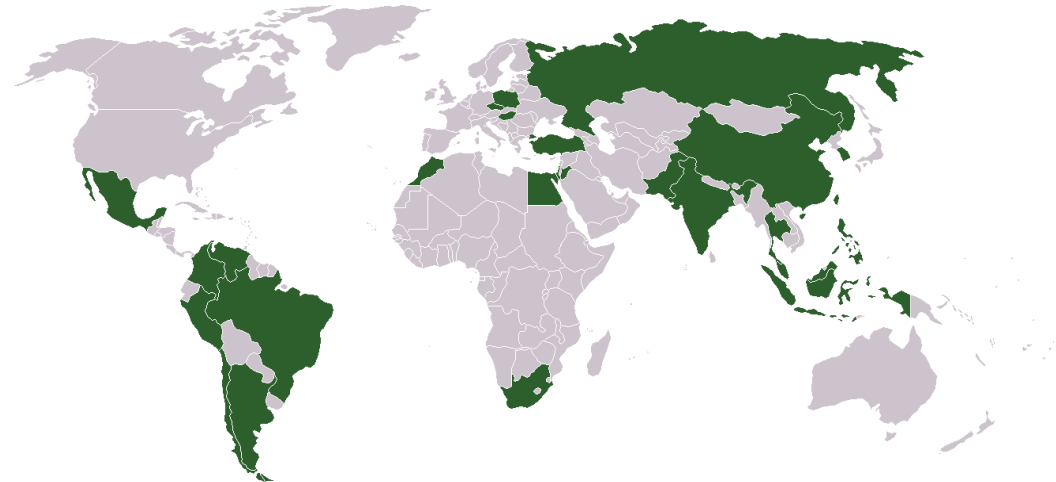


Marketing Strategy for Emerging Markets

Focus Category: Handicrafts



Submitted to:
Export Promotion Council of Handicrafts (EPCH)

Submitted by:
Market Insight Consultants
(A division of Tomorrow's Market Innovators Private Limited)

Report Structure

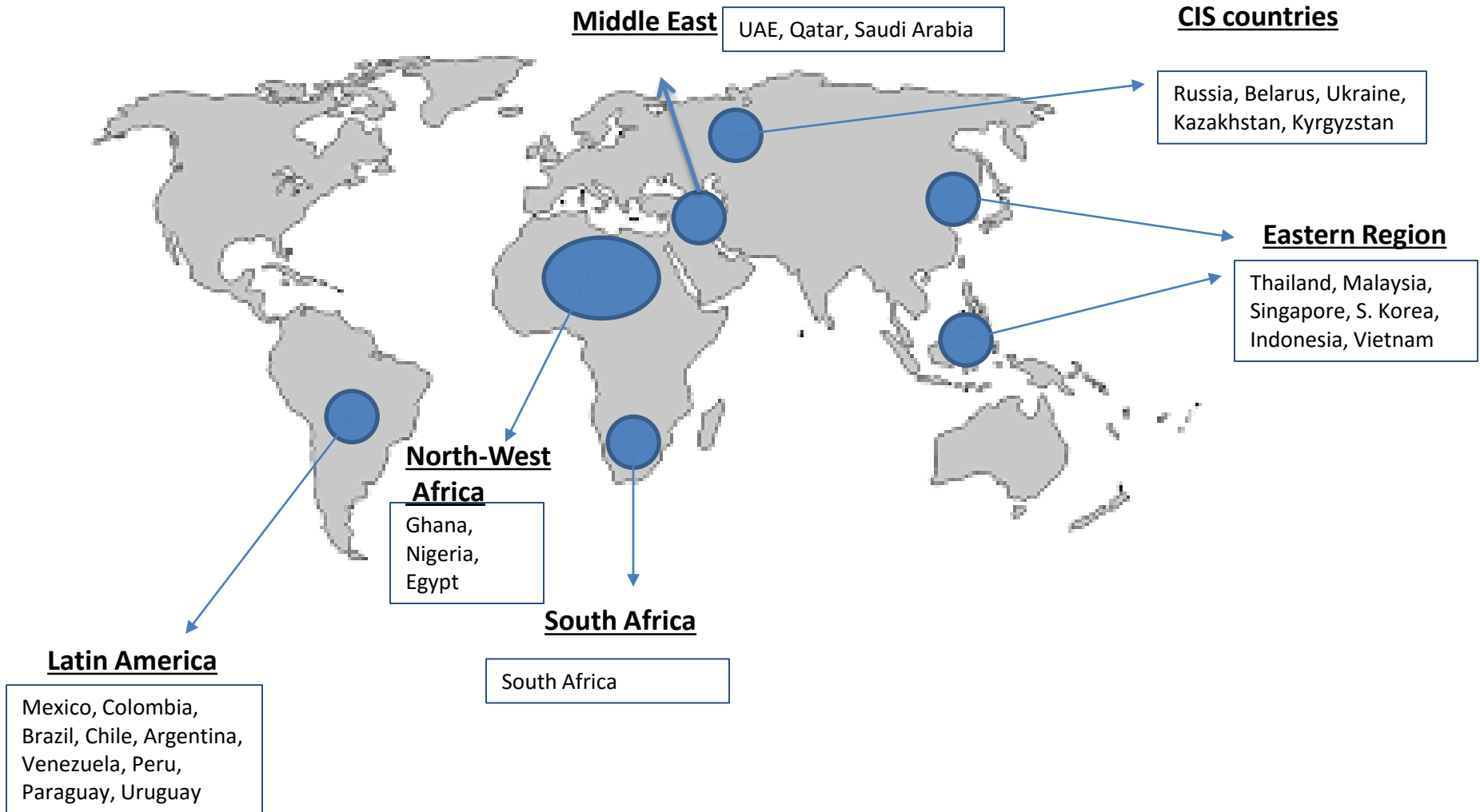
- ❑ Aggregate overview on macro-economy and demographics of emerging markets
- ❑ Snapshots of key emerging markets
- ❑ Handicraft exports from India to Emerging Markets
- ❑ Handicraft exports from India to China & Japan
- ❑ Handicraft exports from China & Turkey to Emerging Markets
- ❑ Indian Exporters views on handicraft market potential in emerging markets
- ❑ Decision support on selection of focus emerging markets/countries
- ❑ Decision support on selection of Target Products
- ❑ Appreciation of preferential trade agreements between India & emerging countries
- ❑ Marketing Approach
- ❑ Annexure-1: Emerging country wise scenario of imports of handicrafts from India
- ❑ Annexure-2: List of Trade Shows & Exhibitions in Emerging Markets
- ❑ Annexure-3: List of e-commerce portals in emerging markets

Aggregate Overview

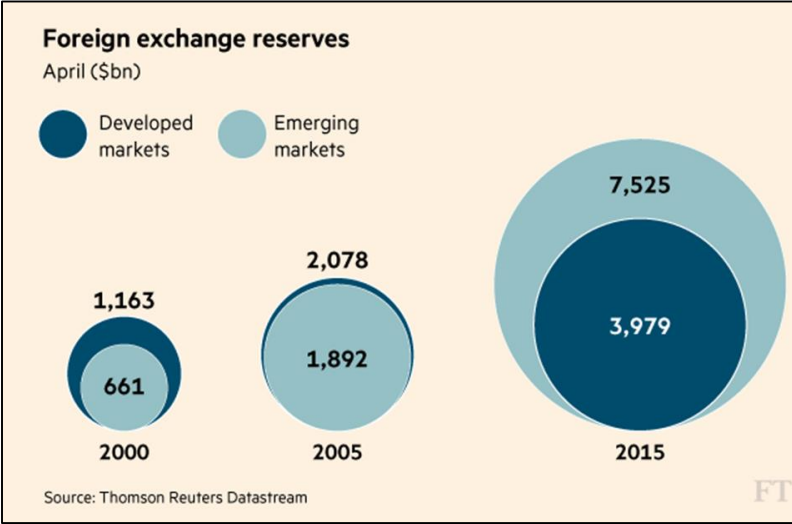
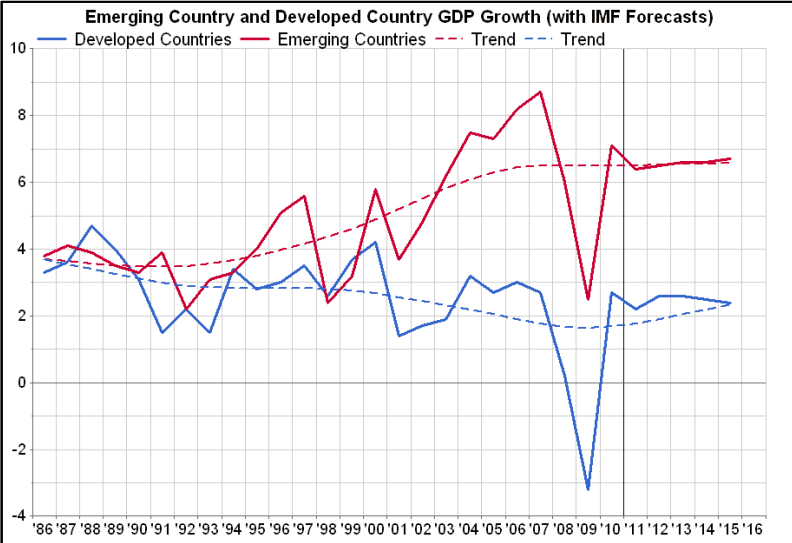
Macro-economy and demographics of emerging markets

WHY THEY ARE IMPORTANT FROM BUSINESS POINT OF VIEW ?

Which are the emerging markets?



Emerging markets are outpacing developed markets on key macro-economic indicators



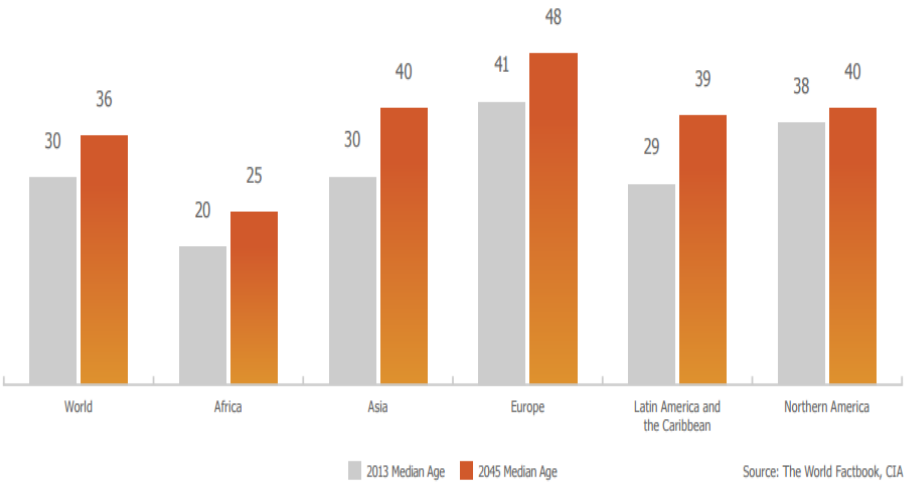
At an aggregate level, emerging markets are faring better on macro-economic parameters as compared to developed markets.

- ✓ Currently emerging markets account for more than half of the global GDP (57%) and exhibit with an average annual GDP growth rate (6%+) which is nearly double than their developed market counterparts (3%)
- ✓ Foreign Exchange reserves have increased by 4 times in the last 10 years and currently account for 65% of the total global foreign reserves

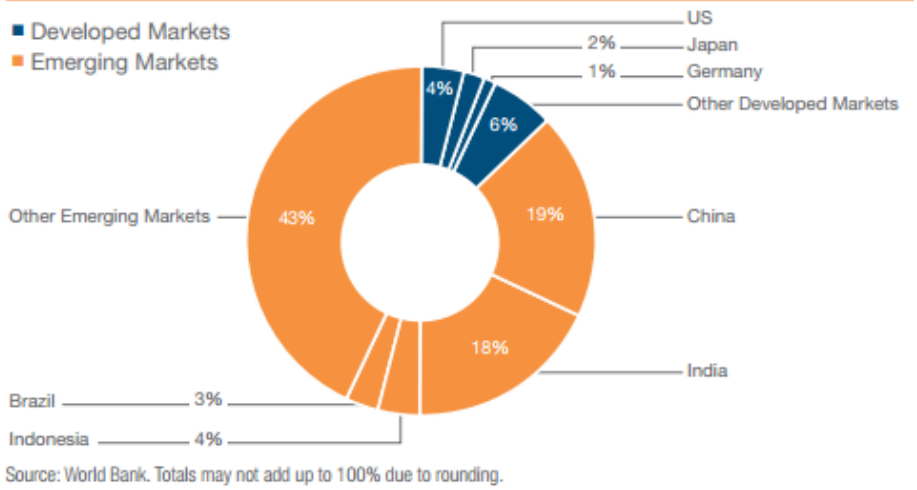
Source: <https://rwer.wordpress.com>

Emerging markets are having major share of world population as well as median age is also low in developing economies: Demographic Dividend

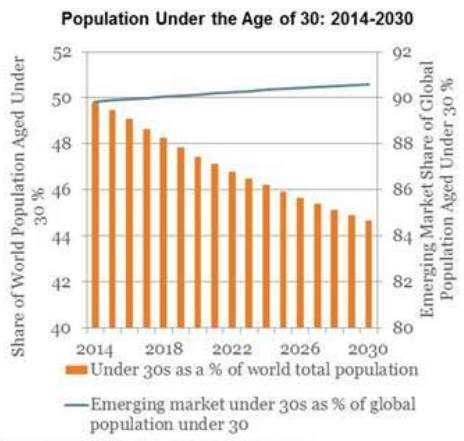
Median Age (Years): Developed v/s Developing Economies



WORLD POPULATION (2013)



Emerging Markets Dominate Global Population Aged Under 30



Share of Population Aged Under 30 by Region: 2030

Region	2030
Middle East & Africa	61.7%
World	44.7%
Latin America	43.7%
Asia Pacific	40.7%
Australasia	37.6%
North America	36.5%
Western Europe	32.6%
Eastern Europe	32.0%

- ❑ Emerging countries constitute 87% of the total world population and more importantly the 85% of the young population (> 30 Yrs)
- ❑ The 0-29 age bracket is an important one for marketers in terms of the consumer spending potential for families with children, young adults and those entering working-age who will experience discretionary spending for the first time.
- ❑ Emerging markets shall dominate the world demographics as their status as young nations shall continue in the coming decades also, indicating a compelling opportunity for marketing of consumer products including handicrafts

Source: Euromonitor International from national statistics/UN
Note: Data are forecasts
© Euromonitor International

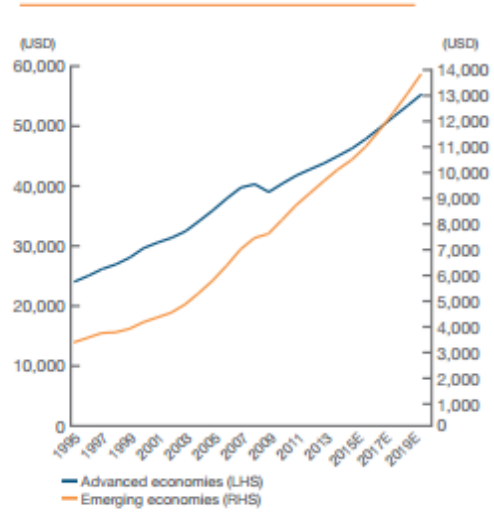
Emerging markets shall witness high growth in urbanization and per capita GDP leading to growth of middle class population

PERCENTAGE OF POPULATION RESIDING IN URBAN AREAS

MAJOR AREA OR COUNTRY	2010	2025	2050
Developed Countries	77.1	80.4	85.4
Germany	74.3	77.5	83.0
Japan	90.5	96.3	97.7
UK	81.3	84.8	88.6
US	80.8	83.3	87.4
Emerging Countries	46.1	54.0	63.4
Brazil	84.3	87.8	91.0
China	49.2	65.4	75.8
India	30.9	37.0	50.3
Indonesia	49.9	60.3	70.9
Mexico	77.8	81.8	86.4
South Africa	62.2	69.4	77.4
South Korea	81.9	83.8	87.6
Thailand	44.1	60.4	71.8
Turkey	70.7	77.7	83.7

Source : UN Department of Economic and Social Affairs, World Urbanization Prospects: The 2014 Revision

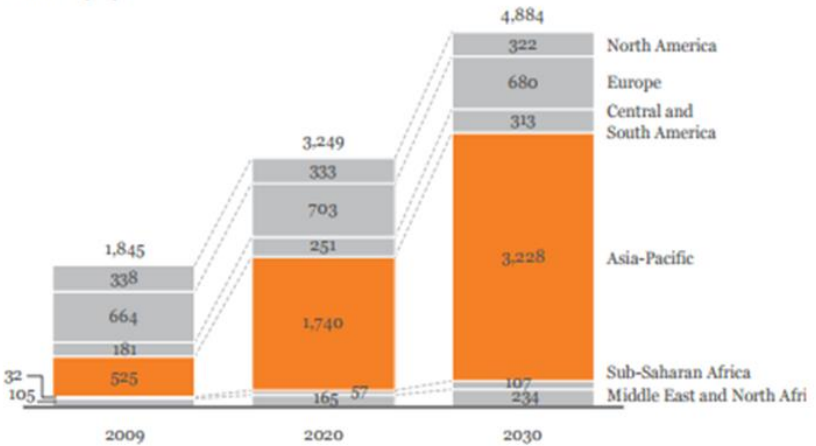
GDP PER CAPITA, PPP



Source: IMF, World Economic Outlook, April 2015.

