

# EPCH spreads the magic of IHGF Delhi Fair at German garden & accessories show

Spoga+Gafa, Cologne, Germany; 3rd-5th September 2017



*EPCH promotional booth at the fair for promotion of IHGF Delhi Fair-Autumn 2017; The EPCH representative seen interacting with the visitors*

EPCH participated in the prime German furniture trade show- Spoga+Gafa-2017, by setting up a promotional booth to spread awareness about its forthcoming IHGF Delhi fair-Autumn 2017. This was the Council's third participation after an encouraging response received during past participation. The show, organised by Koelnmesse GmbH, is considered the world's leading trade fair for the leisure and garden sector.

The show, profiles four major product segments, i.e. - Garden Living comprising garden furniture, garden equipment, decoration, etc.; Garden Creation & Care (machines & accessories, tools & accessories, lawn & lawn garden equipment & sheds, water & lights), Garden Unique

focusing on premium garden furniture and garden barbeque & grill products. As per the organisers, 2,000 exhibitors from around 60 countries participate to meet up with almost 40,000 buyers from across the world.

EPCH widely promoted its upcoming IHGF Delhi Fair-Autumn 2017 and invited buyers at Spoga+Gafa, to visit and source their requirements from the IHGF Delhi Fair. The Council's promotional stand attended by over 200 visitors and answered their queries on the upcoming IHGF Delhi Fair. EPCH disseminated information of all its forthcoming shows and distributed related publicity material. Promotional material like pen, pad and cotton bags were also given away. ■

# EPCH contingent reaches out to European buyers at UK's leading trade show

Autumn Fair; Birmingham, UK; 3rd -6th September 2017



Autumn Fair International, known to be Britain's biggest and one of Europe's most important home and gifts event, in its recent edition, gathered buyers from across the world and 1,500 exhibitors in a display area of 1,00,000 Sq. mt. Autumn Fair 2017, organised at the heart of the European buying season serves as a crucial barometer for the economic health of the sector. It is said to bring together top quality buyers and accommodates a wider choice of exciting and innovative products than any similar event such as houseware, home decorative, contemporary gifts & living, body, bath, home fragrance, greetings cards, fashion jewellery & accessories, children toys, gadgets, DIY section, garden furniture & accessories, games, watches, clothes, home Furnitures, furnishing, novelty, souvenirs, lamp lighting, and festive decoration etc.

EPCH had set-up an exclusive India Pavilion with 10 member exporters including participants from Uttarakhand Handloom and Handicraft Development Council. The pavilion was inaugurated by Dr. Aman Puri, Consul General of India, Birmingham, UK, in the presence of EPCH officials and participating member exporters. He interacted with the participants in the pavilion, sharing valuable tips on developing business in the United Kingdom as well as ensuring necessary support to EPCH for next participation and promotion of Indian handicrafts in UK market.

*The India Pavilion was inaugurated by Dr. Aman Puri, Consul General of India at Birmingham, UK. He also interacted with the EPCH participants*

The India Pavilion highlighted Indian capabilities in the houseware, gifts, decoratives and homeware segments through a product range of home furnishing, agarbatti sticks & home fragrances, candles, wall hangings, tableware, furniture, fashion jewellery & accessories, natural fibre products such as shawls, scarves, floor covering, bags, Christmas decoration, handicrafts of bamboo and handmade paper products, nautical instruments and copper products. This generated about 188 business enquires, approximate Rs. 12 lakh on the spot business with expected business of Rs. 235 lakhs. ■





# “Magic of Gifted Hands” showcased in the French fashion capital

Maison & Objet, Paris, France; 8th -12th September 2017

Maison & Objet is a premium show held in Nord Villepinte, Paris and a major event for professionals working in the art of living & lifestyle in all its rich and varied expressions. This edition of the show brought together a 360° product offering with decorations, design, furniture, accessories, textiles, fragrances, the world of children, tableware, etc. For 21 years, this premium lifestyle show has created its own image of offering quality products to the world market and is opened only for professional companies. Styles here coexist in a multifaceted way, throughout inventive show design that enlivens the spaces. This extraordinary diversity is in line with the varied expectations of global markets. With each session, the great lifestyle platform, at the intersection of business and creativity, is said to reveal solutions to visitors from around the world in search of uniqueness.

