

# Uniqueness of Indian craft skills and products showcased through India Pavilion at Spring Fair

Spring Fair International; Birmingham, UK; 5th-9th February, 2017

Spring Fair International, Birmingham, held from 5th-9th February, 2017, at Birmingham, UK, previews new collections from over 2,200 UK and international exhibitors. Owing to four core buying zones of Giving, Living, Greetings and Jewellery including 20 sections spread over 20 halls, the fair attracts exhibitors as well as buyers for Kitchen, Dining & Housewares; Christmas Gifts, Floral & Seasonal Decorations; Children's Gifts, Toys & Gadgets; Greetings & Stationery; Art & Framing; Gifts & Home; Contemporary Gift & Home; The Summerhouse products; Outdoor Living & Leisure; Gifts, Home & Volume; Fashion Jewellery & Accessories; Body, Bath & Home Fragrance; and Jewellery and Accessories.

EPCH's participation at this prime European fair was highlighted by an exclusive India Pavilion featuring 13 member exporters and 5 master crafts persons. This was located in Hall no. 5 that was dedicated to New Product Showcase.

The Indian contingent displayed handicrafts, jute bags & accessories, leather bags, agarbatties, scarves & stoles, fashion accessories, etc. Visitors to the Indian pavilion showed interest in the diverse range and made enquiries. According to feedback, the business generated by the Indian companies during the show amounted to around



*Mr. S.M. Chakraborty, Acting Consul General, CGI, Birmingham, UK, seen with the participating artisans and EPCH officials at the India Pavilion, Spring Fair International*



*Mr. S.M. Chakraborty, Acting Consul General, CGI, Birmingham, UK, interacting with an exhibitor at the India Pavilion*



US\$ 83,500.00. The exhibiting member exporters also got good leads for future.

EPCH also set up a promotional booth to disseminate information on its upcoming shows like Home Expo India, Indian Fashion Jewellery & Accessories Show and IHGF Delhi Fair, through leaflets, brochures and other literature. Some of the buyers also pre-registered to visit the shows. ■

## Homeware trends interest 60% Brits, 'home' category tops among gifts for friends & family

A survey commissioned by Spring Fair Birmingham to explore UK attitudes to homeware has revealed some surprising findings. The '2017 Home Improvements and Interior Trends' report found that 60% of respondents said homeware trends really interest them, with three-quarters of those polled saying they get more satisfaction from pictures of homeware and décor than they do from celebrities and fashion. As many as 51% keep on top of homeware trends through Instagram, while 35% find inspiration from friends' and family members' homes and 49% read home interior magazines. In addition, 16% like to visit show homes for new ideas and 13% regularly attend consumer exhibitions and events to get inspiration.

The data reveals that those in Glasgow (72%) are the keenest to keep up to date, followed by Leeds (67%), Birmingham (66%) and Manchester (65%).

Interestingly, 49% of those quizzed said they also opt for homeware when buying presents, and 39% have a 'go-to' gift that they always buy for their friends and family. The most popular gift is a scented candle, followed by luxury chocolates and toiletries,



with four in ten believing everyone 'loves stuff for the home' and 24% claiming this is because 'you can't offend someone by buying the wrong size'. More practical gifts appear to be on the rise too, as 59% said they think it's acceptable to give presents such as toasters or saucepans - and 62% said they often request them for birthdays or Christmas. Just 44% of Brits said they are proud of their house, while 12% said they were unhappy and embarrassed by their home. The top jobs which Brits hope to tackle in the home this year are decorating bedrooms and lounges (81%) and hanging new curtains (33%), while a third (32%) have their sights set on revamping their kitchens. Meanwhile, three in 10 admitted to lying to friends about where they bought homeware finds as they don't want their style to be copied, with over a third (37%) confessing to being jealous of a friend's house. Some 45% said they want to be the first one in their circle of friends to have the latest trends in homeware, while a quarter said there is competition between their friends over who has the nicest house. In fact, three in 10 refuse to tell their friends where they bought something. Finally, it seems Brexit has put the brakes on moving. One in three people said they have cancelled plans to move house in the wake of Brexit and intend to spend an average of £8,000 on home improvements instead. ■



# Indian handicraft sector reaches out to European market with vibrant display and Brand Image Promotion seminar

Ambiente; Frankfurt, Germany; 10th-14th February, 2017

European Union is an important market for Indian products where Germany has a special place being one of the largest importers, particularly houseware, homeware and handicrafts. Ambiente, one of the oldest established well-known fairs held every year in the month of February at Frankfurt, Germany, is an important marketing medium for India not only for Germany but for the entire world. India has been participating in this fair on regular basis since many years. Ambiente, revolving around products for the table, kitchen, household, giving and decorating, as well as for home and furnishing

accessories is visited by leading buyers from nearly all regions of the world. The fair spread in an area of 308000 sq. mtrs. concluded its 2017 edition in February and had 4,400 exhibitors from 96 countries and 1,37,000 buyers from 143 countries. This year's Ambiente Partner Country was UK.