Global middle class*
Millions of people

More than 85 percent of middle class growth expected from Asia Pacific region through 2020



- ❑ Emerging countries are exhibiting higher urbanization rates compared to developed nations
- ❑ The per capita income trends are on upswing for the emerging markets and by 2020 shall even surpass the developed nations at an aggregate level
- ❑ The middle class population is also rising in emerging economies which also indicates a higher potential uptake of consumer goods and products

Summarizing the growth sustainability factors for emerging markets

Population Growth

Emerging markets are growing four times faster than mature markets

- By 2020, 6.4 billion people will live in emerging markets
- South Asia and Africa will contribute the most growth

Consumption Growth

By 2020, emerging markets will add 730 million middle and affluent class consumers

- These consumers will account for 35% percent of spending, compared to 25% in 2014
- Nearly half of the emerging market population will be middle class or affluent

Urbanization

By 2020, emerging markets will add 600 million urban dwellers

- About 40% of the world's population will live in cities of emerging countries
- Emerging market cities will grow 10 times faster than mature market cities

Trade Liberalization

More than 350 free-trade agreements are in place as on 2014

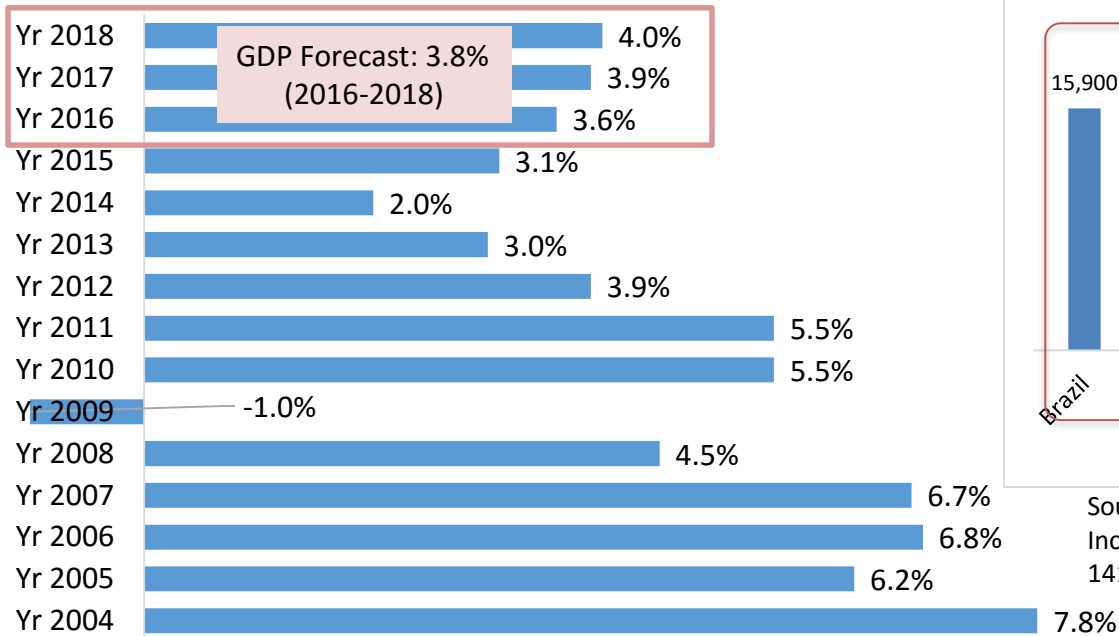
- Free trade movement has been in existence for more than a decade

Snapshots of key emerging markets

Macroeconomic and Demographic advantages

GDP Growth and Gross National Income: LATAM

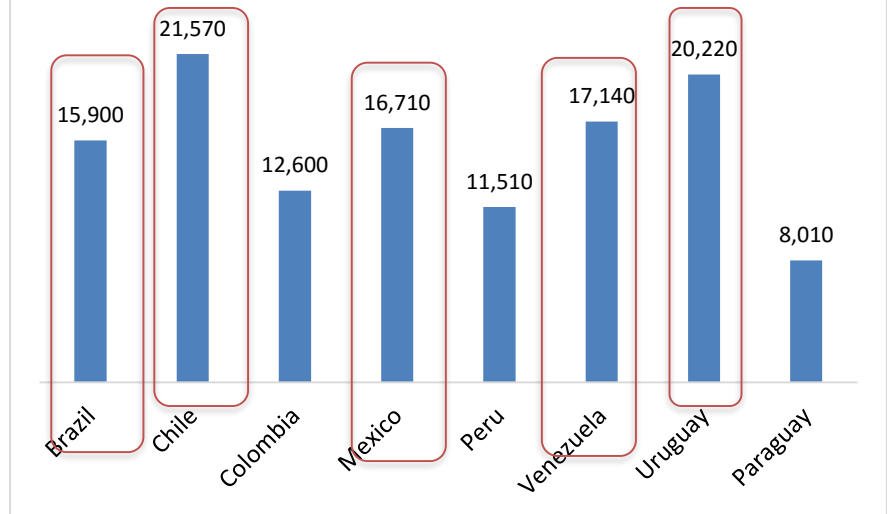
Average GDP Growth Rates in Latin America: Trend over time



Average GDP growth of Brazil, Argentina, Chile, Colombia, Mexico, Peru and Venezuela which account for 93% of the Latin America's GDP

Source: Report by Brookings Global-Ceres economic and Social Policy in Latin America Initiative; 2014

GNI PPP Per Capita (US\$)



Source: The World Bank

Income Classification: Low Income-1570 US\$; Middle Income-9673-14179 US\$; High Income: Above 14,179 US\$

- ❑ GDP forecast for LATAM region shall be close to 4% in the coming 3 years , indicating the positive macro-economic scenario which shall push the demand in the region.
- ❑ Brazil, Chile, Mexico, Venezuela and Uruguay appear to be leading markets for consumer products , considering they are high income countries as per GNI levels

Demographic Advantage: LATAM

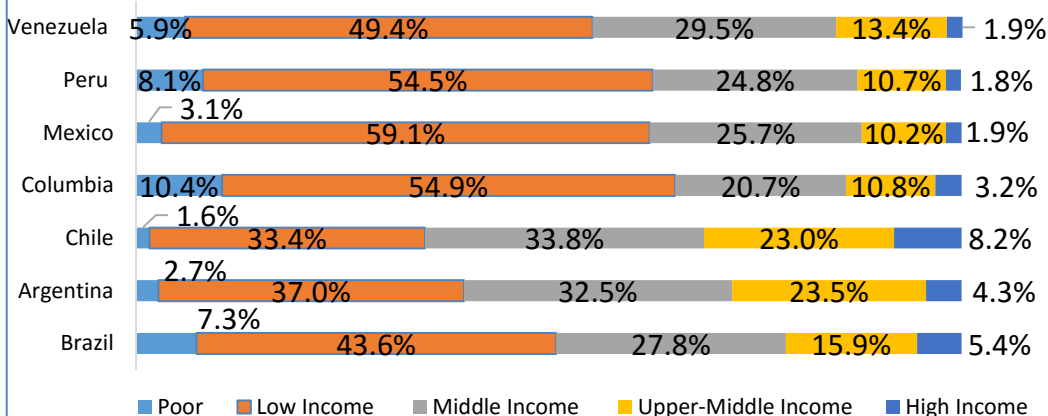
Population in Millions							
Country	Historical Data			Forecast			% Expected Growth (2015-17)
	2012	2013	2014	2015	2016	2017	
Brazil	199	201	203	204	206	208	2%
Argentina	41	41	42	42.4	42.8	43.2	2%
Chile	17	18	18	18	18	18	0%
Columbia	47	47	48	48	49	49	2%
Mexico	117	118	120	121	122	124	2%
Peru	30	31	31	31	31	32	3%
Venezuela	28	28.5	28.8	30	31.2	32.4	8%
Uruguay	3.4	3.4	3.4	3.4	3.4	3.5	1%
Paraguay	6.4	6.5	6.6	6.6	6.7	6.8	3%

Source: <http://www.indexmundi.com>

International Monetary Fund, Bloomberg and Scotiabank Economics.

- At an aggregate level, the population of LATAM region is on growth trajectory indicating the long term consumption potential of the region
- The proportion of middle income population in the major Latin countries hovers between 20%-34% with Chile and Argentina leading the Latin region in terms of proportions while Brazil and Mexico are leading in terms of absolute numbers of middle income population.

Population distribution by income groups(2011)



Source: Pew Research

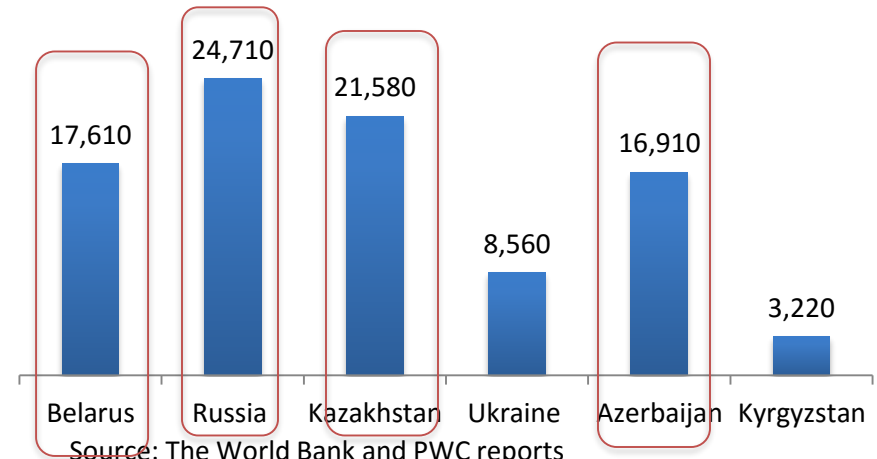
GDP Growth & Gross National Income: CIS

GDP Growth Rates of CIS Countries (%)

Country	Historical Data			Forecast		
	2012	2013	2014	2015	2016	2017
Belarus	1.7%	0.9%	0.9%	1.5%	-	-
Azerbaijan	2.2%	5.8%	4.5%	4.3%	-	-
Ukraine	0.3%	0%	-6.5%	1%	-	-
Russia	3.4%	1.3%	0.6%	-2.7%	0.7%	2.5%
Kazakhstan	5%	6%	4.3%	1.7%	2.9%	4.1%
Kyrgyzstan	-0.9%	10.5%	4.1%	4.9%	-	-

Source: The World Bank and PWC report

GNI PPP Per Capita (US\$)



Source: The World Bank and PWC reports

Income Classification: Low Income-1570 US\$; Middle Income-9673-14179 US\$; High Income: Above 14,179 US\$

- ❑ Russia is the leading economy of the CIS bloc in terms of GNI , however, currently exhibiting de-growth in GDP. The GDP forecast for Kazakhstan and Azerbaijan is healthier compared to Russia
- ❑ Ukraine's Low GDP growth as a result of war destruction of infrastructure, (War between Ukraine and pro Russian separatists)

Demographic Advantage is not very compelling

Population in Millions

Country	Historical Data			Forecast			% Expected Growth (2015-17)
	2012	2013	2014	2015	2016	2017	
Belarus	9.5	9.5	9.5	9.6	9.5	9.4	-1%
Russia	143.2	143.5	143.8	143.3	142.9	142.5	-1%
Kazakhstan	16.8	17.0	17.3	17.5	17.7	17.8	2%
Azerbaijan	9.3	9.4	9.5	9.6	9.7	9.8	2%
Ukraine	45.6	45.5	45.4	45.1	44.8	44.5	-1%
Kyrgyzstan	5.6	5.7	5.8	5.9	6.0	6.1	3%

Source: The World Bank

The World Bank

In terms of population growth, CIS block is presenting a sub-optimal picture as major CIS nations are showing population de-growth over the period of 2015-17

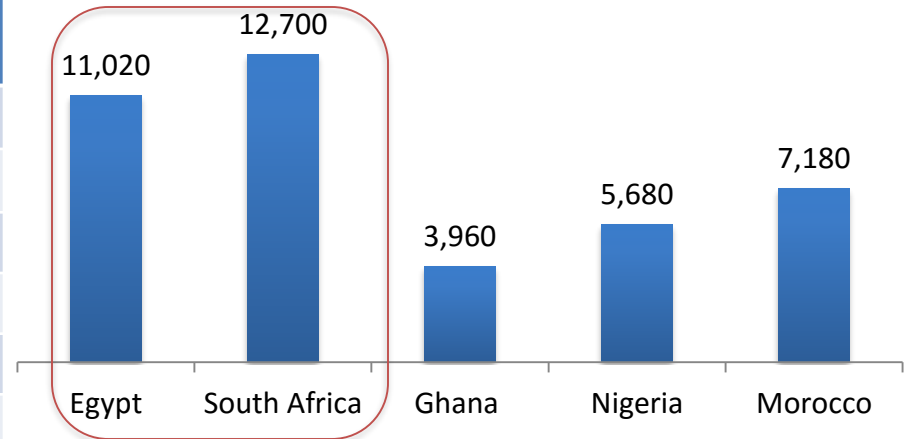
GDP Growth & Gross National Income: Africa

GDP Growth Rates of African Countries (%)

Country	Historical Data			Forecast		
	2012	2013	2014	2015	2016	2017
Egypt	2.2%	2.1%	2.2%	4.2%	4.5%	4.8%
South Africa	2.5%	1.9%	1.5%	2.0%	2.1%	2.4%
Ghana	8.8%	7.1%	4.5%	4.7%	-	-
Nigeria	4.3%	5.4%	6.2%	4.5%	5%	5.5%
Morocco	2.7%	4.4%	3.5%	4.7%	-	-

Source: The World Bank

GNI PPP Per Capita (US\$)



Source: The World Bank and PWC reports
 Income Classification: Low Income-1570 US\$; Middle Income-9673-14179 US\$; High Income: Above 14,179 US\$

- ❑ South Africa and Egypt are the leading economies in the African markets in terms of Gross National Income
- ❑ The GDP forecast for 2015-17 is emerging to be positive

Demographic Advantage

Population in Millions

Country	Historical Data			Forecast			% Expected Growth (2015-17)
	2012	2013	2014	2015	2016	2017	
Ghana	25.5	26.2	26.8	27.4	28.0	28.7	5%
South Africa	52.3	53.2	54.0	55.0	55.6	56.2	2%
Nigeria	168.2	172.8	177.5	182.2	187.0	191.8	5%
Egypt	85.7	87.6	89.6	91.5	93.4	95.2	4%
Morocco	33.0	33.5	33.9	34.4	34.8	35.2	3%

The World Bank

Source: The World Bank

Healthy growth in population is forecasted for the emerging economies of Africa .

