

From: INDIAN EMBASSY COMMERCIAL [mailto:commercial@indembassy.org.tr]
Sent: Tuesday, May 03, 2011 3:49 PM
To: TOBB INFO
Cc:
Subject: BRANDING OF INDIAN HANDICRAFTS
Importance: High

From : Embassy of India, Ankara
Subject: Indian Handicrafts & Gifts Fair 2011&2012

Dear Sir / Madam,

The Export Promotion Council for Handicrafts (EPCH) has been holding the Indian Handicrafts & Gifts Fair for the past 14 years. The EPCH has now launched product specific shows also to enable product specific buyers to source their requirements and also to see the new product lines on display at these shows. The details of the shows organized/launched by the EPCH are as follows:-

Show Title	Show Dates	Product Focus
Indian Handicrafts & Gifts Fair (Autumn) 2011	15 – 18 October 2011	Handicrafts & Gifts segment
Indian Handicrafts & Gifts Fair (Spring) 2012	18 – 21 February 2012	Textiles & Home Furnishings segment
Indian Houseware & Decoratives Show 2012	15 – 18 April 2012	Houseware & Decoratives segment

All the 3 fairs shall be held in the India Expo Centre & Mart, Delhi NCR, India.

Products on display at the above shows are unique in designs, styles, raw materials used, quality and prices. Though the products are modern, contemporary and trendy, yet these can be called ethnic and traditional in origin and usable by all classes of consumers. By and large products are hand crafted with exquisite designs and excellent craftsmanship available for sourcing from India alone.

The EPCH invites buyers to visit all the 3 shows detailed above. The Council provides facilities to visiting buyers in terms of online registration, product information, booking hotels, transportation, etc. More details can be seen on the EPCH website – www.epch.in.

Scheduling of these shows has been done keeping in mind the schedule of other important shows in the important markets so that the buyers can make the optimum utilization of their time and resources as to get the maximum return.

We will be grateful if the above information is given to such companies/organizations/bodies who may be interested in visiting trade shows in India and who may approach you for this kind of information.

A post fair release on the just concluded Indian Handicrafts & Gifts Fair (Spring) 2011 is also attached with this mail. We request that it may please be adequately covered in your news releases. For more details please get in touch with the organizer:

Mr. RAKESH KUMAR
EXECUTIVE DIRECTOR
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IHGF Spring 2011 --- better business environment

The 31st IHGF opened up a new world of opportunities for the entire business of handicrafts, textiles, gifts and related products. All four days of the b2b event saw buyers from various countries conduct business and chart out more possibilities of working with India.

IHGF has been a key instrument in the growth of the handicrafts sector and has acted as a credible platform for manufacturers from all across the country for the display of a very comprehensive, exotic and popular range of handcrafted items as well as related products, enthralling buyers with India's distinct craftsmanship -an extension of our rich culture and heritage. **The critical balance between size & quality of display at the IHGF and the number of buyers has created a winning combination, giving unique business value to buyers and the exhibitors.**

Exhibitors at this edition received buyers from India's traditional trade partners including media representatives and delegates from newer countries identified by EPCH for aggressive brand marketing of Indian handicrafts.

These countries are receptive to Indian artifacts and their highly potential market is opening business opportunities for Indian handicrafts. They are Argentina, Chile & Colombia in Latin America, countries in the CIS and Central Asia, Malaysia, Indonesia, Philippines & Brunei in Asean and Egypt, Algeria, Tunisia, Botswana & Namibia in Africa.

The IHGF continues to open doors to ethnic India by offering the buyers the widest variety of newer merchandise in one easy-to-navigate location.

Creativity and the ability to present innovative collections, updated season after season, are the strong points of the manufacturers participating in the Indian Handicrafts & Gifts Fair, twice every year for Spring and Autumn seasons. This strength sets IHGF apart and attracts international buyers looking for products that give their collections, a distinguished edge.

The expo spread across an area of 97000 sq. mts., with exhibitor ranks at over 1600, besides 900 Permanent Showrooms at the India Expo Centre & Mart.

At this pivotal time in the industry, when categories are evolving, trends are changing and clients are looking at each supplier base for a new approach to their business needs, exhibitors ensured that innovations are highlighted more effectively and designs are in tune with global trends & standards, marking a major shift from the traditional Indian patterns to an interesting blend of the ethnic and contemporary.

