 25th April 2017

EPCH set up a promotional booth at the April 2017 edition of Manila Fame, held at the World Trade Center Metro Manila.

Considered as the country's premier design and lifestyle event, Manila FAME is a bi-annual showcase of craftsmanship, design innovation, and artisanship in Philippine products. It features finely selected furniture and home furnishings, holiday gifts and décor, and fashion accessories designed and crafted in the Philippines for the global market. In addition to Manila FAME's mainstay exhibits, this edition featured a plethora of items of scale and decorative piece displays besides innovations in bamboo, coconut and other indigenous materials. Organised by the Philippines' Department of Trade and Industry (DTI), through the Center for International Trade Expositions and Missions (CITEM), Manila FAME is the only trade event in the Philippines approved by UFI. It is considered as the Philippines' premier design and lifestyle event. The fair has over 100+ exhibitors (one hall) and local artisans (separate hall).

Considering the size of the show, the buyers' turnout in the show on the first two days was reasonable. Visitors to the EPCH booth were mainly from Philippines with some exceptions of buyers from France, USA, Italy, Japan, Taiwan and Spain. The



Mr. Rajesh Rawat, Joint Director, EPCH, at the EPCH promotional booth; Seen alongside are Mr. P J Aranador, Filipino international lifestyle designer and other designers

promotion of IHGF Delhi Fair-Autumn; Indian Fashion Jewellery & Accessories Show (IFJAS); and Textiles India were carried out with interaction with visitors and distribution of promotional material as well as information brochures. ■