EPCH participated in this show with a thematic display of select handicraft products under the banner of "India - Magic of Gifted Hands". This was inaugurated by Mr. Manish Prabhat, Deputy Chief of Mission, Embassy of India in Paris, in the presence of Mr. R K Verma, Director, EPCH; Mr. Raj Anand, representative of Maison & Objet Fair India and the organisation's other officials; and EPCH participants like Mr. Satish Katta, leading exporter from Moradabad. Mr. Manish Prabhat assured of all help from his office and wished the best to EPCH. He was of the view that the young designers from India should be encouraged to visit Maison & Objet to have an idea of innovative products. Mr. R K Verma had a discussion with Mr. Prabhat towards EPCH's bigger participation in the fair in future.

The vibrant display depicting richness of Indian home & lifestyle products aimed at a brand image projection of Indian handicrafts, comprised premium products in home décor, home textiles, tableware and home accessories like knobs. The objective was to promote India as an important sourcing destination for all kinds of



*The thematic EPCH India Pavilion was inaugurated by Mr. Manish Prabhat, Deputy Chief of Mission, Embassy of India in Paris, after which he interacted with the participants*

handicrafts, gifts, decoratives, fashion and lifestyle products; to create brand image of Indian handicrafts in the international market and awareness about various sourcing centres in India for procuring different handicrafts items; and to showcase skilled workmanship of Indian handicrafts. This participation was organised



*Mr. Manish Prabhat, is seen with Mr. R K Verma, Director, EPCH; Mr. Raj Anand, representative of Maison & Objet Fair India and the organisation's other officials; and EPCH participants like Mr. Satish Katta, leading exporter from Moradabad*



with financial support under the scheme of Ministry of Textiles, Govt. of India. This was visited by a very receptive audience including buyers, designers,

architects and space design consultants. Many trend interpreters were seen taking pictures of the products on display.

The success of the show can be evaluated with the visit of thousands of visitors with 65% from across the world and 35% from France. Spot orders booked by participants are estimated worth Euro 55,500.00 and



*The Theme Pavilion-Magic of Gifted Hands, set up by EPCH at Maison & Objet, Paris*

handicrafts in general and interest to visit the forthcoming IHGF Delhi Fair - Autumn 2017. The Council's representative disseminated information about Indian handicrafts products besides answering queries of trade visitors, including regular IHGF Delhi Fair buyers. ■



*Publicity & promotions towards IHGF Delhi Fair-Autumn in full swing at Maison & Objet, Paris*



serious business enquires were about 55. Overall, 2811 exhibitors with 45% from around the world and 55% from France participated. 29 Indian companies too were among exhibitors.

EPCH organised its upcoming Delhi Fair's publicity, on the sidelines of the fair, where promotional material like product specific catalogues, brochures/leaflets, promotional bags, pens and writing pads were distributed amongst visitors so as to create awareness about Indian





# Indian fashion jewellery & accessories well received at Asian fair

Asia's Fashion Jewellery & Accessories Show; Hong Kong

13th -16th September 2017



Consulate General of India-Hong Kong, Mr. Karun Bansal, inaugurates the India Pavilion at the show and meets the participants

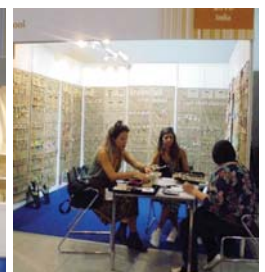
Asia's Fashion Jewellery & Accessories show (AFJAS), held at Asia World-Expo (AWE), is recognised as the leading event in the fashion jewellery & accessories industry and an ideal platform for volume business in preparation for the seasons ahead. It is a mid-year fair, the only international event contributed to fashion jewellery & accessories industry in Asia. Exhibitors acknowledge that the fair is an excellent trading platform and buyers see it as a global marketplace where they can find just about anything in terms of jewellery, gemstones, designs and materials. This year the show expanded in volume to include an additional hall.

EPCH, recognising the value of participation in this important event, led a team of 42 member exporters who set up an India pavilion, in an area of 387sq. mtrs. EPCH's participants displayed variety of products like fashion jewellery in different mediums like beads, bones, brass, etc. and accessories like fashion bags, shawls, stoles & scarves, leather strings, etc.