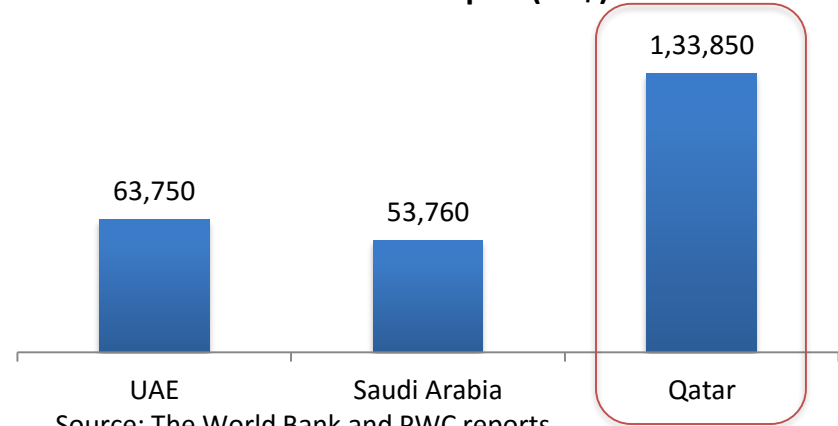
GDP Growth & Gross National Income: Middle East

GDP Growth Rates of Middle east countries(%)

Country	Historical Data			Forecast
	2012	2013	2014	2015
Qatar	6.1%	6.5%	6.5%	7.7%
Saudi Arabia	5.8%	4.0%	4.6%	4.5%
United Arab Emirates	4.7%	5.2%	4.3%	4.5%

Source: The World Bank

GNI PPP Per Capita (US\$)



Source: The World Bank and PWC reports

Income Classification: Low Income-1570 US\$; Middle Income-9673-14179 US\$; High Income: Above 14,179 US\$

- Qatar is the leading country in terms of GNI PPP
- Qatar's GDP growth has been highest among all the countries in this group

Demographic Advantage

Population in Millions

Country	Historical Data			Forecast			% Expected Growth (2015-17)
	2012	2013	2014	2015	2016	2017	
United Arab Emirates	9.0	9.0	9.1	9.2	9.3	9.4	3%
Saudi Arabia	29.5	30.2	30.9	31.5	32.2	32.7	4%
Qatar	2.0	2.1	2.2	2.2	2.3	2.3	5%

Source: The World Bank

Healthy growth in population is forecasted for the emerging economies of Middle East

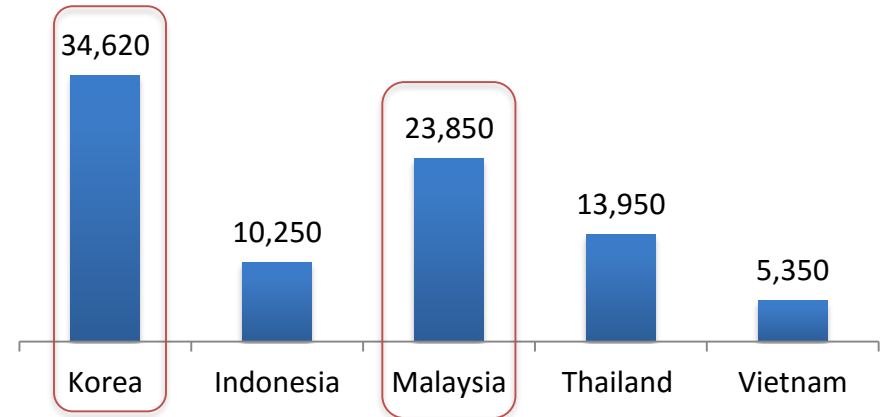
GDP Growth: Eastern Region

GDP Growth Rates of Leading Countries in Eastern Region

Country	Historical Data			Forecast		
	2012	2013	2014	2015	2016	2017
Korea	2.3%	3.0%	3.7%	4.0%	-	-
Thailand	7.3%	2.8%	0.9%	3.5%	4.0%	4.0%
Malaysia	5.6%	4.7%	5.9%	5.2%	-	-
Indonesia	6.0%	5.6%	5.0%	4.7%	5.5%	5.5%
Vietnam	5.2%	5.4%	5.5%	5.6%	-	-

Source: The World Bank

GNI PPP Per Capita (US\$)



Source: The World Bank

Income Classification: Low Income-1570 US\$; Middle Income-9673-14179 US\$; High Income: Above 14,179 US\$

- ❑ Korea and Malaysia are leading economies of Eastern region as per the GNI levels
- ❑ The GDP growth rates are expected to remain above-moderate in the next 2 years

Population Growth : Eastern Region

Population in Millions							
	Historical Data			Forecast			% Expected Growth (2015-17)
Country	2012	2013	2014	2015	2016	2017	
South Korea	50.0	50.2	50.4	50.7	50.9	51.1	1.0%
Thailand	67.2	67.5	67.7	68.0	68.1	68.3	0.4%
Malaysia	29.0	29.5	29.9	30.3	30.8	31.2	3.0%
Indonesia	248.0	251.3	254.5	257.6	260.6	263.5	2.0%
Vietnam	88.8	89.7	90.7	91.5	92.3	93.0	2.0%

Source: The World Bank

In terms of population, Eastern bloc has higher numbers compared to other emerging market blocs. The population growth rates are also exhibiting an upward trend for the period of 2015-17

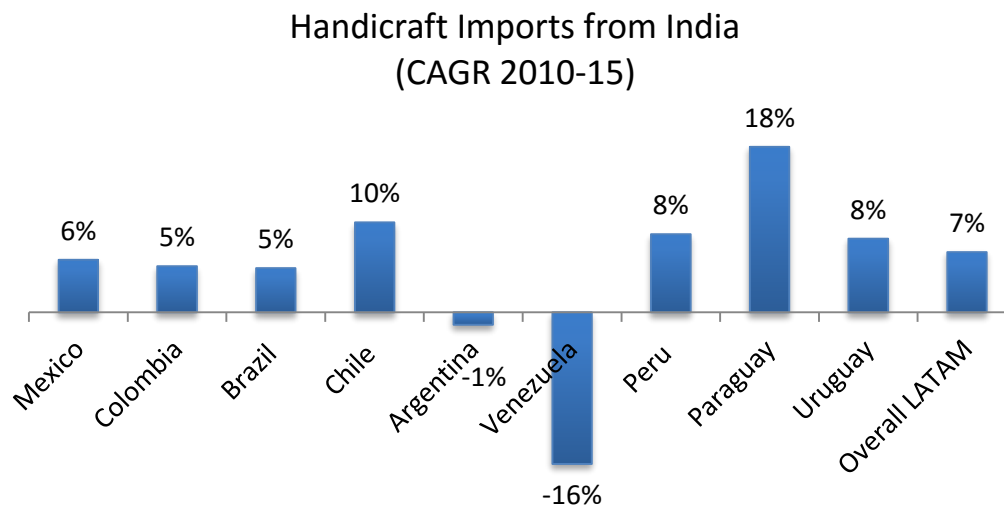
Handicraft exports from India to Emerging Markets

Trend Over Time

Imports of handicrafts from India (Million US \$): LATAM

Country	Handicraft Imports From India (Million US \$)				
	2010-11	2011-12	2012-13	2013-14	2014-15
Mexico	6.9	8.6	9.1	9.4	9.1
Colombia	2.9	3.4	3.9	3.7	3.7
Brazil	19.0	21.7	28.7	24.7	24.0
Chile	7.1	6.8	8.1	11.1	11.3
Argentina	6.1	8.1	9.0	5.0	5.7
Venezuela	2.2	3.7	4.1	1.7	0.9
Peru	1.6	1.7	2.0	2.7	2.4
Paraguay	0.2	0.2	0.2	0.4	0.4
Uruguay	1.2	3.1	2.2	2.0	1.8
Others	-	-	-	4.2	5.3
Total	47.2	57.3	67.3	64.8	64.7

Source: Ministry of Commerce & Industry, DGFT



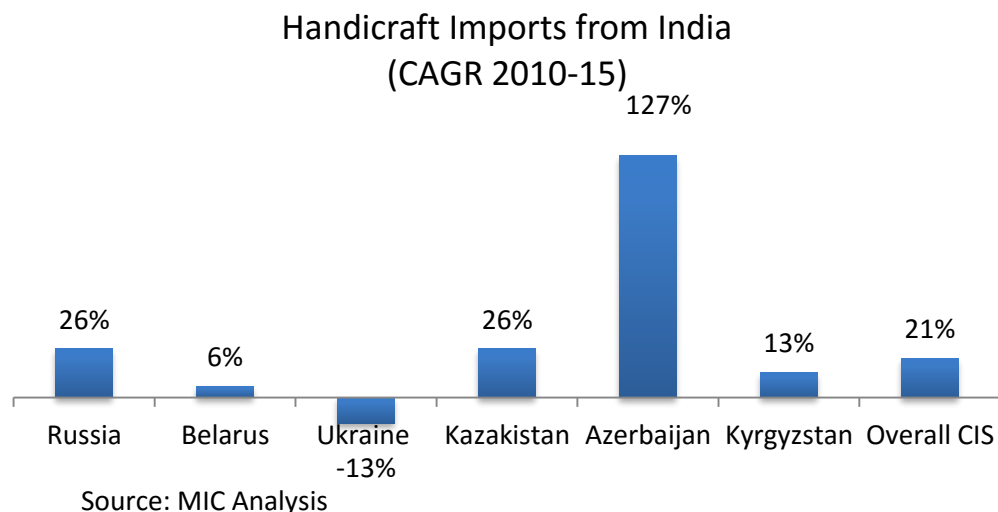
Source: MIC Analysis

- ❑ Currently, the imports of handicrafts from India to LATAM region stands at 64.7 Million US\$ exhibiting a CAGR of 7% over a period of 2010-15.
- ❑ Brazil is the leading importer of Indian handicrafts accounting for nearly 37% of the total imports followed by Chile(17%) and Mexico (14%)
- ❑ Argentina and Venezuela have registered negative growth rate during the reference period while the other countries have registered 5%+ growth in handicraft imports from India

Imports of handicrafts from India (Million US \$): CIS

Country	Handicraft Imports From India (Million US \$)				
	2010-11	2011-12	2012-13	2013-14	2014-15
Russia	5.1	6.9	9.5	11.1	15.9
Belarus	0.3	1.3	1.8	1.0	0.4
Ukraine	2.9	1.3	1.4	1.4	1.4
Kazakistan	5.1	6.9	9.5	11.1	15.9
Azerbaijan	0.01	0.0	0.1	0.3	0.6
Kyrgyzstan	0.1	0.1	0.4	0.2	0.1
Total	13.5	16.5	22.7	25.2	34.3

Source: Ministry of Commerce & Industry, DGFT

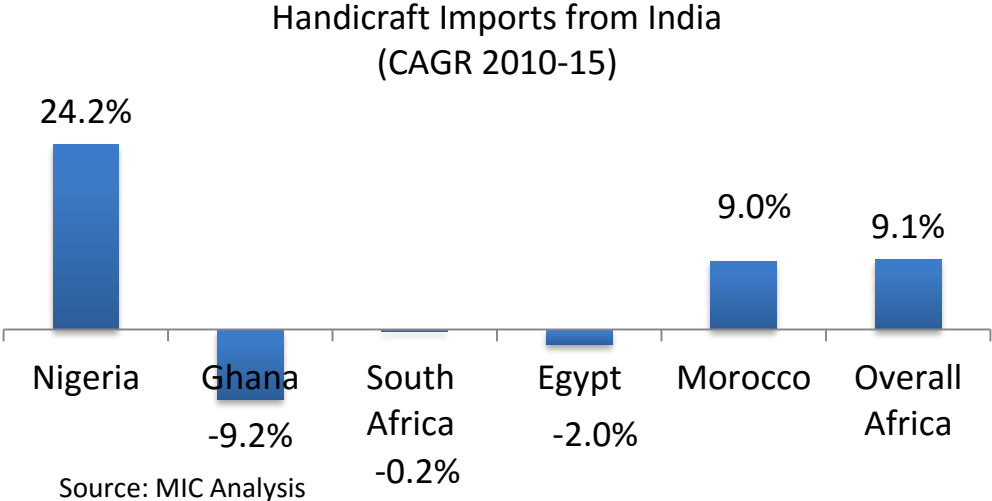


- ❑ The imports of handicrafts from India to CIS region stands at 34.3 Million US\$ exhibiting a CAGR of 21% over a period of 2010-15.
- ❑ Kazakistan and Russia are the leading importers of Indian handicrafts in this region accounting for 93% of total imports into CIS countries
- ❑ Ukraine has registered negative growth in handicraft imports from India during the reference period, while Azerbaijan has shown a growth of more than 100% in these 5 years with regards to imports of handicraft products from India

Imports of handicrafts from India (Million US \$): Africa

Country	Handicraft Imports From India (Million US \$)				
	2010-11	2011-12	2012-13	2013-14	2014-15
Nigeria	16.9	20.6	28.5	47.5	49.9
Ghana	5.6	5.4	5.6	3.9	3.5
South Africa	19.8	23.3	22.8	21.2	19.5
Egypt	11.4	10.3	14.2	13.2	10.3
Morocco	9.6	17.7	17.5	14.4	14.8
Total	63.3	77.3	88.7	100.2	98.0

Source: Ministry of Commerce & Industry, DGFT

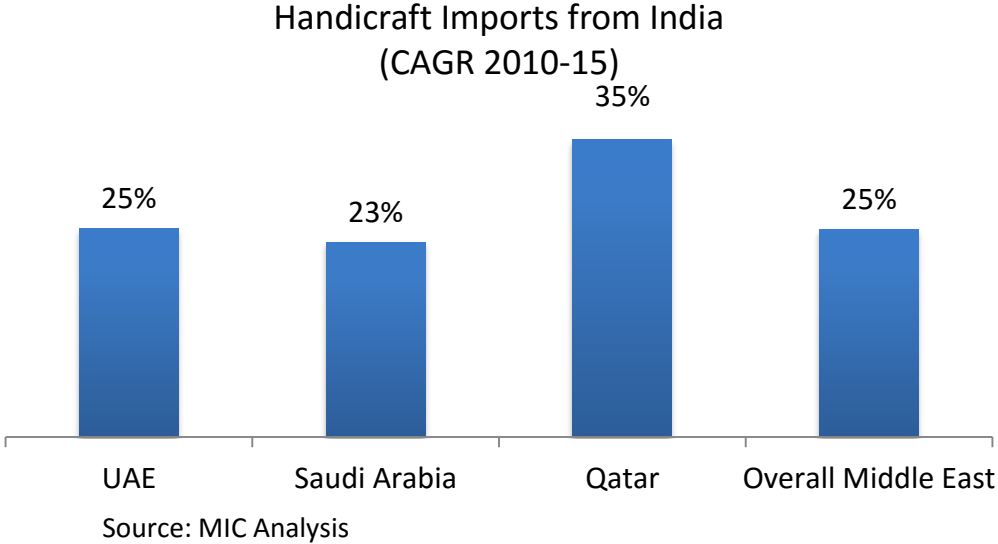


- ❑ The imports of handicrafts from India to Africa region stands at 97.97 Million US\$ exhibiting a CAGR of 9% over a period of 2010-15.
- ❑ Nigeria is the largest importer of Indian handicrafts with nearly 50% of the imports from India.
- ❑ Egypt and South Africa have presented very minor decrease in number of imports over 5 years

Imports of handicrafts from India (Million US \$): Middle East

Country	Handicraft Imports From India (Million US \$)				
	2010-11	2011-12	2012-13	2013-14	2014-15
UAE	127.8	222.4	223.8	338.7	386.3
Saudi Arabia	31.5	48.8	60.3	85.5	89.2
Qatar	2.7	2.5	3.4	5.2	12.2
Total	161.9	273.7	287.5	429.3	487.6

Source: Ministry of Commerce & Industry, DGFT



- ❑ The imports of handicrafts from India to middle east region stands at 487.6 Million US\$ exhibiting a CAGR of 25% over a period of 2010-15.
- ❑ UAE is the highest importer of Indian handicrafts accounting for 79% of the total imports into Middle East
- ❑ All the middle east countries have a healthy CAGR with respect to Indian handicraft imports

Imports of handicrafts from India (Million US \$): Eastern Region

Country	Handicraft Imports From India (Million US \$)				
	2010-11	2011-12	2012-13	2013-14	2014-15
South Korea	5.2	13.3	4.3	8.6	5.8
Malaysia	20.8	39.8	34.4	44.8	57.7
Thailand	3.6	5.1	16.5	4.9	4.2
Vietnam	0.6	1.4	1.0	1.8	1.8
Indonesia	3.6	6.7	6.2	4.8	5.0
Total	33.8	66.2	62.4	65.0	74.6

Source: Ministry of Commerce & Industry, DGFT



- ❑ The imports of handicrafts from India to Eastern region stands at 74.55 Million US\$ exhibiting a CAGR of 17% over a period of 2010-15.
- ❑ Malaysia is the leading importers of Indian handicrafts in this region accounting for 77% of total imports into eastern countries
- ❑ All eastern countries have registered positive growth led by Vietnam and Malaysia exhibiting the highest growth rates of 25% and 23%, respectively

Handicraft exports from India to China & Japan

Trend Over Time

Indian exports of handicrafts to China (Million US \$)

S. No.	Handicraft Exports from India					Total	
	Description	2010-11	2011-12	2012-13	2013-14		2014-15
				In USD Millions			
1	Woodwares	2.15	3.17	2.28	2.98	6.23	16.81
2	Imitation Jewellery	0.49	0.88	0.61	1.05	0.54	3.57
3	Hatwares	0.02	0.08	0.05	0.03	0	0.18
4	Sculpture	0.48	2.86	0.87	4.25	27.77	36.23
5	Paintings	2.14	0.71	0.96	0.26	0.56	4.63
6	Pottery & Glass Ware	0.27	1.12	0.86	0.85	1.42	4.52
7	Artmetal Ware	1.38	2.89	2.62	3.4	6.94	17.23
8	Handprinted Textiles	0.38	0.74	0.2	0.32	1.1	2.74
9	Handknitted & Hand Crocheted / Embroidires	0.48	0.46	0.51	0.84	1.42	3.71
10	Misc Handicrafts	1.3	3.36	2.61	3.27	2.92	13.46
	Grand Total	9.09	16.27	11.57	17.25	48.9	103.08

CAGR
2010-14
40%

Source: Export Import Data; DGFT

- ❑ The exports of handicrafts to China is showing an upward trend year-on-year and has grown by a rate of 40% over the period of 2010-14
- ❑ Sculpture is the leading category followed by art metal ware and woodwares

Indian exports of handicrafts to Japan (Million US \$)