The trends were undoubtedly more eco-friendly using sustainable and recycled materials. Woods such as bamboo and mahogany dominated with mango, teak, etc. with reclaimed and distressed looks.

There were utility products in affluent colours, patterns, styles, shapes and sizes. Buyers showed eagerness to pick designs that followed a 'storyline' or theme (colour, texture, medium), had a deep rooted ethnic background or contributed to ecology awareness. While intricate designs and natural textures were well received in some categories, subtle work and clean lines seemed to be more popular.

IHGF being a huge show in the field of handicrafts, textiles, jewellery, accessories and decorative gift items, it presents a wide range of product categories, namely:

- **Houseware, Decorative & Gifts**
- **Home Textiles, Furnishings & Floor Coverings**
- **Furniture & Home Accessories**
- **Cane, Bamboo & Eco-Friendly Products**
- **Christmas Decorations, Candles & Incense Sticks**
- **Fashion Jewellery, Accessories & Bags**

Buyers at IHGF Spring 2011

Buyers experienced a fascinating diversity of products, innovations and trends and discovered new dimensions for their businesses. Buyers benefited from the optimized layout based on product group, style direction and market segment. The turnover of overseas buyers, representatives of buying organizations, importers, distributors, departmental stores and agents was reasonably good.

The IHGF has carved out its identity on the international map and has offered sourcing opportunities to overseas buyers, buying agents, etc., while providing an exclusive business platform to a huge number of small and medium sized exporters to showcase their merchandise to an otherwise elusive international audience. This has also benefitted buyers as otherwise these items are not readily available elsewhere.

The large turnout of regular patrons and new buyers from the established and new markets for all category of products makes the IHGF an unparalleled export platform for the exhibitors. Regular visitors to this fair testify that the fair has continuously evolved over the years and is now amongst the better rated and awaited sourcing destination.

As per feedback, buyers were keen on Indian Textiles, Festive Décor, Furniture, Home Décor, Curios & Bags. Jewellery was also picked up by many buyers featuring collections in beads, antique silver, semi-precious stones and alternate raw materials. Stoles & Scarves too were in good demand during the fair.

Buyers' testimonials reveal that value added items, regal artifacts, novelties, newer blends in raw materials, simple surprising ideas, and natural products as well as those with multiuse properties were sought after and will continue to do so in the near future as well.

Facilities Available for buyers

Buyer's Lounge

Free Shuttle Service

Foreign Exchange Counter

Travel Desk & Taxi Service

Free Internet & Wifi in Exhibition Halls

IHGF strives to fulfill all business oriented criteria and offers optimum pre-requisites for international business and networking, especially to small and medium sized entrepreneurs participating here. The results were encouraging and motivating. The objective is to use every opportunity to grow India's share in the world market, at this time when global market size is expected to expand, post contraction.

The Indian Handicrafts & Gifts Fair (Spring) 2011 concluded with reasonable success. Total business generated, reported during the fair was an impressive Rs. 840 crores or US\$ 190.00 Million.

Forthcoming Trade Fairs

Indian Fashion Jewellery & Accessories Show 2011 (08 - 10 July 2011) at India Expo Centre & Mart, Delhi - Greater Noida Expressway.

Indian Handicrafts & Gifts Fair (Autumn) 2011 (15 - 18 October 2011) at India Expo Centre & Mart, Delhi - Greater Noida Expressway.

About the organizers

The organizers - Export Promotion Council for Handicrafts (EPCH) facilitate visiting buyers, in terms of online registration, product information, booking hotels, transportation, etc. Among other services to buyers, facilitation desk at airport, airport transfers and packages tour would be offered. The EPCH, over the last 14 years, has built up the Indian Handicrafts & Gifts Fair (IHGF), as a vibrant trade platform for Indian artisans, manufacturers & suppliers from across India and discerning buyers from across the world (retailers, wholesalers, chain stores, buying conglomerates, importers, etc.). It is the biggest handicraft fair in Asia, which brings together over 2000 exhibitors displaying thousands of products, to enthrall visiting buyers.

EPCH, sponsored by the Government of India, is an apex trade body representing the handicrafts manufacturing & exporting sector of India with a membership of over 7000 manufacturers & exporters, contributing business worth over US\$ 3000 million, annually. The Council, a non-profit ISO 9001: 2008 certified organization, is engaged in promotion of handicrafts from India and projects India's image abroad as a reliable supplier of high quality handcrafted merchandise.

For more information, please contact:

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