From Consulate General of India- Hong Kong, Mr. Karun Bansal, Consul Commercial, visited the fair and interacted with the participants. He appreciated products displayed, especially the newly designed lines displayed by participants for creating market linkages.

During the fair, publicity of IHGF Delhi Fair -Autumn, 2017 was done by distributing promotional bags, brochures, leaflets and flyers of the fair to the visiting buyers and also to buyers who visited the Council's publicity booth. Through the four days of the show, approx, 3000 buyers visited the India pavilion, and reasonable amount of business enquiries were generated, which would be materialised into orders in the near future.

Hong Kong is a trading hub and organises large numbers of trade fairs and one of EPCH's selected destinations for its aggressive marketing strategy through participation in these fairs held in Hong Kong. These fairs are predominantly visited by overseas trade visitors from nearly all the important countries of the world particularly for merchandise covered by the handicrafts sector, with fashion jewellery & accessories being a major buying segment. ■



Participant stalls and the EPCH Booth at the India Pavilion

# High Point Market Week, High Point, USA

High Point, USA; 14th - 18th October 2017



The recently concluded High Point Market Week had many visitors reach out to the spirit of IHGF Delhi Fair as well as get information on EPCH's other forthcoming trade shows like Home Expo 2018, all showcased in a vibrant promotional booth at the Market Week, held from 14th - 18th October 2017. Close on the heels of a successful Autumn edition, EPCH set out to promote its Spring edition scheduled in February, 2018. The Council's representative disseminated information about all EPCH shows with details on product profiles and composition of vendors. Among promotional material distributed to seeking visitors was a promotional kit including flyers, cotton bag, pen and pad. The fair was promoted among the visitors of the show who came to the publicity booth as well as owners of the permanent showrooms at the market. Some regular IHGF Delhi Fair buyers too visited and updated themselves on the next edition of the show.

High Point is a city located in the central part of the state of North Carolina in the US and is well known for furniture and textiles. The city is also referred to as the "Furniture Capital of the World" and called "North Carolina's International City" especially due to its well visited Market Weeks held twice a year in October and April for five days each. The events attract about 75,000 visitors and are participated by approximately 2000 exhibitors in multiple buildings per show.

The recent market week was held in 180 different buildings spread in an area of over 10 million square feet in downtown High Point with the main ones being, International Home Furnishing Centre (IHFC), Showplace, C & D (Commerce & Design), North Hamilton, Plaza Suites, Market Square and Suites at Market square. The market provides an efficient venue for visitors to meet with multiple vendors at one time and in one location. Many showrooms and exhibitors offer show specials available only while at the Market. The product profile of the market includes furniture, home décor & accessories, furnishings, rugs, lamps/lighting, decorative accessories, outdoor/patio, etc. Among visitors here are home furnishing dealers, specialty stores, catalog companies, department stores, discount/mass merchandisers, gift retailers, online retailers, designers as well as architects.





# IHGF Delhi Fair promoted in leading Filipino trade show

Manila Fame, Manila, Philippines; 20th-22nd October 2017

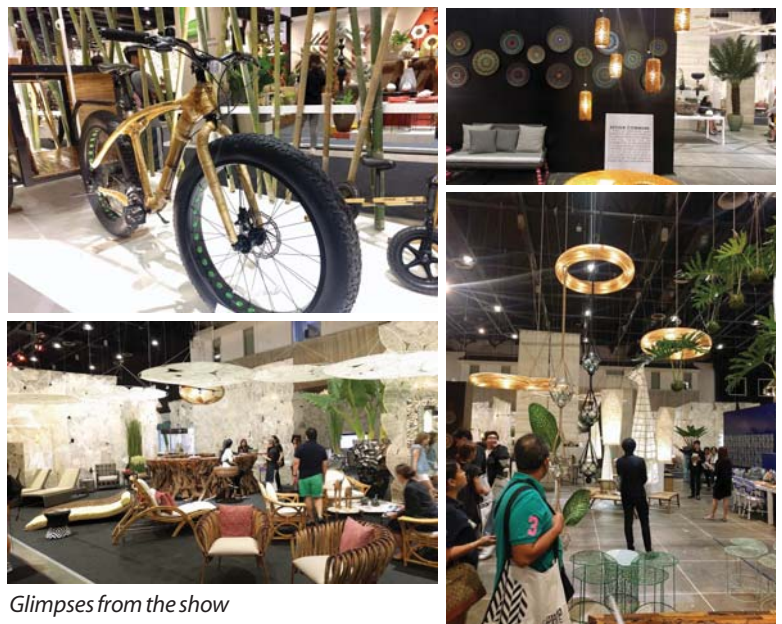
EPCH set up a promotional booth at the October 2017 edition of Manila Fame, held at the World Trade Center Metro Manila. This show, a bi-annual showcase of craftsmanship in Philippine products features finely selected furniture and home furnishings, holiday gifts and accessories, designed and crafted in the Philippines for the global market. 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). Now on its 66th edition, Manila FAME 2017 once again shone the spotlight on export quality home, holiday, workspace and lifestyle products designed and made by Filipinos. With each run, the event attracts a growing number of local and international buyers alike who believe in and have experienced the potential of Filipino craftsmanship.

