



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

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PRESS RELEASE

UNION MINISTER OF TEXTILES URGES EPCH TO PENETRATE INTO LATIN AMERICAN MARKETS – EPCH AMBITIOUS PROGRAMME FOR LATIN AMERICA

New Delhi – July 09, 2013 -- Union Minister for Textiles Dr. K.S Rao today met with Export Promotion Council for Handicrafts (EPCH) and other Government officials to take forward the proposal of setting up of a showroom and warehouse in Latin America and Caribbean countries (LAC).

LAC is one of the focus markets having immense potential for exports of Indian Handicrafts. Out of the total exports of Handicrafts of US \$ 3304.90 million in the year 2012-13, the export to Latin American Markets is only 119.18 US million dollars constituting 3.6%. The major reasons for this low share is related to its poor connectivity with India, high cost of transport, language acting as a barrier, lack of storage facilities and logistics support.

In order to lessen the number of shipment days and address all the bottlenecks, the warehouse in LAC makes perfect business sense.

The Council had submitted the proposal alongwith the feasibility study for opening of warehouse/showroom in Latin America to the Ministry of Commerce & Industry elaborated, Mr. Lekhraj Maheshwari, Chairman-EPCH.

The Union Minister saw the presentation made by EPCH and has agreed to push forward the proposal to the concerned department and was impressed by the concept and showed his keen interest in having such a facility established in Latin America.

EPCH is already actively participating in shows in Latin America and have also organized Buyer-Seller-Meets and Festivals of India. The major markets where the events have been organized by the Council include Buenos Aires(Argentina), Sao Paulo(Brazil), Santiago(Chile), Colombia(Bogota) and will continue to do so in the future as well, said Mr. Rakesh Kumar, Executive Director – EPCH.

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