



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

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PRESS RELEASE

A HIGH LEVEL DELEGATION VISITED VIETNAM FOR SHARING TECHNIQUES OF PRODUCTION, MARKETING AND SKILL DEVELOPMENT

New Delhi - 22 May, 2019 Vietnam is rich in traditional arts and crafts. The most famous Vietnam handicrafts include cane & bamboo craft, ceramics, stones, natural fibre products, wooden handicrafts, metal craft and silk embroideries. The techniques of manufacturing crafts in Vietnam is very peculiar, high quality and cheaper than anywhere in the world informed Shri Rakesh Kumar, Director General – EPCH.

Vietnam have traditional skills like India but more competitive in nature and have greater market share in comparison to India. To understand the traditional skills and craftsmanship with usages of technology in making high quality crafts in Vietnam, a high level delegation led by Shri Shantmanu, Development Commissioner [Handicrafts] visited Vietnam from 18 – 21 May, 2019. Shri R.K. Verma, Director – EPCH, Shri Rajesh Jain, Ms. Zesmina Zeliang, COA Members – EPCH and other prominent member exporters of EPCH from Moradabad, Agra Khurja and North Eastern Region consisted the delegation further said Shri Kumar.

The delegation visited Urban Lifestyle and Interior show at Saigon Exhibition and Convention Centre, Vietnam which showcases products like furniture, handicrafts, gifts, garden accessories, decorative, lifestyle and natural fibre products. The delegation saw the various craft products produced as per International demands and customized to the need of the overseas buyers displayed in the show. The delegation also met Mr. Nguyen Chanh Phuong, Vice Chairman of Handicrafts and Wood Industry Association (HAWA), Vietnam, the organizer of the show. [PHOTO 3 AND 3A]

EPCH Delegation met Mr. Hoang Chinh Nghia, Deputy Director General, Ministry of Industry & Trade, Agency for Regional Industry & Trade, Vietnam [PHOTO 1] and also called upon H.E. Mr. Parvataneni Harish, Ambassador, Embassy of India in Vietnam and discussed the purpose of the visit and way forward for Indian handicrafts exporters. [PHOTO 2].

A Meeting with Mr. Trinh Quoc Dat, Deputy President of Vietnam Association of Craft Villages (VICRAFTS), an EPCH MOU partner in Vietnam was also held during the visit. [Photo 4]

During visit to Vietnam a series of visit to various handicrafts clusters which included ceramics at Bat Trang Ceramics Pottery , Natural Fibre products

cluster at Phu Vinh, wood carving cluster at Son Dong, Silk embroidery cluster at Van Phuc, metal casting cluster at Bac Ninh and stone craft cluster at Da Nang took place. They interacted with the entrepreneurs working at these clusters to see and understand the production processes in these important craft clusters located close to Hanoi. [PHOTO 5 TO 9A]

The visit of high level delegation to Vietnam will help in motivating the handicrafts exporting community to start using technology in production of handicrafts products with techniques being used in Vietnam which will result in enhancing quality of Indian handicrafts as per standards and demands prevalent in the world markets said Mr. Rakesh Kumar, DG – EPCH.

India & Vietnam enjoy a very cordial relation with a total bilateral trade of US\$ 12.83 billion registering a growth of around 27%. The possibility of further enhancing the trade between two countries is enormous and it is high time that there is more people to people contact between two countries so that the trade can flourish. Vietnam is an important South East Asian Country having rich tradition of handicrafts like ceramics, stoneware, natural fibre products, metalcrafts, wood-ware and many more. The range of products, quality and finish is amongst the best in the world and is important that Indian manufacturer exporters should acquire understanding of various techniques of product development and production infrastructure so as to explore the possibility of future joint ventures and synergize the strengths of each other.

FOR MORE INFORMATION, PLEASE CONTACT :
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Photo 1: EPCH Delegation met Mr. Hoang Chinh Nghia, Deputy Director General, Ministry of Industry & Trade, Agency for Regional Industry & Trade, Vietnam alongwith Mr. R.K. Verma, Director, Member COA EPCH, Ms. Jesmina Zeliang, Mr. Rajesh Kumar Jain, Mr. Naveed Ur Rehman and other prominent member exporters.



Photo 2: EPCH delegation called upon H.E. Mr. Parvataneni Harish, Ambassador, Embassy of India in Vietnam and discussed the purpose of the visit and way forward.



Photo 3 & 3A: EPCH delegation visited Urban Lifestyle and Interior show at Saigon Exhibition and Convention Centre, Vietnam which showcases products like furniture, handicrafts, gifts, garden accessories, decorative, lifestyle and natural fibre products. The delegation saw the various craft products produced as per International demands and customized to the need of the overseas buyers displayed in the show. The delegation met Mr. Nguyen Chanh Phuong, Vice Chairman of Handicrafts and Wood Industry Association (HAWA)



Photo 4: EPCH delegation met Mr. Trinh Quoc Dat, Deputy President of Vietnam Association of Craft Villages (VICRAFTS).



Photo 5 & 6: EPCH delegation also visited a series of visit to ceramic manufacturing units such as Hapro Ceramic at Gom Chu Dau and Bat Trang Ceramics Pottery cluster to see and understand the production processes in these two important craft clusters located close to Hanoi.



Photo 7 & 7A: EPCH delegation also visited the metal craft clusters of Dai Bai in Bach Ninh to see and understand the production processes in the important craft clusters located close to Hanoi.



Photo 8 & 8A and 9 & 9A: EPCH delegates also visited Ceramics Pottery crafts cluster at Vietnam.