Considering the size of the show, the buyers' turnout in the show on the first two days was



*Mr. P.J Aranador, Filipino international lifestyle designer at the EPCH promotional booth alongwith Mister Earth Philippines*

reasonable. The visitors who visited the EPCH booth were mainly from Philippines with a some exceptions of buyers from France, USA, Italy, Japan, Taiwan and Spain. The promoton of IHGF Delhi Fair-Spring 2018; and Home Expo India 2018 were carried out with interaction with visitors and distribution of promotional material as well as information brochures. The EPCH representative at the show also took a tour of the fair and had one to one discussions with many exhibitors. Promotional material was also distributed amongst them.



*Glimpses from the show*

# India Pavilion at Mega Show 1 gets encouraging buyer attention

Asian Gifts & Premium and Household Product Show, Hong Kong;  
20th -23rd October 2017

EPCH set up the Indian Pavilion in the Asian Gifts & Premium Show (Mega Show, Part-1) held at Hong Kong Convention and Exhibition Centre (HKCEC), Hong Kong, from 20 - 23 October, 2017. The pavilion was set up with a contingent of 68 member exporters (out of 110 total exhibitors from India in the fair), showcasing houseware, decorative, kitchenware, gifts, home textiles & furnishings and fashion accessories. EPCH's participation at this show was aimed to project and market Indian handicrafts in the world market. The show offered products from over 3600 exhibitors and 7 group pavilions comprising India, Bangladesh, China, South Korea, Taiwan, Thailand, Philippines, Turkey and Vietnam.

Mr. Karun Bansal, Consul (Political, Commerce & Press) from Consulate General of India, Hong Kong, inaugurated the EPCH India pavilion and interacted



Mr. Karun Bansal, Consul (Political, Commerce & Press) CGI, Hong Kong, seen at the India Pavilion



with participants. EPCH had also set up a Publicity Booth for promotion of IHGF Delhi Fair-Spring 2018, through distribution of promotional

material like brochures & bags as well as one-to-one interactions. Visitors to the India Pavilion showed interest in the diverse range. The participants were satisfied with the overall enquires generated during the show.



## Promoting IHGF Delhi Fair-Spring 2018 with Road Show in Hong Kong



On the sidelines of the Mega Show-1, EPCH carried out its awareness campaigns towards promotion of its upcoming IHGF Delhi Fair-Spring 2018 at strategic locations like Wan Chai Ferry Pier and MTR Station. A team of 6 support staff was deployed specifically for this purpose. Advertisements were placed at Star Ferry. An advertisement was also released in Fair Directory Supplement.



# EPCH Road Show during Canton Fair generates buyer interest towards IHGF Delhi Fair - Spring 2018

Guangzhou, South China; 23rd-27th October 2017

EPCH organised a 'Road show' on the streets outside the China Export & Import Fair (Canton Fair) which is held twice a year at Guangzhou, South China. This was conducted from 23rd October to 27th October, 2017, during the phase II of the Canton Fair which showcased products like glass artware, ceramics, gifts and premium, furniture products, home decorations, kitchenware, tableware products, etc.



The objective behind the Road Show-Promotional Campaign 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. A team of 5 support staff was specifically engaged and strategically placed for the purpose of distribution of promotional material, stationary, flyers, etc. to maximum number of buyers visiting the Canton fair. This received a very good response and a buzz about IHGF Delhi Fair could be created among buyers.

