

EPCH reaches out to Asian buyers through sectoral show in Japan at 34th Indian Home Furnishing Fair

IHF & IGF and ISF, Osaka, Japan; 17th-19th July 2019



Glimpse of the grand inauguration by Mr. Ashoak kumar, Senior Manager, India Trade Promotion Organization; Mr. Ichiro Sone, Director General, JETRO; Mr. Toru Ebara, Executive Managing Director the Japan Textile Importer Association; Dr. Vaibhav A. Tandale, Consul/Commercial representative, CGI; Mr. Susumu Saito, Executive Director, Osaka Business Development Agency; Mr. Nobuyuki ishii, Deputy Director, Osaka Chamber of Commerce and Industry; Ms. Anita Baghel, Director, Ministry of Rural Development; Mr. Ram Kalani, Honorary Chairman, Indian Chamber of Commerce, Japan

EPCH participated at the 30th India Home Furnishing Fair (IHF), held concurrently with India Garment Fair (IGF) from 17-19 July 2019 at Osaka, Japan. These shows were organised by India Trade Promotion Organization (ITPO) at a prominent exhibition venue - Mydome, Osaka, with the support of Embassy of India, Tokyo and Consulate General of India, Osaka. The events have been successfully and continuously organised for more than two decades and have proved to be catalysts in promoting India's stake in the "quality conscious" Japanese market. The event is organised as an exclusive show for Indian exporters catering to both garments and home furnishing sector and it draws a cross section of trade visitors.

The fair was inaugurated by Dr. Vaibhav A. Tandale, Consul, CGI Osaka and other dignitaries from reputed organisations like JETRO, Osaka Chamber of Commerce and Industries, Japan Interior Fabric Association, etc. The dignitaries also interacted with the exhibitors.

EPCH also set up a publicity booth for the promotion of its forthcoming IHGF Delhi Fair - Autumn 2019 and Spring 2020. The publicity was done through distribution of



promotional material among the visitors. The twin events witnessed more than 1500 business visitors and around 50 leading exhibitors showcased their products. From the feedback received from the exhibitors, it is estimated that a high cumulative business has accrued in course of the fairs. ■

IHGF Delhi Fair-Autumn 2019 promotions at regional trade platform in USA

Atlanta International Gift & Home Furnishing Market, Atlanta , USA
10th-14th July 2019

EPCH set up a publicity booth with thematic display of handicraft products from North Eastern Region (NER), at the Atlanta International Gift & Home Furnishing Market, Atlanta, from 10th-14th July 2019, at Americas Mart Atlanta, USA, that features around 1400 permanent showrooms and 3000 temporary booths, spread out into three buildings.



Glimpses of the Council's booth at the show



The Americas Mart complex contains more than seven million square feet of space. It's a huge global stage on which manufactures, designers and sales representatives unveil new lines, launch new designs and introduce new categories- all for the benefit of buyers seeking all that is fresh and first in the home, rug, gift and apparel arenas.

Representatives at the Council's publicity booth distributed leaflets, pens and diaries of IHGF Delhi Fair-Autumn 2019 and Spring 2020, explaining the composition

of product range at the fair, opportunity to interact and source directly from manufacturers, about product variety, quality, etc. The fair was also promoted through one-to-one meetings with owners of permanent showrooms at



the market, inviting them to the upcoming edition of the fair. It was observed that visitors to this show were already familiar with IHGF Delhi Fair and some of them had information about the fair through e-mailers sent by EPCH. The show was visited by 55000 business visitors. ■



EPCH marks second participation at leading Australian show for furniture and home decor

Decor+Design and Australian International Furniture Show, Melbourne, Australia; 18th-21st July 2019



Mr. Raj Kumar, Consul General of India(Melbourne), inaugurated the India Pavilion at Decor+Design, Melbourne and interacted with the participants

Decor+Design and Australian International Furniture Show 2019, known to be Australia's leading interior event show since the past 16 years, concluded its recent edition at Melbourne Exhibition Centre, Australia. The show gives interior designers, decorators, architects, furniture and furnishing buying groups as well as retailers, the opportunity to see and buy hundreds of the new products, learn the latest industry trends and network with peers both at the trade fair and in a full program of concurrent functions.