## High level Indian delegation and EPCH India Pavilion at Ambiente

The Ministry of Textiles, Govt. of India, deputed a high level delegation comprising Mrs. Jaya Dubey, Director, Ministry of Textiles, Govt. of India with Mr. Rakesh Kumar, Executive Director, EPCH and Mr. R K Shrivastava, Executive Director, NCDPD, to Ambiente.



*Mr. Raveesh Kumar, Consul General of India, Frankfurt, inaugurated the EPCH Pavilion in the presence of Ms. Yvonne Engelmann, Director, Messe Frankfurt; members of the Ministry of Textiles' delegation; Mr. I Srinivas Srinaresh (IAS), MD, Andhra Pradesh Handicrafts Development Corporation Ltd.; Mr. Arvind Vadhera, past Chairman, EPCH; Mr. Rajesh Jain, COA Member, EPCH; and participating member exporters.*

EPCH organised the Indian handicraft sector's participation in this fair with an exclusive India pavilion, highlighting Indian capabilities in the houseware, gifts, decorative and homeware segments. 50 member exporters as well as State associations like Central Cottage Industries Emporium, The Handicrafts and Handlooms Export Corporation of India Ltd. and Andhra Pradesh Handicrafts Development Corporation Ltd., participated. Besides display of wooden artwares, handicrafts, kitchen wares, decorative items, jute products, marine instruments, nautical décor etc. 5 Master crafts persons deputed by the O/o Development Commissioner (Handicrafts)

demonstrated their skills in paper mache from Puducherry; woollen shawls from Gujarat; Basholi miniature painting from Jammu & Kashmir; terracotta from Haryana; and meenakari from Rajasthan. Due to the importance of Ambiente as a very effective marketing medium, 430 Indian companies participated in this fair on individual basis. Out of the total 430, 151 companies were from the State of Uttar Pradesh alone.



*Glimpses of the participant stands in the EPCH India Pavilion*

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COA Member, EPCH; and participating member exporters. The CGI Frankfurt and the delegates saw the display and demonstration of crafts besides visiting the individual stands of Indian companies at the fair. Mr. Raveesh Kumar had a discussion with EPCH exhibitors about their craft and other related aspects where he appreciated their efforts & ideas including its importance for the industry. He also guided them about the current market scenario of Germany and its requirements in terms of product innovation. The delegates also observed the product range displayed by participants from other countries and their competition to Indian assortments.

As per feedback from the exhibitors, buyers shown keen interest and placed orders as well. Around 1380 enquires were generated with on-the-spot business at Rs. 93.95 crores.

### Brand Image Promotion Seminar - 'Handicrafts Market Worldwide - India a Sourcing Destination'

On the side lines of Ambiente, EPCH in association with the CGI in Frankfurt, organised a seminar on 'Handicrafts Market Worldwide - India a Sourcing Destination' on 10th February, 2017 at Messe Frankfurt Trade Fair Ground. This was attended by over 130 visitors/ participants both from India and overseas.

Mr. Raveesh Kumar, Consul General of India, Frankfurt emphasised on the Indian handicrafts sector and commended EPCH for promoting it worldwide. He expressed confidence that India could certainly qualify to be a partner country soon as 10% of the total Ambiente participation comes from India each year. Ms. Yvonne



*Mr. Raveesh Kumar, Consul General of India, Frankfurt and Mr. Rakesh Kumar, Executive Director, EPCH, address the seminar for brand image promotion of Indian handicrafts*

Engelmann, Director, Messe Frankfurt Exhibition GmbH spoke about the initiatives by Messe Frankfurt to increase the number of exhibitors and overseas buyers to the show. She was glad to announce that participation from India at Ambiente was the 3rd largest this year.

Mr. Rakesh Kumar, Executive Director, EPCH, made a special presentation highlighting Indian capabilities in the handicrafts sector for meeting requirements of a competitive world market. He also detailed about the Council's forthcoming exhibitions like IHGF Delhi Fair (Spring & Autumn), Home Expo India and Indian Fashion Jewellery & Accessories Show.

### Meetings with Messe Frankfurt officials

Mr. Rakesh Kumar, Executive Director, EPCH, had a meeting with Ms. Yvonne Engelmann, Director and Ms. Annette Melius, Sales Manager of Ambiente - Passage Home, on 11th February 2017 to discuss related aspects and recommendations related to India's participation in the next Ambiente in 2018. Mr. Rakesh Kumar desired that India be highlighted at Ambiente as a partner country, owing to its regular and large representation at the fair. He also requested for an increase of space for the EPCH Pavilion.

### Press Meet at Ambiente

EPCH organised a press meet on 11th February, 2017, at the fair. Among invitees were editors of international publications pertaining to gifts, houseware and decoratives from Australia and USA. They also visited the India Pavilion to see the range of products on display and interacted with the exhibitors. ■