Handicraft Exports from India							
S. No.	Description	2010-11	2011-12	2012-13	2013-14	2014-15	Total
		In USD Millions					
1	Woodwares	3.41	4.91	7.32	3.35	1.83	20.82
2	Imitation Jewellery	2.73	3.04	3.53	3.16	3.12	15.58
3	Shawls As Artware	0.06	0.04	0.01	0.05	0.09	0.25
4	Hatwares	0.35	1.27	0.49	0.19	0.19	2.49
5	Paintings	0.32	0.08	1.27	0.05	0.93	2.65
6	Pottery & Glass Ware	0.33	0.97	1.41	1.45	1.17	5.33
7	Artmetal Ware	1.74	1.66	2.92	3.52	2.90	12.74
8	Handprinted Textiles	3.62	4.71	3.83	3.39	2.49	18.04
9	Handknitted & Hand Crocheted / Embroidires	0.87	1.23	2.02	3.45	3.36	10.93
10	Misc Handicrafts	3.11	3.77	3.99	3.48	3.88	18.23
11	Grand Total	16.54	21.68	26.79	22.09	19.96	107.06

CAGR
2010-14
4%

- ❑ The exports of handicrafts to Japan have remained more or less stagnant by showing an incremental growth of 4% over the period of 2010-14
- ❑ Sculpture is the leading category followed by art metal ware and woodwares



Handicraft exports from China & Turkey to Emerging Markets

Trend Over Time

Imports of handicrafts from China (Million US \$): LATAM & Caribbean

Imports of Handicrafts From China To Latin American And Carribean							
S. No	Items	2010	2011	2012	2013	2014	
Value in US\$ Million							Total
1	Artmetal Wares	172.7	222.6	453.4	577.5	596.6	2022.8
2	Wood wares	282.0	739.9	1120.0	835.9	735.5	3713.2
3	Handprinted Textiles & Scarves	62.6	85.0	103.6	125.8	133.1	510.1
4	Embroidered & Crocheted Goods	334.7	470.0	556.2	523.3	506.5	2390.7
5	Shawls As Artwares	20.0	34.0	42.4	40.8	39.6	176.8
6	Zari & Zari Goods	3.1	2.6	5.4	6.4	4.0	21.5
7	Imitation Jewellery	119.5	47.0	61.6	102.9	183.1	514.0
8	Misc. Handicrafts	1177.5	1588.2	2071.7	1819.2	1629.4	8286.0
	Total	2172.0	3189.2	4414.1	4031.8	3827.9	17635.0

Source: US ITC



- At an overall level, the exports of China to LATAM and Caribbean have increased by 12% during the period of 2010-14, however there is a consistent decrease in the level of exports from 2012 onwards till 2014

Imports of handicrafts from China (Million US \$): CIS Nations

Imports of Handicrafts From China to Common Wealth Of Independent States							
S. No	ITEMS	2010	2011	2012	2013	2014	Total
Value in US\$ Million							
1	Artmetal Wares	164.2	188.4	295.0	357.4	545.5	1550.5
2	Woodwares	177.0	302.4	301.0	311.2	397.4	1489.0
3	Handprinted Textiles & Scarves	21.8	24.5	31.8	40.5	53.3	171.9
4	Embroidered & Crocheted Goods	627.5	633.8	711.8	690.8	572.7	3236.5
5	Shawls As Artwares	23.0	20.0	32.9	66.3	92.8	235.0
6	Zari & Zari Goods	0.8	1.2	1.3	1.5	2.0	6.8
7	Imitation Jewellery	30.4	19.2	23.6	34.5	93.0	200.7
8	Misc. Handicrafts	782.1	910.1	844.7	1089.2	1330.6	4956.7
	Total	1826.8	2099.5	2242.1	2591.5	3087.2	11847.0

CAGR
2010-14
11%

Source: US ITC

- At an overall level, the exports of China to CIS nations have increased by 11% during the period of 2010-14, and notably there is a consistent increase in the level of exports from during the reference period

Imports of handicrafts from Turkey (Million US \$): LATAM & Caribbean

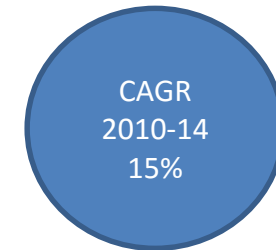
Imports Of Handicrafts From Turkey to Latin American And Caribbean							
S. No	ITEMS	2010	2011	2012	2013	2014	Total
Value in US\$ Million							
1	Artmetal Wares	0.3	0.4	4.4	1.7	1.9	8.7
2	Wood wares	0.6	1.2	5.6	3.4	4.2	14.9
3	Handprinted Textiles & Scarves	0.1	0.0	0.0	0.0	0.1	0.3
4	Embroidered & Crocheted Goods	0.9	1.3	0.5	0.3	0.3	3.3
5	Shawls As Art wares	0.1	0.0	0.0	0.0	0.0	0.1
6	Zari & Zari Goods	0.0	0.0	0.0	0.0	0.0	0.1
7	Imitation Jewellery	1.9	4.5	3.5	3.4	5.7	19.0
8	Misc. Handicrafts	11.7	17.9	18.3	18.7	23.1	89.7
	Total	15.5	25.4	32.5	27.5	35.3	136.2

CAGR
2010-14
18%

- ❑ At an overall level, the exports of Turkey to LATAM and Caribbean have increased by 18% during the period of 2010-14, however, except in 2013, there has been a consistent increase since 2010 to 2014
- ❑ The exports of India during the reference period are close to double than that of Turkey in LATAM region

Imports of handicrafts from Turkey (Million US \$): CIS Nations

Imports Of Handicrafts From Turkey to Commonwealth Of Independent States							
S. No	Items	2010	2011	2012	2013	2014	Total
Value in US\$ Million							
1	Artmetal Wares	36.8	59.1	67.6	82.7	74.5	320.6
2	Wood wares	113.3	166.7	185.1	246.9	269.3	981.3
3	Handprinted Textiles & Scarves	2.1	3.5	7.0	14.3	16.5	43.5
4	Embroidered & Crocheted Goods	45.9	59.0	69.3	85.9	80.0	340.0
5	Shawls As Art wares	1.0	1.4	1.7	1.8	3.4	9.3
6	Zari & Zari Goods	1.3	1.9	1.2	4.6	4.1	13.1
7	Imitation Jewelery	12.2	15.0	22.0	26.2	21.4	96.9
8	Misc. Handicrafts	66.5	86.8	93.4	104.8	97.2	448.6
	Total	279.1	393.3	447.3	567.2	566.4	2253.3

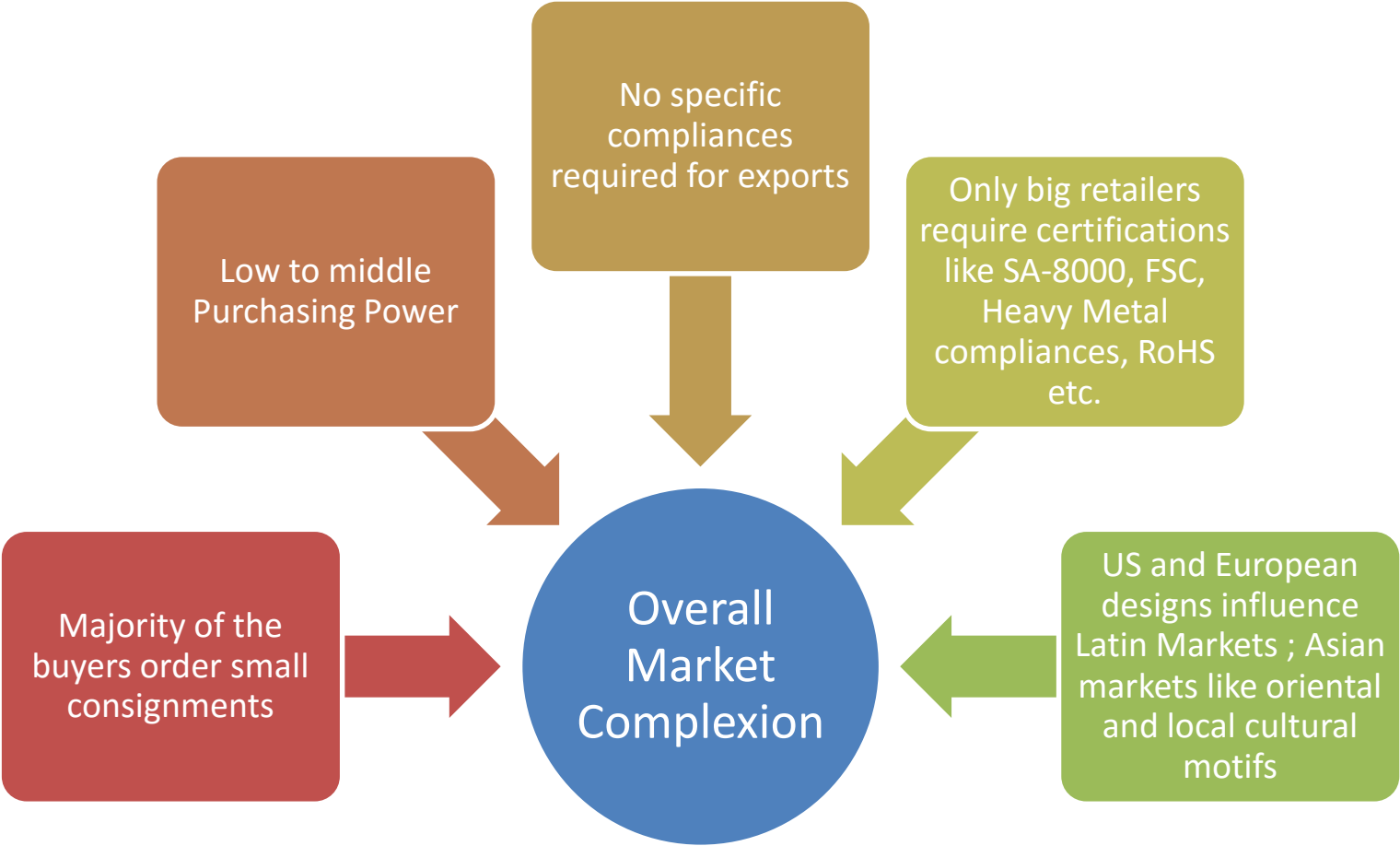


- ❑ At an overall level, the exports of Turkey to LATAM and Caribbean have increased by 15% during the period of 2010-14, however, the exports have marginally fallen by 0.01 % in 2013 to 2014
- ❑ The exports of Turkey during the reference period are four times than that of India in CIS region



Indian Exporters views on handicraft market potential in emerging markets

Complexion of Emerging Markets



Source: Exporter Interviews

Indian Handicraft Exporter Overview

Category: Furniture

Latin American Market

- Demand is less as wood is cheaply available in Latin America compared to India, making it difficult for Indian exporters to compete with local players
- Animal bone furniture has a comparatively good market in Latin America
- Paying capacity of consumers is low to medium, therefore making it a volume game in which India is not competitive compared to China
- No specific design preferences however, consumer preferences are influenced by USA wherein heavy designs with metallic inputs are preferred in furniture category
- No specific compliances are required in Latin American markets however, big retailers require the products to be FSC certified
- At an overall level, Latin America is low volumes market for Indian exporters making it less feasible from business point of view

Other Markets :CIS and Arab

- Not a preferred market for business as major economy and market for the region- Russia- is faced with currency devaluation issues
- The other countries were reported to be having explored
- Arab has good potential and design preferences include bright coloured furniture items

Indian Handicraft Exporter Overview

Category: Artware

- ❑ China is outdoing India as the shipping time of consignments from China is quite less compared to that of India. Shipping time from China to Latin American markets is 30-40 days compared to 70-90 days from India. Further, there are also lesser number of vessels exacerbating the business prospects for Indian exporters
- ❑ Latin Markets are characterised with low price points, low consumption volumes and low purchasing capacity of buyers
- ❑ Institutional market segments like hotels, clubs offer a relatively better potential
- ❑ Compliances include SA-8000 and heavy metals below the threshold levels for exporting into Latin American markets
- ❑ Design preferences are similar to USA in Latin American markets

Category: Gifting and Leather Items

- ❑ Christmas gifting items have a demand in Latin American markets
- ❑ No specific compliances are required for gifting items while REACH certificate is required by large retailers for leather products in Latin American Markets

Indian Handicraft Exporter Overview

Category: Artificial Jewellery

- ❑ Volumes are low among the key buyer segments to include wholesalers and retailers in Latin America
- ❑ Brazil and Chile have comparatively higher consumption of artificial jewellery compared to other Latin American countries
- ❑ No specific compliances are required

Category: Carpets and Rugs/ Home furnishings

- ❑ Indian handmade cotton rugs are in healthy demand in Latin American market
- ❑ Indian products score over China in this category on account of customization and cotton being the base material while Chinese products are standard polyester based machine made products
- ❑ Oriental designs are preferred in Arab region while Latin American countries do not have specific design preferences
- ❑ Consumption is largely characterised of low priced products in Latin American in carpets/rugs and home furnishings space

Category: Lighting and Kitchen ware

- ❑ There is demand of low priced products in Latin America in lighting and kitchen ware category
- ❑ Compliances required are RoHS, ISO-9001, SA-8000 for the Indian exporters
- ❑ Indian exporters offer better customization compared to Chinese exporters



Decision support on selection of focus emerging markets

WHICH ARE THE TARGET COUNTRIES AND WHY ?

Target Countries

Trade Bloc	Target Country	Summary
LATAM Region	Brazil	<ul style="list-style-type: none"> ❖ Expected Population in 2017 – 208 Million (2% growth) ❖ GNI PPP – USD 15990 ❖ Handicrafts imports from India - 118.2 Million USD ❖ % of middle class income population – 44%
	Mexico	<ul style="list-style-type: none"> ❖ Expected Population in 2017 – 124 Million (2% growth) ❖ GNI PPP – USD 16,710 ❖ Handicrafts imports from India – 43.14 Million USD ❖ % of middle class income population – 36%
	Colombia	<ul style="list-style-type: none"> ❖ Expected Population in 2017 – 49 Million (2% growth) ❖ GNI PPP – USD 12,660 ❖ Handicrafts imports from India – 17.67 Million USD ❖ % of middle class income population – 32%

Source: The World Bank, E&Y and DGFT data

Factors Considered:

- Population growth
- Per Capita GNI
- Current Level of exports
- Share of middle income class in total population

Target Countries

Trade Bloc	Target Country	Criteria
CIS Region	Russia	<ul style="list-style-type: none"> ❖ Expected Population in 2017 – 142.5 Million ❖ GNI PPP – USD 24,710 ❖ Handicrafts imports from India – 48.61 Million USD ❖ % of middle class income population – 42%
	Ukraine	<ul style="list-style-type: none"> ❖ Expected Population in 2017 – 44.5 Million (1% degrowth) ❖ GNI PPP – USD 8,560 ❖ Handicrafts imports from India - 8.3 Million USD ❖ % of middle class income population – After dipping in 2014, Ukraine’s economy is pegged to increase and get a huge boost post war

Source: The World Bank, www.rbth.com and DGFT data

- Factors Considered:**
- Population Level
 - Per Capita GNI
 - Current Level of exports
 - Share of middle income class in total population

Target Countries

Trade Bloc	Target Country	Criteria
Eastern	Indonesia	Expected Population in 2017 – 263 Million (2% growth) GNI PPP – USD 15990 Handicrafts imports from India - 26.42 Million USD GDP Growth rate– Expected to increase by around 5.5% YoY in 2016 and 17
	Malaysia	Expected Population in 2017 – 31.1 Million (2% growth) GNI PPP – USD 23,850 Handicrafts imports from India – 194.47 Million USD GDP Growth rate– 5.9% and 5.2% in 2016 and 17 resp.
Africa	Nigeria	Expected Population in 2017 – 191.8 Million (5% Growth) GNI PPP – 5,680 USD Handicrafts imports from India – 49.9 Million USD (CAGR 24.2%) GDP Growth rate – More than 5 % in 2016 and 2017
	Morocco	Expected Population in 2017 – 35.2 Million (3% growth) GNI PPP – USD Handicrafts imports from India – 14.79 Million USD (CAGR – 9%) GDP Growth rate – 4.7% in 2015
Middle East	UAE	Expected Population in 2017 – 9.3 Million (3% growth) GNI PPP – 63,750 USD Handicrafts imports from India – 386.28 Million USD (CAGR – 25%) GDP Growth rate – 4.5% in 2015
	Saudi Arabia	Expected Population in 2017 – 32.7 Million (4% growth) GNI PPP – 53,760 USD Handicrafts imports from India – 89.16 Million USD (CAGR – 23%) GDP Growth rate – 4.5% in 2015
	Qatar	Expected Population in 2017 – 2.3 Million (5% growth) GNI PPP – 133,850 USD Handicrafts imports from India – 12.16 Million USD (CAGR – 35%) GDP Growth rate – 7.7% in 2015

Decision support on selection of Target Products

WHICH ARE THE TARGET PRODUCTS; COUNTRYWISE?