EPCH set up the India Pavilion for

the second consecutive time at this show with 10 member exporters who showcased a wide range in wooden furniture, home décor, textiles such as cushion covers, bed covers, rugs and throws, ceramic door knobs, towels, etc.



The EPCH India Pavilion was inaugurated by Mr. Raj Kumar, Consul General of India(Melbourne). He interacted with the participants and invited suggestions from them to ease out deterrants in doing business with Australia and ensured all support in future endeavours of the Council to generate brand image of Indian handicrafts in Australia.

EPCH also set up a promotional booth to publicise its upcoming IHGF Delhi Fair-Autumn 2019 and Spring 2020 editions.

Various seminars had also been lined up during the four days events which included Glamour interiors, Macro trends 2020, Design Trends Tours, how to design and save the world, how to create moods board and schemes in modern homes, living with style, building up online brand through social media and journey in textiles.

The official deputed by EPCH went to CGI office to deliver publicity material related to forthcoming IHGF-Delhi Fair to be held from 16 - 20 October, 2019 and IHGF-Delhi Fair 2020 so that opportunity of large number of visitors to CGI office can be availed for encouraging importers from Australia to visit these shows.

A networking evening was organised by one of participants in the show i.e. Indo Australian Business Club.



It was co-organised by SBI in Australia where renowned members of the club were present. They were Mr. Martin Artenstein, Director of Morris Cohen Glen & Co.; Ms. Nildhara Gadani, Founder of Australia-India Women Entrepreneurs Forum; Mr. Archie Monteino, Managing

Director, India Investment Pty Ltd, Australia; and Mr. Biju John from Durofibretex. They shared their experience with the participants about the Australian market and how Indian companies can



set up business in Australia. The participation in Décor+Design and Australian International Furniture show provided an opportunity to explore a significant market in the ASEAN region. Continued participation in the show with rigorous publicity about India pavilion will definitely create a niche in the Australia market. ■

Indian handicrafts and textiles entice Japanese buyers

at India Trend Fair, Tokyo, Japan; 24th-26th July 2019

Mr. Ravinder Kumar Passi, Chairman EPCH, led a delegation of 10 member exporters and 5 National Awardee Master crafts persons to the 5th edition of India Trend Fair, held from 24-26 July 2019 at Belle Salle Shibuya Garden, Tokyo, Japan. They put up a display of handicrafts, textiles & home furnishing, hand crocheted embroidery, fashion accessories, jute products, incense sticks,



His Excellency, Ambassador of India to Japan, Mr. Sanjay Kumar Verma and Mr. Ravi Passi, Chairman, EPCH, lighting the lamp and inaugurating the India Pavilion alongwith Master crafts persons and weavers deputed from India for live demonstration at the fair; and the delegates at a Master crafts person's stall

etc. Under the banner of EPCH, the Master crafts persons deputed by O/o DC (Handicrafts) performed live demonstration of traditional Indian crafts like Pashmina Kani Shawl from Jammu & Kashmir; Silver Filigree from Telangana; Madhubani Painting from Delhi; Hase Chitara Folk Painting from Karnataka; Glass Studded Painting from Jaipur, Rajasthan.

His Excellency Mr. Sanjay Kumar Verma, Ambassador of



India, inaugurated the fair in the presence of Mr. Ajit Chavan, Secretary, Textiles Committee, Ministry of Textiles, Govt. of India; Mr. Nobuhiro Komada, President of Nissenken Quality Evaluation Center Japan; Mr. Yosuke Yanagase, Chairman JIIPA; Mr. Ravinder Kumar Passi, Chairman EPCH; MR. HKL Magu, Chairman AEPC; Mr. Siddhartha Rajagopal, Executive Director, Texprocil; and Mr. Aseem Singla, General Secretary, GEAR. The Ambassador and the delegates visited the Indian participants at the fair and guided them about the current market scenario in Japan and requirement of products.