Country-wise Target Products


Country Name	Target Products
Argentina	<ul style="list-style-type: none"> • Imitation Jewellery • Art metal Ware • Hand knitted & Hand Crocheted / Embroiders
Belarus	<ul style="list-style-type: none"> • Wood wares • Imitation Jewellery
Brazil	<ul style="list-style-type: none"> • Wood wares, • Imitation Jewellery • Art metal Ware • Hand knitted & Hand Crocheted / Embroiders • Pottery & Glass Ware • Attars & Agarbatti
Chile	<ul style="list-style-type: none"> • Wood wares • Imitation Jewellery • Art metal Ware • Hand knitted & Hand Crocheted / Embroiders
China	<ul style="list-style-type: none"> • Candles Incense and Potpourri • Leather Bags and Cases • Gifts and Decorative
Colombia	<ul style="list-style-type: none"> • Imitation Jewellery • Art metal Ware • Hand knitted & Hand Crocheted / Embroiders
Egypt	<ul style="list-style-type: none"> • Imitation Jewellery • Art metal Ware • Attars & Agarbatti

Country Name	Target Products
Ghana	<ul style="list-style-type: none"> • Artmetal Ware
Indonesia	<ul style="list-style-type: none"> • Attars & Agarbaties
Japan	<ul style="list-style-type: none"> • Gifts and Decoratives, • Home Furnishings, • Leather Bags and Cases • Home Furnishings
Kazakhstan	<ul style="list-style-type: none"> • Woodwares, • Hand knitted & Hand Crocheted / Embroiders
Malaysia	<ul style="list-style-type: none"> • Gifts and Decorative • Imitation Jewellery, • Attars & Agarbaties, • Hand printed Textiles
Mexico	<ul style="list-style-type: none"> • Home Furnishings Gifts and Decoratives , • Artmetal Ware, Imitation Jewellery, Woodwares
Nigeria	<ul style="list-style-type: none"> • Artmetal Ware, • Imitation Jewellery, • Attars & Agarbaties, • Hand knitted & Hand Crocheted / Embroiders • Hand printed Textiles
Peru	<ul style="list-style-type: none"> • Imitation Jewellery • Artmetal Ware • Hand knitted & Hand Crocheted / Embroiders

Country-wise Target Products

Country Name	Target Products
Qatar	<ul style="list-style-type: none"> • Artmetal Ware
Russia	<ul style="list-style-type: none"> • Leather Bags and Cases • Artmetal Ware • Woodwares
Saudi Arabia	<ul style="list-style-type: none"> • Woodwares • Imitation Jewellery
Singapore	<ul style="list-style-type: none"> • Bathroom Accessories
South Africa	<ul style="list-style-type: none"> • House Ware • Gifts and Decoratives • Handmade Paper Stationery Gifts and Decoratives, Bathroom Accessories • Home Furnishings • Candles Incense and Potpourri • Woodwares • Artmetal Ware
South Korea	<ul style="list-style-type: none"> • Paintings • Wood wares
Thailand	<ul style="list-style-type: none"> • Artmetal Ware • Wood wares • Imitation Jewellery
UAE	<ul style="list-style-type: none"> • House Ware • Fashion Jewellery and Accessories • Leather Bags and Cases Gifts and Decoratives, Bathroom Accessories • Home Furnishings • Artmetal Ware • Imitation Jewellery • Hand printed Textiles

Country Name	Target Products
Ukraine	<ul style="list-style-type: none"> • Imitation Jewellery • Artmetal Ware
Uruguay	<ul style="list-style-type: none"> • Artmetal Ware
Venezuela	<ul style="list-style-type: none"> • Woodwares, Woodwares Attars & Agarbaties
Vietnam	<ul style="list-style-type: none"> • Sculpture
Azerbaijan	<ul style="list-style-type: none"> • Woodwares • Imitation Jewellery
Morocco	<ul style="list-style-type: none"> • Imitation Jewellery • Hand printed Textiles



Appreciation of preferential trade agreements between India & emerging countries

Thailand Commitments under ASEAN to India (1 of 4)

NO	HS CODE	DESCRIPTION	Category	BASE RATE	01 January 2015	01 January 2016	31 December 2016	01 January 2017	01 January 2018	01 January 2019	As From 31 December 2019
				(2007 MFN)							
1	3307.41.00	Agarbatti" & othr odoriferous prpns which operate by burning	ST	20	8	6	5	5	5	5	5
2	4414.00.00	Wooden frames for painting, photographs, mirrors or similar objects	NT 1	20	0	0	0	0	0	0	0
3	4420.10.00	Statuettes and other ornaments, of wood	NT 1	20	0	0	0	0	0	0	0
4	4420.90.90	Others-wood marquetry & inlaid wood; caskets & casesfor cultry & othr similar articles of wood; statuettes and other ornaments, of wood; wooden articles of furniture not falling in chapter 94	NT 1	20	0	0	0	0	0	0	0
5	4602.11.00	Basketwork, wickerwork and other articles, of bamboo.	NT 1	30	0	0	0	0	0	0	0
6	4602.12.00	Basketwork, wickerwork and other articles, of rattan.	NT 1	30	0	0	0	0	0	0	0
7	6304.91.90	Other - furnishing artcils,kntd/crocheted	ST	30	12	8	5	5	5	5	5
8	6307.90.90	Dress material handprinted others	ST	30	12	8	5	5	5	5	5
9	6504.00.00	Hats & othr headgear pltd/made by assmblng strips of any matrcls w/n lind/trmmd	NT 1	30	0	0	0	0	0	0	0
10	6505.90.00	Other headgear, hats, knitted / crocheted made up from laces etc w/n lind/trmmd	ST	30	12	8	5	5	5	5	5
11	6602.00.00	Walking-sticks, seat-sticks, whips, riding-crops and the like.	NT 2	30	8	5	0	0	0	0	0
12	7013.28.00	Other	NT 1	30	0	0	0	0	0	0	470

Thailand Commitments under ASEAN to India (2 of 4)

No	Hs code	Description	Category	Base rate	01 January 2015	01 January 2016	31 December 2016	01 January 2017	01 January 2018	01 January 2019	As From 31 December 2019
				(2007 mfn)							
13	7013.37.00	Other	NT 1	30	0	0	0	0	0	0	0
14	7013.41.00	Glassware for table, kitchen, toilet, office and indoor decoration (excluding goods of heading 7010/7018)	NT 2	30	8	5	0	0	0	0	0
15	7013.49.00	Glassware for table, kitchen, toilet, office and indoor decoration (excluding goods of heading 7010/7018)	NT 1	30	0	0	0	0	0	0	0
16	7013.91.00	Of lead crystal: other glassware	NT 1	30	0	0	0	0	0	0	0
17	7117.19.10	Bangles	NT 1	20	0	0	0	0	0	0	0
18	7117.19.20	German silver jewellery	NT 1	20	0	0	0	0	0	0	0
19	7117.19.90	Others - imitation jewellery category	NT 1	20	0	0	0	0	0	0	0
20	7323.92.00	Other household articles of cast iron enamelled	EL	20							
21	9403.60.00	Other wooden furniture with or without embellishments of other material	NT 1	20	0	0	0	0	0	0	0
22	9403.81.00	Furniture of rattan/bamboo	NT 1	20	0	0	0	0	0	0	0
23	9403.89.00	Other - furniture of other materials, including cane, osier, bamboo or similar materials	NT 1	20	0	0	0	0	0	0	0
24	9403.90.00	Parts of furnitures of heading 9403	NT 1	10	0	0	0	0	0	0	0

Thailand Commitments under ASEAN to India (3 of 4)

NO	HS CODE	DESCRIPTION	Category	BASE RATE	01 January 2015	01 January 2016	31 December 2016	01 January 2017	01 January 2018	01 January 2019	As From 31 December 2019
				(2007 MFN)							
25	9601.90.90	Othr under hdng 9601	NT 2	20	5	3	0	0	0	0	0
26	9602.00.90	Other worked vegetable or material carving material and articles of these materials moulded or carved	NT 2	20	5	3	0	0	0	0	0
27	9606.22.00	Buttons of base metal not covered with textile material	NT 1	10	0	0	0	0	0	0	0
28	9702.00.00	Original engravings, prints and lithographs.	NT 1	20	0	0	0	0	0	0	0
29	9706.00.00	Antiques of an age exceeding one hundred years.	NT 1	0	0	0	0	0	0	0	0
30	5804.30.00	Hand-made lace	NT 1	5	0	0	0	0	0	0	0
31	5805.00.10	Hand woven tapestries hand made or needle worked by hand, of cotton - embroidery	NT 1	5	0	0	0	0	0	0	0
32	5808.10.90	Braids, in pcs other than of cotton	NT 1	10	0	0	0	0	0	0	0
33	5810.10.00	Embroidery in the piece, in strips or in motifs - embroidery without visible ground	NT 1	10	0	0	0	0	0	0	0
34	6104.31.00	Ensembles of wool or fine animal hair - crocheted	ST	30	12	8	5	5	5	5	5
35	6913.10.00	Statuettes etc of porcelain/china	NT 1	30	0	0	0	0	0	0	0
36	6913.90.00	Other statuette etc (excl of porcelain /china	NT 1	30	0	0	0	0	0	0	0

Thailand Commitments under ASEAN to India (4 of 4)

NO	HS CODE	DESCRIPTION	CATEGORY	BASE RATE	01 January 2015	01 January 2016	31 December 2016	01 January 2017	01 January 2018	01 January 2019	As From 31 December 2019
				(2007 MFN)							
39	6914.90.00	Other Ceramc Artcls Excl Of Porcelain / China	NT 1	30	0	0	0	0	0	0	0
40	7009.92.00	Othr Glass Mirrors, Framed	ST	30	12	8	5	5	5	5	5
41	7020.00.90	Other Articles Of Glass Nes	NT 2	10	2	1	0	0	0	0	0
42	7113.11.10	Silver Filligree Work	NT 1	0	0	0	0	0	0	0	0
43	7117.90.90	Others - Imitation Jewellery For Personal Adornment	NT 2	20	5	3	0	0	0	0	0
44	8306.29.10	Othr Statuettes(excluding Works Of Art)	NT 1	30	0	0	0	0	0	0	0
45	8306.29.90	Others - Other Statuettes And Ornaments	NT 1	30	0	0	0	0	0	0	0
46	8308.90.20	Imitation Zari Spangles	NT 2	10	2	1	0	0	0	0	0
47	9202.90.00	Other String Musical Instruments	NT 2	10	2	1	0	0	0	0	0
48	9205.90.10	Flutes	NT 1	10	0	0	0	0	0	0	0
49	9205.90.90	Others Wind Musical Instruments	NT 2	10	2	1	0	0	0	0	0
50	9206.00.00	Percussion Musical Instruments (E.G. Drums, Xylophones, Cymbols, Castenets, Maracas)	NT 1	10	0	0	0	0	0	0	0

Vietnam Commitments under ASEAN to India (1 of 2)

NO	HS CODE	DESCRIPTION	BASE RATE	Category	01 January 2016	01 January 2017	01 January 2018	31 December 2018	01 January 2020	01 January 2021	31 December 2021	31 December 2022	31 December 2023	31 December 2024
			2007 MFN		B/Unit	B/Unit	B/Unit	B/Unit	B/Unit	B/Unit	B/Unit	B/Unit	B/Unit	B/Unit
1	4414.00.00.00	Wooden Frames For Painting, Photographs etc	40	NT-1	17.5	15	10	0	0	0	0	0	0	0
2	4420.10.00.00	Statuettes & Other Ornaments Of Wood	40	NT-1	17.5	15	10	0	0	0	0	0	0	0
3	6602.00.00.00	Walking Sticks, Seat Sticks, Whips, Riding Crops,	40	NT-1	17.5	15	10	0	0	0	0	0	0	0
4	9403.90.00.00	Parts Of Furnitures Of Heading 9403	35	ST	20	18	15	12.5	10	10	5	5	5	5
5	6504.00.00.00	Hats & Othr Headgear	40	NT-1	17.5	15	10	0	0	0	0	0	0	0
6	6913.10.00.00	Statuettes Etc Of Porcelain/China	40	ST	22.5	20	15	12.5	10	10	5	5	5	5
7	6913.90.00.00	Other Statuette Etc (40	NT-1	17.5	15	10	0	0	0	0	0	0	0
8	6914.10.00.00	Other Ceramc Artcls Of Porcelain / China	40	ST	22.5	20	15	12.5	10	10	5	5	5	5
9	6914.90.00.00	Other Ceramc Artcls Excl Of Porcelain / China	40	ST	22.5	20	15	12.5	10	10	5	5	5	5
10	6815.99.90.00	Others-other Artcls Of Stones/Othr Minrls	5	NT-1	2	2	1	0	0	0	0	0	0	0
11	7323.92.00.00	Other Household Articles Of Cast Iron Enamelled	30	NT-1	12.5	10	7.5	0	0	0	0	0	0	0
12	8306.10.00.00	Bells Gongs And The Like	30	NT-1	12.5	10	7.5	0	0	0	0	0	0	0
13	6307.90.90.00	Dress Material Handprinted Others	20	NT-1	7.5	7.5	5	0	0	0	0	0	0	0
14	5805.00.10.00	Hand Woven Tapestries Hand Made Or	12	NT-1	5	5	3	0	0	0	0	0	0	50

Vietnam Commitments under ASEAN to India (2 of 2)

NO	HS CODE	DESCRIPTION	BASE RATE	Category	01 January 2016	01 January 2017	01 January 2018	31 December 2018	01 January 2020	01 January 2021	31 December 2021	31 December 2022	31 December 2023	31 December 2024
			2007 MFN		B/Unit	B/Unit	B/Unit	B/Unit	B/Unit	B/Unit	B/Unit	B/Unit	B/Unit	B/Unit
16	6104.31.00.00	Ensembles Of Wool Or Fine Animal Hair - Crocheted	20	NT-1	7.5	7.5	5	0	0	0	0	0	0	0
17	5804.30.00.00	Hand Made Lace	12	ST	8	8	8	7.5	7.5	6	5	5	5	5
18	5808.10.90.00	Braids, In Pcs Other Than Of Cotton	12	NT-1	5	5	3	0	0	0	0	0	0	0
19	9202.90.00.00	Other String Musical Instruments	3	NT-1	2	2	1	0	0	0	0	0	0	0
20	9206.00.00.00	Percussion Musical Instruments	3	NT-1	2	2	1	0	0	0	0	0	0	0
21	9601.90.90.00	Othr Under Hdng 9601	35	NT-1	17.5	15	10	0	0	0	0	0	0	0
22	9705.00.10.00	Stuffed Animals & Birds (Taxidermy)	0	NT-1	0	0	0	0	0	0	0	0	0	0
24	9706.00.00.00	Antiques Of An Age Excdng One Hundred Yrs	0	NT-1	0	0	0	0	0	0	0	0	0	
25	6701.00.10.00	Feathers Dusters	20	NT-1	7.5	7.5	5	0	0	0	0	0	0	0
26	4601.20.10.00	Coir Mats & Matting Bound In Parallel Stand	30	NT-1	12.5	10	7.5	0	0	0	0	0	0	0
27	9405.30.00.00	Lghtng Sets	40	NT-1	17.5	15	10	0	0	0	0	0	0	0
28	9602.00.90.00	Material Carving Material And Articles Of These Materials Moulded Or Carved	35	ST	20	18	15	12.5	10	10	5	5	5	5
29	9702.00.00.00	Orignl Engrvngs,prnts & Lithogrphs	0	NT-1	0	0	0	0	0	0	0	0	0	0

Philippines Commitments under ASEAN to India (1 of 3)

No	Hs code	Description	Base rate	Category	01	01	01	31	01	31	01	01	01	31
			2007 MFN		January 2016	January 2017	January 2018	December 2018	January 2019	December 2019	January 2020	January 2021	January 2022	December 2022
1	4414.00.00	Wooden frames for painting, photographs	10	NT-2	5	5	5	5	4	0	0	0	0	0
2	4420.10.00	Statutes & other ornaments of wood	10	NT-2	6	5	5	5	4	0	0	0	0	0
3	4420.90.10	Wood marquetry & inlaid wood	10	NT-2	6	5	5	5	4	0	0	0	0	0
4	4420.90.90	Others-wood marquetry & inlaid wood; caskets & cases for cultry	10	NT-2	6	5	5	5	4	0	0	0	0	0
5	6602.00.00	Walking sticks, seat sticks, whips, riding crops, and the like	10	NT-2	6	5	5	5	4	0	0	0	0	0
6	8306.29.10	Othr statuettes(excluding works of art)	15	NT-1	6	5	3	0	0	0	0	0	0	0
7	9403.90.00	Parts of furnitures of heading	10	NT-2	6	5	5	5	4	0	0	0	0	0
8	7113.11.10	Silver filligree work	3	NT-1	1	1	1	0	0	0	0	0	0	0
9	7117.19.10	Bangles	10	NT-2	6	5	5	5	4	0	0	0	0	0
10	7117.19.20	German silver jewellery	10	NT-2	6	5	5	5	4	0	0	0	0	0
11	7117.19.90	Others - imitation jewellery category	3	NT-1	1	1	1	0	0	0	0	0	0	0
12	7117.90.10	Jewellery studded with imitation pearls	10	NT-2	6	5	5	5	4	0	0	0	0	0
13	6504.00.00	Hats & othr headgear	15	NT-2	8	7	6	6	5	0	0	0	0	0
14	6505.90.00	Other headgear, hats, knitted / crocheted made up from laces etc w/n lind/trmmd	15	NT-2	8	7	6	6	5	0	0	0	0	0

Philippines Commitments under ASEAN to India (2 of 3)

NO	HS CODE	DESCRIPTION	BASE RATE	Category	01	01	01	31	01	31	01	01	01	31
			2007 MFN		January	January	January	December	January	December	January	January	January	December
					2016	2017	2018	2018	2019	2019	2020	2021	2022	2022
15	6913.90.00	Other statuette etc	10	NT-2	6	5	5	5	4	0	0	0	0	0
16	6914.10.00	Other ceramic article of porcelain / china	10	NT-2	6	5	5	5	4	0	0	0	0	0
17	6914.90.00	Other cermc artcls excl of porcelain / china	10	ST	6	6	6	6	5	5	5	5	5	5
18	7009.92.00	Othr glass mirrors, framed	15	HSL C	13.12	12.86	12.59	12.59	12.32	12.32	12.05	11.79	11.52	11.25
19	7013.33.00	Of lead crystal; other drinking glasses, other than of glass ceramics	15	ST	9	8	7	7	6	5	5	5	5	5
20	7013.91.00	Of lead crystal: other glassware	15	ST	9	8	7	7	6	5	5	5	5	5
21	7013.41.00	Glssware	15	ST	9	8	7	7	6	5	5	5	5	5
22	7323.92.00	Other household articles of cast iron enamelled	15	NT-1	6	5	3	0	0	0	0	0	0	0
23	8306.29.90	Others - other statuettes and ornaments	15	NT-1	6	5	3	0	0	0	0	0	0	0
24	9606.22.00	Buttons of base metal not covered with textile material	5	NT-2	2	2	2	2	1	0	0	0	0	0
25	5805.00.10	Hand woven tapestries hand made or needle worked by hand, of cotton - embroidery	10	NT-2	6	5	5	5	4	0	0	0	0	0
26	5810.10.00	Embroidery in the piece, in strips or in motifs - embroidery without visible ground	10	NT-2	6	5	5	5	4	0	0	0	0	0

Philippines Commitments under ASEAN to India (3 of 3)

NO	HS CODE	DESCRIPTION	BASE RATE	Category	01	01	01	31	01	31	01	01	01	31
			2007 MFN		January 2016	January 2017	January 2018	December 2018	January 2019	December 2019	January 2020	January 2021	January 2022	December 2022
27	6304.91.90	Other - furnishing articles,kntd/crocheted	20	NT-2	11	9	7	7	5	0	0	0	0	0
28	5804.30.00	Hand made lace	10	NT-2	6	5	5	5	4	0	0	0	0	
29	5808.10.90	Braids, in pcs other than of cotton	10	NT-2	6	5	5	5	4	0	0	0	0	0
30	9202.90.00	Other string musical instruments	10	NT-2	6	5	5	5	4	0	0	0	0	0
31	9205.90.90 --	Others wind musical instruments	3	NT-1	1	1	1	0	0	0	0	0	0	0
32	9206.00.00	Percussion musical instruments	7	NT-2	3	3	3	3	2	0	0	0	0	0
33	3307.41.00	Agarbatti" & othr odoriferous prpns which operate by burning	7	ST	6	5	5	5	5	5	5	5	5	5
34	4602.11.00	Basketwork, wickerwork and other articles, of bamboo.	15	NT-2	8	7	6	6	5	0	0	0	0	0
35	4602.12.00	Basketwork, wickerwork and other articles	15	NT-2	8	7	6	6	5	0	0	0	0	0
36	9706.00.00	Antiques of an age excdng one hundred yrs	10	NT-1	3	2	2	0	0	0	0	0	0	0
37	9405.30.00	Lighting sets of a kind usd fr chrstms tree	5	NT-1	1	1	1	0	0	0	0	0	0	0
38	9505.10.00	Articles of Christmas	10	NT-1	3	2	2	0	0	0	0	0	0	0
39	9702.00.00	Orignl engrvngs,prnts & lithogrphs	7	NT-1	2	2	1	0	0	0	0	0	0	0

Malaysia Commitments under ASEAN to India (1 of 3)

NO	HS CODE	DESCRIPTION	BASE RATE	Category	01 January 2016	31 December 2016	01 January 2017	01 January 2018	01 January 2019	31 December 2019
			2007 MFN							
1	4414.00.000	Wooden frames for painting, photographs, mirrors or similar objects	20	NT-2	3	0	0	0	0	0
2	4420.90.900	Others-wood marquetry & inlaid wood; caskets & cases for cutlery & other similar articles of wood; statuettes and other ornaments, of wood; wooden articles of furniture not falling in chapter 94	20	NT-2	3	0	0	0	0	0
3	7117.11.000	Cufflinks and studs	5	NT-1	0	0	0	0	0	0
4	6504.00.000	Hats & other headgear	20	NT-2	3	0	0	0	0	0
5	6505.90.900	Other headgear, hats, knitted / crocheted made up from laces etc	20	NT-2	3	0	0	0	0	0
6	6815.99.000	Others-other articles of stones/other minerals	0	NT-1	0	0	0	0	0	0
7	6914.10.000	Other ceramic articles of porcelain / china	5	NT-1	0	0	0	0	0	0
8	6914.90.000	Other ceramic articles excl of porcelain / china	5	NT-1	0	0	0	0	0	0
9	7013.28.000	Other	30	ST	8	5	5	5	5	5
10	7013.33.000	Of lead crystal; other drinking glasses, other than of glass ceramics	30	ST	8	5	5	5	5	5
11	7013.37.000	Others	30	ST	8	5	5	5	5	5

Malaysia Commitments under ASEAN to India (2 of 3)

NO	HS CODE	DESCRIPTION	BASE RATE	Category	01 January 2016	31 December 2016	01 January 2017	01 January 2018	01 January 2019	31 December 2019
			2007 MFN							
12	7020.00.900	Other articles of glass	30	ST	8	5	5	5	5	5
13	7323.92.000	Other household articles of cast iron enamelled	30	NT-2	5	0	0	0	0	0
14	9614.00.000	Smoking pipes and cigar or cigarette holder and parts thereof.	30	NT-1	0	0	0	0	0	0
15	9405.10.100	Hanging lamps complete fittings	25	NT-2	5	0	0	0	0	0
16	5810.10.000	Embroidery in the piece, in strips or in motifs - embroidery without visible ground	20	ST	6	5	5	5	5	5
17	6104.31.000	Ensembles of wool or fine animal hair - crocheted	20	ST	6	5	5	5	5	5
18	5804.30.000	Hand made lace	0	NT-1	0	0	0	0	0	0
19	9202.90.000	Other string musical instruments	0	NT-1	0	0	0	0	0	0
20	9206.00.000	Percussion musical instruments	0	NT-1	0	0	0	0	0	0
21	9706.00.000	Antiques of an age excdng one hundred yrs	0	NT-1	0	0	0	0	0	0

Malaysia Commitments under ASEAN to India (3 of 3)

NO	HS CODE	DESCRIPTION	BASE RATE	Category	01 January 2016	31 December 2016	01 January 2017	01 January 2018	01 January 2019	31 December 2019
			2007 MFN							
23	4802.10.000	Hand made paper	0	NT-1	0	0	0	0	0	0
24	9405.30.000	Lighting sets of a kind used for Christmas tree	5	NT-1	0	0	0	0	0	0
25	9505.10.000	Articles of Christmas	5	NT-1	0	0	0	0	0	0
26	9602.00.900	Other worked vegetable or material carving material and articles of these materials moulded or carved	5	NT-1	0	0	0	0	0	0
27	9608.99.100	Pen holders pencil holders and similar holders	0	NT-1	0	0	0	0	0	0
28	9702.00.000	Original engravngs,prnts & lithographs	0	NT-1	0	0	0	0	0	0
29	6702.90.900	Artificial flowers etc. of other materials	5	NT-2	1	0	0	0	0	0
30	6701.00.100	Feathers dusters	15	NT-2	2	0	0	0	0	0
31	7013.91.000	Of lead crystal: other glassware	30	ST	8	5	5	5	5	5

Latin America commitments to India under PTA

SI No.	HS Code	Product description	Margins of preference	PTA
1	70181010	Glass beads	10%	Mercosur
2	3307.41.00	Agarbatti" & other odoriferous prpns which operate by burning	20%	Chile
3	3307.49.00	Other odoriferous prpns used for deodorizing room (excluding Agarbatti)	20%	Chile
4	4420.10.00	Statuettes & other ornaments of wood	20%	Chile
5	7117.19.90	Others - imitation jewellery category	20%	Chile

Mercosur comprises five member countries—Argentina, Brazil, Paraguay, Uruguay, and Venezuela

Margin of preference:


The difference between the duty payable under a given system of tariff preferences and the duty that would be assessed in the absence of preferences.



MARKETING APPROACH

Directions for Marketing in emerging markets

- ❑ In light of the PTAs, ASEAN markets are most attractive as tariff duty on listed majority of handicrafts identified as target products shall be nil by 2016. This shall give India cost advantage vis-à-vis the competitor nations. Rest of PTAs with other target countries so not offer tangible support to Indian handicraft exporters.
- ❑ Under marketing assistance schemes, subsidy should be provided to select Indian exporters to visit the leading fairs related to handicrafts in the emerging countries. (*list of fairs country wise is in annexure*).
- ❑ Visiting of trade fairs shall also enable the exporters to have a first hand idea of local motifs and cultural markers which can be incorporated into the product design to make more customized offering to the local market. Old Product Old Destination (OPOD) attitude needs to be changed to tap emerging markets
- ❑ Export through E-commerce in the identified locations can also be taken into consideration particularly in categories like gifting, home furnishings and furniture (*list of major e-commerce portals is in annexure*)



ANNEXURE-1:
EMERGING COUNTRYWISE SCENARIO OF IMPORTS OF
HANDICRAFTS FROM INDIA



APPRECIATION OF LATAM MARKETS (Country wise)

Imports of handicrafts from India (Million US \$): Mexico

Items	Million US\$					Total	CAGR (5 Yrs)
	2010-11	2011-12	2012-13	2013-14	2014-15		
Woodwares	1.56	1.96	1.57	1.73	1.09	7.91	-7%
Imitation Jewellery	0.63	1.41	1.20	1.53	1.48	6.26	19%
Artmetal Ware	3.11	3.23	2.72	3.01	3.11	15.18	0%
Hand knitted & Hand Crocheted / Embroiders	0.28	0.26	0.56	0.98	1.15	3.22	33%
Sculptures	0.10	0.13	0.39	0.47	0.38	1.48	29%
Pottery & Glass Ware	0.23	0.23	0.88	0.32	0.62	2.28	23%
Attars & Agarbaties	0.60	0.27	0.48	0.77	0.59	2.70	0%
Hand printed Textiles	0.13	0.34	0.46	0.06	0.02	1.01	-31%
Leather Goods	0.08	0.09	0.01	0.08	0.02	0.27	-23%
Articles Of Grass & Natural Fibre	0.06	0.04	0.00	0.00	0.00	0.10	-100%
Article Of Tortoise	0.02	0.05	0.10	0.07	0.06	0.30	23%
Miscellaneous Handicrafts	0.09	0.57	0.73	0.42	0.61	2.43	47%
Total	6.88	8.58	9.10	9.43	9.14	43.14	6%

Source: Export Import Data; DGFT

- ❑ Overall, the handicraft imports from have grown by 6% during 2010-15
- ❑ Woodwares, Imitation Jewellery and Artmetal wares are the leading handicraft categories imported from India.

Imports of handicrafts from India (Million US \$): Columbia

Items	Million US\$					Total	CAGR (5 Yrs)
	2010-11	2011-12	2012-13	2013-14	2014-15		
Woodwares	0.79	0.67	0.95	0.40	0.52	3.34	-8%
Imitation Jewellery	0.18	0.43	0.79	1.14	0.56	3.11	25%
Artmetal Ware	0.12	0.27	0.31	0.42	0.63	1.75	39%
Hand knitted & Hand Crocheted / Embroiders	0.30	0.57	0.22	0.27	0.40	1.78	6%
Sculptures	0.04	0.02	0.10	0.15	0.08	0.38	14%
Pottery & Glass Ware	0.04	0.07	0.08	0.12	0.14	0.46	27%
Attars & Agarbaties	1.17	1.06	1.28	1.15	1.20	5.86	1%
Hand printed Textiles	0.08	0.11	0.02	0.01	0.01	0.23	-36%
Miscellaneous Items	0.17	0.22	0.18	0.07	0.13	0.77	-6%
Total	2.90	3.42	3.93	3.74	3.67	17.67	5%

Source: Export Import Data; DGFT

- ❑ Overall, the handicraft imports from India have grown by 5% during 2010-15
- ❑ Woodwares, Imitation Jewellery are the leading handicraft categories imported from India.

Imports of handicrafts from India (Million US \$): Brazil

Items	Million US\$					Total	CAGR (5 Yrs)
	2010-11	2011-12	2012-13	2013-14	2014-15		
Woodwares	2.60	2.3	2.3	1.3	1.3	9.8	-13%
Imitation Jewellery	1.27	2.0	2.6	1.2	1.5	8.5	4%
Artmetal Ware	8.48	7.8	5.8	6.1	5.9	34.1	-7%
Hand knitted & Hand Crocheted / Embroiders	0.87	1.0	10.5	5.4	3.8	21.6	35%
Sculptures	0.05	0.4	0.2	0.5	0.1	1.3	7%
Pottery & Glass Ware	1.28	1.4	1.7	4.2	4.8	13.4	30%
Attars & Agarbatics	3.59	5.5	4.8	5.2	5.9	25.0	10%
Hand printed Textiles	0.28	0.3	0.3	0.2	0.1	1.2	-17%
Leather Goods	0.03	0.0	0.0	0.0	0.1	0.2	18%
Article Of Tortoise	0.35	0.5	0.4	0.4	0.4	2.1	5%
Miscellaneous Items	0.25	0.4	0.2	0.2	0.2	1.1	-10%
Total	19.05	21.66	28.72	24.74	24.04	118.2	5%

Source: Export Import Data; DGFT

- ❑ Overall, the handicraft imports from India have grown by 5% during 2010-15
- ❑ Artmetal wares, Pottery & Glass ware, Attars & Agarbatics and Embroidery are the leading handicraft categories imported from India.

Imports of handicrafts from India (Million US \$): Chile

Items	Million US\$					Total	CAGR (5 Yrs)
	2010-11	2011-12	2012-13	2013-14	2014-15		
Woodwares	0.5	0.6	0.7	1.3	1.0	4.1	13%
Imitation Jewellery	0.5	1.4	1.5	1.8	1.1	6.2	18%
Artmetal Ware	2.2	1.5	1.7	1.3	1.8	8.6	-3%
Hand knitted & Hand Crocheted / Embroiders	0.8	0.6	0.8	1.8	1.8	5.8	17%
Sculptures	0.1	0.0	0.2	0.1	0.1	0.5	5%
Pottery & Glass Ware	0.1	0.1	0.1	0.5	0.6	1.4	34%
Attars & Agarbatics	2.6	2.5	2.8	4.0	4.0	15.9	9%
Hand printed Textiles	0.2	0.1	0.1	0.0	0.0	0.4	-40%
Miscellaneous Items	0.0	0.1	0.2	0.3	0.8	1.5	85%
Total	7.1	6.8	8.1	11.1	11.3	44.4	10%

Source: Export Import Data; DGFT

- ❑ Overall, the handicraft imports from India have grown by 10% during 2010-15
- ❑ Artmetal wares, Imitation Jewellery are the leading handicraft categories imported from India.

Imports of handicrafts from India (Million US \$): Argentina

Items	Million USD					Total	CAGR (5 Yrs)
	2010-11	2011-12	2012-13	2013-14	2014-15		
Woodwares	0.37	0.67	0.37	0.09	0.22	1.73	-10%
Imitation Jewellery	2.06	2.32	2.63	1.29	1.43	9.74	-7%
Artmetal Ware	1.34	2.67	1.34	0.70	0.54	6.59	-17%
Hand knitted & Hand Crocheted / Embroiders	0.20	0.56	2.85	0.99	1.28	5.88	46%
Sculptures	0.03	0.12	0.14	0.09	0.13	0.51	37%
Pottery & Glass Ware	0.13	0.12	0.14	0.27	0.44	1.10	27%
Attars & Agarbaties	1.74	1.52	1.30	1.51	1.53	7.61	-3%
Hand printed Textiles	0.14	0.12	0.17	0.04	0.00	0.48	-51%
Miscellaneous Items	0.07	0.02	0.09	0.02	0.15	0.35	17%
Total	6.08	8.13	9.04	5.02	5.72	33.99	-1%

Source: Export Import Data; DGFT

- ❑ Overall, the handicraft imports from India have reduced by 1% during 2010-15
- ❑ Imitation Jewellery, Artmetal wares, Pottery & Glass ware and Embroidery are the leading handicraft categories imported from India. Only hand knitted and embroiders is presenting a decent growth rate while other major handicrafts are presenting de-growth

Appreciation of Argentina Currency Crisis

Background:

- ❑ In 2001, Argentina defaulted on nearly USD 100 billion in debt, the largest sovereign debt default in history
- ❑ This led to imposition of capital control mechanisms to put curbs on the remittances of capital overseas, which resulted in complicating the operations of businesses that are reliant on the importation of goods for production and distribution
- ❑ In 2012, Central Bank of Argentina issued Regulation A-5318 officially banning the purchase of dollars by residents (either Argentine or foreign) as a form of financial savings (although it does not prevent residents from maintaining existing dollar saving accounts and time deposits). This measure formally ended the previous norm that had allowed individuals to buy up to USD 2 million per month without having to specify the destination of the funds
- ❑ Residents could only buy foreign currency for international tourism purposes as allowed by Resolution 3333 and these purchases were subject to caps and controls by the GOA and a 35 percent withholding tax that can be deducted from an individual's income and wealth tax obligation

Impact on Importation:

- ❑ Companies faced difficulties in importation as they have to follow complex multiple steps to get goods into the country
- ❑ Certificates-of-origin for some goods must be notarized by the Argentine embassy or consulate in the country in which they were produced. This procedure is the same for products that have multiple parts from multiple countries. The company must then obtain import license approval, which is known by its Spanish-language acronym DJAI. Following DJAI approval, companies must then petition the Central Bank for access to foreign exchange.