As per feedback, this fair is helping participants to cope with the major hurdle that Indian manufacturer face in Japan. Such B2B interactions between both Indian and Japanese side will bring the people of the two countries closer and help in promotion of Indian crafts in Japan. The Japanese buyers were enthusiastic and showing keen interest to plan their visit to India and attend IHGF Delhi Fair's upcoming autumn edition.

The Chairman EPCH, Mr. Ravi K. Passi visited Tokugen Craft Studio, Tokyo. The Tokugen Company began in

Kagoshima Prefecture in 1937 making traditional Japanese kimono textiles (Ikat) and started to produce naturally dyed Indigo textiles (Aizome) for Japanese Kimono and Craft Art. Tokugen Craft Studio in Yanaka, Tokyo was established in 1999 and has been producing contemporary clothes using Aizome textiles for men's and women's clothes along with accessories such as scarves, using natural Indigo and other natural dyed textiles and sold them in large Tokyo Department stores such as Mitsukoshi and Tokyo. The Chairman, EPCH, had an understanding of the procedure of natural dye Indigo textiles (Aizome) for Japanese Kimono and Craft Art and discussed the strength of Indian handicrafts manufacturing and various schemes of the Govt. of India and Japan as well as their implementation to promote handicrafts & textiles trade between India & Japan, emphasising on the progress that can be made.



Mr. Ravi K. Passi, Chairman, EPCH, addressing the Japanese buyers and Indian exhibitors at India Trend Fair, in the presence of His Excellency, Ambassador of India to Japan, Mr. Sanjay Kumar Verma; Mr. Ajit Chavan, Secretary, Textiles Committee, Ministry of Textiles, Govt. of India; Mr. Nobuhiro Komada, President of Nissenken Quality Evaluation Center Japan; and Mr. Yosuke Yanagase, Chairman JIIPA

Consumer Trends and Lifestyles in Japan

Japan is the second-largest retail market globally. For decades the Japanese consumer's preferences and cultural trends have been influential trend setting phenomena. The change of Japanese consumers is not only about what people in Tokyo buy, but also how and what they think when they make decisions for purchases. Excerpts from Future Watch report and analysis of consumer trends and lifestyles in Japan, done in collaboration with Euromonitor International's Tokyo office researchers reveal three main underlying change drivers:

1. Ethical Living - Although ethical living is a new concept for the Japanese, increasing public awareness and ongoing education about the idea will encourage more people to understand the importance of being ethical consumers.
2. Middle class retreat - Consumption patterns are increasingly becoming more selective and consumers are seeking value for money in Japan. The strong interest in unique products among the Japanese will boost demand for items that have a story and brand philosophy.
3. Loner Lifestyle - With active consumption through the rising number of single-person households, many products and services are now being tailored to singles. As members of this demographic have a strong desire to shape their living spaces into a style that suits them, furniture/home interior goods will benefit from this trend.

Millennials in Japan care about saving money for the future due to their strong mistrust of the current pension system. Thus, they pay careful attention when buying products by evaluating price and quality, and they shop smarter. This is the consumer group which has higher awareness about ethical living. Digital tools are a part of their lives. They get inspiration from social media and do not hesitate to shop online for ordinary consumer goods. However, they prefer to check fashion and lifestyle products in a physical store so that they do not waste money. Regarding fashion, they prefer to check the quality, fit and feel before making a purchase. They follow fashion trends while developing their own unique style. Due to educational reforms introduced during their school years which taught them to respect individuality, they appreciate and accept differences. Silver consumers represent the largest consumer group in Japan. They prefer high-quality products and are less likely to purchase economical products than other age groups. Purchasing products online has also become very common among these older consumers.