Appreciation of Argentina Currency Crisis

Impact on Importation:

- ❑ In order to import goods, companies were also often asked to submit detailed financial and operational information such as their investment plans for the following year.
- ❑ In addition to the import licenses, companies also need to apply for authorization to make payments abroad for services received
- ❑ In November 2014, the GOA established a Unit of Monitoring and Traceability of Foreign Trade Operations, through decree 2013/2014, with the stated aim of tracking all international trade operations to ensure transparency and accuracy and to prevent over- and under- invoicing by commercial entities
- ❑ Since September 2014, any foreign payments amounting to more than USD 150,000 required Central Bank authorization.

Policy reforms after formation of new Government in December 2015:

- ❑ The amount of foreign currency that may be acquired for domestic or foreign investment is increased to USD 2 million per month.
- ❑ For imports on shipments made as from 16 December 2015, Argentine importers can freely access the foreign exchange market to pay their foreign suppliers. Any outstanding balance on the imported goods may be paid as follows: during December 2015, up to USD 2 million; during the period January to May 2016, USD 4.5 million per month; and any remaining balance paid as from June 2016.
- ❑ The World Trade Organization ruled in 2015 that Argentina's import licensing regime was not in conformity with international trade standards. Argentina committed to eliminate the requirement that a special declaration be filed for imports, effective 1 January 2016. The new government will honour this commitment, but the government is expected to reinstate the license requirement for certain industrialized products (approximately 1,000 tariff headings). As a result, appropriate filing and presentations will be crucial)

Imports of handicrafts from India (Million US \$): Venezuela

Items	Million USD					Total	CAGR (5 Yrs)
	2010-11	2011-12	2012-13	2013-14	2014-15		
Woodwares	0.17	0.27	0.44	0.09	0.04	1.01	-25%
Imitation Jewellery	0.14	0.14	0.19	0.03	0.04	0.54	-24%
Artmetal Ware	0.18	0.28	0.39	0.06	0.15	1.07	-5%
Hand knitted & Hand Crocheted / Embroiders	0.02	0.18	0.21	0.25	0.02	0.68	0%
Pottery & Glass Ware	0.03	0.01	0.12	0.05	0.00	0.21	-71%
Attars & Agarbatics	1.56	2.66	2.46	1.14	0.65	8.48	-16%
Hand printed Textiles	0.04	0.05	0.10	0.04	0.02	0.25	-15%
Miscellaneous Items	0.01	0.15	0.17	0.08	0.02	0.43	5%
Total	2.16	3.74	4.09	1.75	0.93	12.68	-15%

Source: Export Import Data; DGFT

- ❑ Overall, the handicraft imports from India have reduced by 15% during 2010-15
- ❑ Woodwares, Artmetal wares, Attar and Agarbatics are the leading handicraft categories imported from India. Only hand knitted and embroiders is presenting a decent growth rate while others are presenting de-growth

Imports of handicrafts from India (Million US \$): Peru

Items	Million USD					Total	CAGR (5 Yrs)
	2010-11	2011-12	2012-13	2013-14	2014-15		
Woodwares	0.13	0.1	0.1	0.1	0.1	0.5	-6%
Imitation Jewellery	0.05	0.2	0.3	0.5	0.3	1.4	43%
Artmetal Ware	0.79	0.6	0.7	0.9	0.9	4.0	3%
Hand knitted & Hand Crocheted / Embroiders	0.21	0.2	0.3	0.2	0.4	1.3	11%
Pottery & Glass Ware	0.02	0.02	0.10	0.04	0.12	0.3	47%
Attars & Agarbaties	0.30	0.4	0.5	0.6	0.6	2.4	14%
Hand printed Textiles	0.04	0.0	0.0	0.0	0.0	0.1	-64%
Miscellaneous Items	0.03	0.1	0.1	0.2	0.1	0.5	23%
Total	1.57	1.70	2.04	2.65	2.43	10.4	9%

Source: Export Import Data; DGFT

- ❑ Overall, the handicraft imports from India have increased by 9% during 2010-15
- ❑ Imitation Jewellery, Artmetal wares and Embroidery are the leading handicraft categories imported from India.

Imports of handicrafts from India (Million US \$): Uruguay

Items	US \$ Million					Total	CAGR (5 Yrs)
	2010-11	2011-12	2012-13	2013-14	2014-15		
Artmetal Ware	0.30	1.48	0.70	0.63	0.44	3.55	8%
Hand knitted & Hand Crocheted / Embroiders	0.05	0.63	0.46	0.38	0.34	1.86	47%
Attars & Agarbaties	0.34	0.37	0.29	0.39	0.37	1.76	2%
Woodwares	0.37	0.27	0.32	0.21	0.14	1.31	-18%
Imitation Jewellery	0.09	0.20	0.23	0.29	0.33	1.14	30%
Other Handicrafts	0.09	0.14	0.15	0.09	0.20	0.67	17%
Total	1.24	3.09	2.15	1.99	1.82	10.29	8%

Source: Export Import Data; DGFT

- ❑ Overall, the handicraft imports from India has grown by 8% during 2010-15
- ❑ Artmetal ware is the leading handicraft category imported from India over the period of 5 years

Imports of handicrafts from India (Million US \$): Paraguay

Items	US \$ Million					Total	CAGR (5 Yrs)
	2010-11	2011-12	2012-13	2013-14	2014-15		
Artmetal Ware	0.05	0.06	0.19	0.24	0.22	0.76	34%
Woodwares	0.11	0.09	0.02	0.13	0.08	0.43	-6%
Attars & Agarbaties	0.02	0.05	0.00	0.00	0.04	0.11	15%
Other Handicrafts	0.00	0.01	0.00	0.03	0.07	0.11	53%
Total	0.18	0.21	0.21	0.40	0.41	1.41	18%

Source: Export Import Data; DGFT

- ❑ Overall, the handicraft imports from India are quite meagre, however, have grown by 18% during 2010-15
- ❑ Artmetal ware is the leading handicraft category imported from India over the period of 5 years



APPRECIATION OF CIS MARKETS (Country wise)

Imports of handicrafts from India (Million US \$): Russia

Items	US\$ Million					Total	CAGR (5 Yrs)
	2010-11	2011-12	2012-13	2013-14	2014-15		
Artmetal Ware	1.98	2.83	5.62	6.24	11.58	28.25	42%
Woodwares	1.17	1.23	1.45	1.81	1.79	7.45	9%
Attars & Agarbaties	0.34	0.64	0.69	0.77	0.43	2.87	5%
Pottery & Glass Ware	0.6	0.48	0.28	0.35	0.6	2.31	0%
Imitation Jewellery	0.48	0.61	0.23	0.27	0.43	2.02	-2%
Sculpture	0.08	0.31	0.51	0.83	0.04	1.77	-13%
Hand knitted & Hand Crocheted / Embroiders	0.17	0.21	0.19	0.40	0.35	1.32	16%
Other Handicrafts	0.30	0.63	0.56	0.47	0.66	2.62	17%
Total	5.12	6.94	9.53	11.14	15.88	48.61	25%

Source: Export Import Data; DGFT

- ❑ Overall, the handicraft imports from India have increased by 25 % during 2010-15
- ❑ Artmetal wares is the leading handicraft category imported from India constituting 68% of the total imports from India over the period of 5 years

Imports of handicrafts from India (Million US \$): Belarus

Items	US\$ Million					Total	CAGR (5 Yrs)
	2010-11	2011-12	2012-13	2013-14	2014-15		
Woodwares	0.12	0.70	1.20	0.62	0.01	2.65	-39%
Imitation Jewellery	0.11	0.32	0.46	0.28	0.00	1.17	-100%
Other Handicrafts	0.05	0.31	0.16	0.11	0.36	0.99	48%
Total	0.28	1.33	1.82	1.01	0.37	4.81	6%

Source: Export Import Data; DGFT

- ❑ Overall, the handicraft imports from India have increased by 6 % during 2010-15
- ❑ Woodwares and Imitation Jewellery are leading handicraft category imported from India constituting 68% of the total imports from India over the period of 5 years

Imports of handicrafts from India (Million US \$): Ukraine

Items	Million US\$					Total	CAGR (5 Yrs)
	2010-11	2011-12	2012-13	2013-14	2014-15		
Artmetal Ware	2.5	0.79	0.67	0.97	0.59	5.52	-25%
Imitation Jewellery	0.06	0.15	0.24	0.09	0.66	1.2	62%
Attars & Agarbaties	0.18	0.10	0.11	0.19	0.06	0.64	-20%
Woodwares	0.07	0.14	0.28	0.02	0.05	0.56	-7%
Other Handicrafts	0.05	0.08	0.13	0.09	0.03	0.38	-10%
Total	2.86	1.26	1.43	1.36	1.39	8.3	-13%

Source: Export Import Data; DGFT

- ❑ Overall, the handicraft imports from India have decreased by 13% during 2010-15
- ❑ Artmetal ware and Imitation Jewellery are leading handicraft category imported from India over the period of 5 years

Imports of handicrafts from India (Million US \$): Kazakhstan

Items	Million US\$					Total	CAGR (5 yrs)
	2010-11	2011-12	2012-13	2013-14	2014-15		
Woodwares	0.16	0.37	0.36	0.50	0.22	1.61	7%
Hand knitted & Hand Crocheted / Embroiders	0.06	0.23	0.32	0.78	0.21	1.60	28%
Sculpture	0.65	0.18	0.06	0.10	0.00	0.99	-100%
Imitation Jewellery	0.07	0.43	0.19	0.08	0.04	0.81	-11%
Hand printed Textiles	0.05	0.1	0.03	0.31	0.00	0.49	-100%
Artmetal Ware	0.11	0.14	0.1	0.13	0.00	0.48	-100%
Attars & Agarbaties	0.05	0.11	0.03	0.13	0.06	0.38	4%
Other Handicrafts	0.03	0.04	0.03	0.04	0.00	0.14	-100%
Total	1.18	1.60	1.12	2.07	0.53	6.50	-15%

Source: Export Import Data; DGFT

- ❑ Overall, the handicraft imports from India have grown by 6.50 % during 2010-15
- ❑ Artmetal ware and Imitation Jewellery are leading handicraft category imported from India over the period of 5 years

Imports of handicrafts from India (Million US \$): Azerbaijan

Items	Million US\$					Total	CAGR (3 Yrs)
	2010-11	2011-12	2012-13	2013-14	2014-15		
Woodwares	0.00	0.00	0.02	0.10	0.09	0.21	65%
Imitation Jewellery	0.01	0	0.01	0.02	0.49	0.53	118%
Other Handicrafts	0	0	0.06	0.22	0.02	0.30	-31%
Total	0.01	0.00	0.09	0.34	0.60	1.04	127%

Source: Export Import Data; DGFT

- ❑ Overall, the handicraft imports from India have decreased by 13% during 2010-15
- ❑ Artmetal ware and Imitation Jewellery are leading handicraft category imported from India over the period of 5 years



APPRECIATION OF AFRICAN MARKETS (Country wise)

Imports of handicrafts from India (Million US \$): Egypt

Items	Million US\$					Total	CAGR 5 Yrs
	2010-11	2011-12	2012-13	2013-14	2014-15		
Attars & Agarbaties	3.35	3.17	3.33	2.99	4.06	16.90	4%
Artmetal Ware	3.50	3.18	5.43	2.85	1.89	16.85	-12%
Imitation Jewellery	1.90	1.07	2.13	3.64	1.34	10.08	-7%
Pottery & Glass Ware	1.11	1.34	1.27	1.72	1.08	6.52	-1%
Hand knitted & Hand Crocheted / Embroiders	0.15	0.04	0.36	1.43	1.43	3.41	57%
Woodwares	0.59	0.58	0.89	0.13	0.13	2.32	-26%
Other Handicrafts	0.78	0.96	0.74	0.42	0.36	3.26	-14%
Total	11.38	10.34	14.15	13.18	10.29	59.34	-2%

Source: Export Import Data; DGFT

- ❑ Overall, the handicraft imports from India have decreased by 2% during 2010-15
- ❑ Artmetal ware, Imitation Jewellery and Attars & Agarbaties are leading handicraft category imported from India over the period of 5 years

Imports of handicrafts from India (Million US \$): South Africa

Items	Million US\$					Total	CAGR 5 Yrs
	2010-11	2011-12	2012-13	2013-14	2014-15		
Woodwares	6.79	7.37	6.25	6.53	5.78	32.72	-3%
Artmetal Ware	5.31	7.50	7.04	5.39	4.74	29.98	-2%
Attars & Agarbaties	2.31	2.34	2.65	2.72	2.64	12.66	3%
Pottery & Glass Ware	0.89	1.22	1.37	1.51	1.75	6.74	14%
Imitation Jewellery	1.42	1.50	1.22	1.00	0.87	6.01	-9%
Hand printed Textiles	1.26	1.52	1.20	1.34	0.68	6.00	-12%
Hand knitted & Hand Crocheted / Embroiders	0.40	0.49	1.40	1.55	1.57	5.41	31%
Sculpture	0.38	0.31	0.24	0.29	0.33	1.55	-3%
Article Of Tortoise	0.07	0.21	0.30	0.33	0.33	1.24	36%
Other Handicrafts	0.92	0.85	1.16	0.52	0.84	4.29	-2%
Total	19.75	23.31	22.83	21.18	19.53	106.60	0%

Source: Export Import Data; DGFT

- ❑ Overall, the handicraft imports from India has remained stagnant during 2010-15
- ❑ Artmetal ware, Woodwares and Attars & Agarbaties are leading handicraft category imported from India over the period of 5 years

Imports of handicrafts from India (Million US \$): Ghana

Items	Million US \$					Total	CAGR 5 Yrs
	2010-11	2011-12	2012-13	2013-14	2014-15		
Artmetal Ware	3.97	3.89	3.34	2.83	2.21	16.24	-11%
Attars & Agarbaties	0.42	0.46	0.60	0.62	0.6	2.7	7%
Imitation Jewellery	0.33	0.24	0.32	0.25	0.39	1.53	3%
Other Handicrafts	0.86	0.77	1.34	0.20	0.25	3.42	-22%
Total	5.58	5.36	5.60	3.90	3.45	23.89	-9%

Source: Export Import Data; DGFT

- ❑ Overall, the handicraft imports from India has de-grown during 2010-15
- ❑ Artmetal ware, Woodwares and Attars & Agarbaties are leading handicraft category imported from India over the period of 5 years

Imports of handicrafts from India (Million US \$): Nigeria

Description	Million US \$					Total	CAGR 5 Yrs
	2010-11	2011-12	2012-13	2013-14	2014-15		
Hand printed Textiles	1.64	6.46	10.08	15.45	9.22	42.85	41%
Hand knitted & Hand Crocheted / Embroiders	0.02	0.20	2.00	14.82	24.4	41.44	314%
Attars & Agarbaties	4.75	5.30	6.60	5.52	6.7	28.87	7%
Imitation Jewellery	2.87	1.97	4.42	6.26	5.9	21.42	16%
Artmetal Ware	3.62	3.44	2.80	3.06	1.98	14.9	-11%
Pottery & Glass Ware	0.31	0.63	0.50	0.69	0.54	2.67	12%
Woodwares	0.16	0.84	0.3	0.04	0.15	1.49	-1%
Other Handicrafts	3.54	1.77	1.76	1.61	1.04	9.72	-22%
Total	16.91	20.61	28.46	47.45	49.93	163.36	24%

Source: Export Import Data; DGFT

- ❑ Overall, the handicraft imports from India has grown by 24% during 2010-15
- ❑ Hand printed textiles, Embroiders, Attars and Agarbaties and Artmetalware are leading handicraft category imported from India over the period of 5 years

Imports of handicrafts from India (Million US \$): Morocco

Description	Million US \$					Total	CAGR 5 Yrs
	2010-11	2011-12	2012-13	2013-14	2014-15		
Imitation Jewellery	0.04	0.01	0.21	0.44	0.13	0.83	27%
Handprinted Textiles	0.01	0.01	0.28	0.04	0.02	0.36	15%
Musical Instruments	0.03	0.00	0.05	0.09	0.03	0.2	0%
Attars & Agarbaties	0	0.04	0.04	0.05	0.04	0.17	0%
Artmetal Ware	0.03	0.01	0.02	0.05	0.04	0.15	6%
Woodwares	0	0	0.01	0	0	0.01	-
Sculpture	-	0.01	-	-	-	0.01	-
Total	0.11	0.08	0.61	0.67	0.26	1.73	19%

Source: Export Import Data; DGFT

- ❑ Overall, the handicraft imports from India has grown by 19% during 2010-15
- ❑ Hand printed textiles and Imitation Jewellery are the most imported items by Morocco.



APPRECIATION OF MIDDLE EAST MARKETS (Country wise)

Imports of handicrafts from India (Million US \$): Qatar

Items	Million US\$					Total	CAGR 5 Yrs
	2010-11	2011-12	2012-13	2013-14	2014-15		
Artmetal Ware	0.58	0.49	0.90	3.18	8.11	13.26	69%
Woodwares	1.16	0.75	1.12	0.42	1.23	4.68	1%
Hand printed Textiles	0.24	0.48	0.33	0.34	0.45	1.84	13%
Pottery & Glass Ware	0.13	0.29	0.17	0.44	0.57	1.60	34%
Sculpture	0.07	0.01	0.08	0.09	1.20	1.45	77%
Attars & Agarbaties	0.17	0.19	0.22	0.24	0.26	1.08	9%
Other Handicrafts	0.33	0.24	0.54	0.46	0.34	1.91	1%
Total	2.68	2.45	3.36	5.17	12.16	25.82	35%

Source: Export Import Data; DGFT

- ❑ Overall, the handicraft imports from India has grown by 35 % during 2010-15
- ❑ Artmetalware is the leading handicraft category imported from India over the period of 5 years

Imports of handicrafts from India (Million US \$): Saudi Arabia

Items	US \$ Million					Total	CAGR 5 Yrs
	2010-11	2011-12	2012-13	2013-14	2014-15		
Woodwares	14.46	22.29	27.46	52.51	54.67	171.39	30%
Imitation Jewellery	8.13	13.86	12.90	12.03	14.68	61.60	13%
Shawls As Art ware	2.85	3.71	5	2.9	2.5	16.96	-3%
Hat wares	1.43	2.53	3.26	2.77	4.2	14.19	24%
Sculpture	1.97	2.37	3.52	2.43	1.71	12.00	-3%
Paintings	0.96	1.44	2.57	2.88	3.56	11.41	30%
Pottery & Glass Ware	0.35	0.85	2.61	2.27	3.31	9.39	57%
Artmetal Ware	0.03	0.02	0.82	5.98	1.91	8.76	129%
Hand printed Textiles	0.68	0.68	1.11	0.66	1.61	4.74	19%
Hand knitted & Hand Crocheted / Embroiders	0.15	0.59	0.63	0.76	0.76	2.89	38%
Other Handicrafts	0.44	0.50	0.45	0.28	0.25	1.92	-11%
Total	31.45	48.84	60.33	85.47	89.16	315.25	23%

Source: Export Import Data; DGFT

- ❑ Overall, the handicraft imports from India has grown by 23% during 2010-15
- ❑ Woodwares and Imitation Jewellery are the leading handicraft category imported from India over the period of 5 years

Imports of handicrafts from India (Million US \$): UAE

Items	US \$ Million					Total	CAGR (5 years)
	2010-11	2011-12	2012-13	2013-14	2014-15		
Artmetal Ware	41.88	64.44	97.25	201.79	279.86	685.22	46%
Imitation Jewellery	18.72	96.53	47.09	58.16	21.05	241.55	2%
Hand printed Textiles	21.69	20.20	26.76	19.58	25.44	113.67	3%
Hand knitted & Hand Crocheted / Embroiders	8.71	11.16	8.49	22.25	21.46	72.07	20%
Woodwares	13.57	13.31	13.52	12.73	12.86	65.99	-1%
Attars & Agarbaties	14.53	4.48	8.71	10.47	8.7	46.89	-10%
Pottery & Glass Ware	1.83	4.15	7.67	7.50	8.75	29.90	37%
Paintings	2.16	1.93	7.03	1.96	2.22	15.30	1%
Sculpture	1.27	1.51	1.73	0.85	1.01	6.37	-4%
Hatwares	0.42	0.53	1.68	0.25	0.1	2.98	-25%
Articles Of Wicker, Bamboo Etc.	0.45	0.22	0.33	0.19	1.16	2.35	21%
Leather Goods	0.39	0.17	0.26	0.27	0.52	1.61	6%
Other Handicrafts	2.17	3.81	3.25	2.66	3.15	15.04	8%
Total	127.79	222.44	223.77	338.66	386.28	1298.94	25%

Source: Export Import Data; DGFT

- ❑ Overall, the handicraft imports from India has grown by 25% during 2010-15
- ❑ Artmetal ware, Imitation Jewellery and Hand printed textiles are the leading handicraft category imported from India over the period of 5 years



APPRECIATION OF EASTERN MARKETS (Country wise)

Imports of handicrafts from India (Million US \$): Indonesia

Items	US \$ Million					Total	CAGR (5 Yrs)
	2010-11	2011-12	2012-13	2013-14	2014-15		
Attars & Agarbaties	0.73	1.03	1.61	1.62	2.20	7.19	25%
Sculpture	0.59	2.47	0.54	0.66	0.31	4.57	-12%
Hand printed Textiles	1.06	0.53	0.50	0.06	0.87	3.02	-4%
Artmetal Ware	0.14	0.25	0.76	0.59	0.15	1.89	1%
Imitation Jewellery	0.51	0.54	0.29	0.05	0.07	1.46	-33%
Other Handicrafts	0.61	1.86	2.53	1.86	1.43	8.29	19%
Total	3.64	6.68	6.23	4.84	5.03	26.42	7%

Source: Export Import Data; DGFT

- ❑ Overall, the handicraft imports from India have grown by 7% during 2010-15
- ❑ Attar & Agarbaties is the leading handicraft category imported from India over the period of 5 years

Imports of handicrafts from India (Million US \$): Vietnam

Items	US \$ Million					Total	CAGR (5 Yrs)
	2010-11	2011-12	2012-13	2013-14	2014-15		
Sculpture	0.19	0.65	0.16	0.35	0.36	1.71	14%
Artmetal Ware	0.06	0.07	0.14	0.18	0.06	0.51	0%
Hand printed Textiles	0.04	0.02	0.00	0.22	0.03	0.31	-6%
Wood wares	0.1	0.11	0.01	0.07	0.01	0.30	-37%
Article Of Tortoise	0.04	0.05	0.02	0.07	0.1	0.28	20%
Attars & Agarbaties	0.01	0.01	0.11	0.04	0.08	0.25	52%
Other Handicrafts	0.16	0.49	0.53	0.84	1.2	3.22	50%
Total	0.60	1.40	0.97	1.77	1.84	6.58	25%

Source: Export Import Data; DGFT

- ❑ Overall, the handicraft imports from India are quite meagre, however, have grown by 25% during 2010-15
- ❑ Sculpture is the leading handicraft category imported from India over the period of 5 years

Imports of handicrafts from India (Million US \$): Thailand

Items	US \$ Million					Total	CAGR (5 Yrs)
	2010-11	2011-12	2012-13	2013-14	2014-15		
Imitation Jewellery	0.21	0.43	12.08	0.81	0.73	14.26	28%
Wood wares	1.34	1.09	1.18	0.98	0.64	5.23	-14%
Artmetal Ware	0.44	0.98	0.85	0.99	1.13	4.39	21%
Pottery & Glass Ware	0.11	0.14	0.14	0.94	0.34	1.67	25%
Attars & Agarbatics	0.33	0.42	0.25	0.30	0.17	1.47	-12%
Sculpture	0.11	0.37	0.41	0.18	0.27	1.34	20%
Hand printed Textiles	0.32	0.18	0.11	0.21	0.08	0.90	-24%
Hand knitted & Hand Crocheted / Embroiders	0.01	0.03	0.13	0.13	0.17	0.47	76%
Other Handicrafts	0.76	1.01	1.01	0.39	0.70	3.87	-2%
Total	3.63	4.65	16.16	4.93	4.23	33.60	3%

Source: Export Import Data; DGFT

- ❑ Overall, the handicraft imports from India have grown by 3% during 2010-15
- ❑ Imitation Jewellery, Woodwares and Artmetal wares are the leading handicraft category imported from India over the period of 5 years

Imports of handicrafts from India (Million US \$): Malaysia

Items	US \$ Million					Total	CAGR (5 Yrs)
	2010-11	2011-12	2012-13	2013-14	2014-15		
Imitation Jewellery	1.92	2.46	9.52	18.07	22.42	54.39	63%
Artmetal Ware	6.88	8.27	6.93	10.32	15.28	47.68	17%
Attars & Agarbatics	3.08	3.36	3.85	3.92	6.56	20.77	16%
Hand printed Textiles	4.60	4.68	3.68	2.92	2.59	18.47	-11%
Wood wares	1.62	2.01	1.69	2.50	2.69	10.51	11%
Paintings	0.16	0.56	2.31	1.80	0.67	5.50	33%
Hand knitted & Hand Crocheted / Embroiders	0.10	1.80	0.57	1.18	0.81	4.46	52%
Sculpture	0.26	0.50	0.57	0.46	0.41	2.20	10%
Pottery & Glass Ware	0.16	0.30	0.46	0.28	0.95	2.15	43%
Hatwares	0.00	0.15	1.43	0.01	0.00	1.59	-59%
Articles Of Wicker, Bamboo Etc.	0.01	0.31	0.72	0.18	0.03	1.25	25%
Other Handicrafts	1.98	15.36	2.68	3.20	5.28	28.50	22%
Total	20.77	39.76	34.41	44.84	57.69	197.47	23%

Source: Export Import Data; DGFT

- ❑ Overall, the handicraft imports from India have grown by 23% during 2010-15
- ❑ Imitation Jewellery, Artmetal wares, Attars & Agarbatics and Hand Printed Textiles are the leading handicraft category imported from India over the period of 5 years

Imports of handicrafts from India (Million US \$): South Korea

Items	US \$ Million					Total	CAGR (5 Yrs)
	2010-11	2011-12	2012-13	2013-14	2014-15		
Paintings	0.18	8.04	0.09	2.95	0.32	11.58	12%
Wood wares	1.22	0.98	1.69	1.29	1.01	6.19	-4%
Hand knitted & Hand Crocheted / Embroiders	0.10	0.32	0.83	2.25	1.31	4.81	67%
Artmetal Ware	0.79	0.58	0.70	0.88	0.90	3.85	3%
Hand printed Textiles	1.41	1.58	0.22	0.05	0.04	3.30	-51%
Sculpture	0.77	0.59	0.05	0.59	0.76	2.76	0%
Pottery & Glass Ware	0.15	0.43	0.15	0.24	0.53	1.50	29%
Article Of Tortoise	0.14	0.41	0.08	0.02	0.35	1.00	20%
Other Handicrafts	0.42	0.39	0.50	0.33	0.54	2.18	5%
Total	5.18	13.32	4.31	8.60	5.76	37.17	2%

Source: Export Import Data; DGFT

- ❑ Overall, the handicraft imports from India have grown by 2% during 2010-15
- ❑ Paintings and Woodwares are the leading handicraft category imported from India over the period of 5 years



ANNEXURE-2:
List of Trade Shows & Exhibitions in Emerging Markets

Important Trade Fairs in emerging markets


Country	Expo Name	Dates	Category
Colombia	COLOMBIATEX DE LAS AMÉRICAS	Jan. 26 - 28, 2016	Textile & Fashion
	COLOMBIA MODA	July 26 - 28, 2016	Fashion
	EXPOARTESANIAS	Dec. 08 - 21, 2016	Handicrafts
Peru	PERU MODA	April 20 - 22, 2016	Textile, Apparel, Footwear and Jewellery
	CALZATEX PERÚ	Oct. 20 - 23, 2016	Leather and Footwear Industry
	EXPOTEXTIL PERÚ	Oct. 20 - 23, 2016	Textile Industry & Garment
Thailand	TIFF	March 09 - 11, 2016	Furniture Fair
	BIFF & BIL	March 09 - 13, 2016	Garment, Textiles and Fashion Accessories, Leather Products, Shoes & Bags, Accessories
	BANGKOK FURNITURE SALE	Nov. 26 - Dec. 04, 2016	Furniture
	FURNITURE GRAND SALE	Nov. 26 - Dec. 04, 2016	Furniture
	GFT	July 06 - 09, 2017	Garment and Textiles
Malaysia	INTERNATIONAL JEWELLERY FAIR	Jan. 15 - 18, 2016 & Aug. 2016	Jewellery
	HOMEDEC - JOHOR BAHRU	July 29 - 31, 2016	Home Decoration
	HOMEDEC - KUCHING	Sept. 18 - 20, 2016	Home Decoration
	KLIGP	May 17 - 19, 2016	Gifts, Premium & Stationery Exhibition
	HOMEDEC - PENANG	April 08 - 10, 2016 & Oct. 2016	Home Decoration
	EFE EXPO	March 09 - 12, 2016	Furniture
	MIFF	March 01 - 05, 2016	Furniture

Important Trade Fairs in emerging markets

Country	Expo Name	Dates	Category
S. Korea	SEOUL GIFT SHOW	Sept. 09 - 11, 2016	Gifts & Home Products, Handicrafts & Souvenirs, beauty, Cosmetics & Baby, Kids Supplies & Fashion Accessories, Smartphone Accessories and IT Products
	JEWELRY FAIR	April 21 - 24, 2016	Jewellery & Watches
South Africa	GRAND DESIGNS LIVE	May 20 - 22, 2016	Home, décor, garden products
	DECOREX JOBURG	Aug. 05 - 09, 2016	Home Decor
Nigeria	FURTEX	Sept. 21 - 24, 2016	Furniture, Related Industry, Home Textile, Home Supplies and House Ware Expo
UAE	GIFTS AND PREMIUMS	Sept. 06 - 08, 2016	International Gift Fair. Gifts and Premiums
	INTERNATIONAL TEXTILE FAIR UAE	April 16 - 17, 2016 & Oct. 2016	Fashion, home & industrial textile and fabrics
Saudi Arabia	DECOFAIR	Nov. 07 - 10, 2016	Furniture and Accessories
	DECOFAIR SAUDI ARABIA	Nov. 12 - 15, 2016	Furniture and Home Accessories

Important Trade Fairs in emerging markets

Name	Expo Name	Dates	Category
Russia	JEWELRYEXPO. KAZAN	July 06 - 10, 2016	Jewellery and Antiques
	JUNWEX WATCH	Sept. 28 - Oct. 02, 2016	Watch Fair
	INTERJEWELLER	July 20 - 24, 2016	Jewellery
	JUNWEX-TECH	Feb. 03 - 07, 2016	Jewellery
	SIBJEWELRY	Feb. 25 - 28, 2016	Jewellery, Precious Stones
	MEBEL	Nov. 21 - 25, 2016	Furniture, Fittings and Upholstery
	TOGLIATTI AUTUMN FAIR	Oct. 20 - 23, 2016	Consumer Goods. Clothing, footwear, headgear, textiles, leather goods, cosmetics, perfumes, jewellery, fashion jewellery, accessories, children's products, household products, textiles for the home
Belarus	FOOTWEAR. GARMENT. TEXTILE	Jan. 26 - 29, 2016	Footwear, Clothes, Textile. Fabrics, Yarn, Accessories
Ukraine	AMBIENTE UKRAINE	Oct. 04 - 07, 2016	Specialized Household Goods, Houseware, Presents, and Souvenirs Exhibition
	JEWELLER EXPO CHRISTMAS	Dec. 16 - 18, 2016	Jewellery
	FASHION LOOK	Nov. 27 - 29, 2016	Fashion and Accessories
Singapore	SIJE - SINGAPORE INTERNATIONAL JEWELRY EXPO	July 21 - 24, 2016	Jewellery, Luxury Items, Watches and Diamond & Fashion Accessories
Indonesia	INATEX	April 20 - 23, 2016	Textile and Accessories
	INDONESIA FURNITURE SHOW	Sept. 2016	Furniture
China	GIFTS AND HOME CHINA	April 25 - 28, 2016 & Oct. 2016	Gifts, Handicrafts, Watches & Houseware Fair
	LUXEHOME SHANGHAI	Aug. 04 - 06, 2016	Homeware & Home Decor Fair
	FURNIWOOD CHINA	May 31 - June 03, 2016	Furniture Accessories, Materials and Wood Products
	INTERTEXTILE PAVILION SHENZHEN	July 07 - 09, 2016	Textile Fair
	CHINA (CHENGDU) GIFTS & HOUSEWARE FAIR	June 17 - 19, 2016	Gifts & Houseware Fair
Japan	KITCHENWARE EXPO	July 06 - 08, 2016	Kitchenware Expo



ANNEXURE-3:
List of e-commerce portals in emerging markets

E-commerce portals in emerging markets

Russia

ulmart.ru
svyaznoy.ru
wildberries.ru
citolink.ru
exist.ru
ozon.ru
quelle.ru
lamoda.ru
mvideo.ru
bonprix.ru

Singapore

Ebay.com.sg
Amazon.com
Qoo10.sg
Zalora.sg
taobao.com
Rakuten.com.sg

Thailand

WeLoveShopping.com
Tarad.com
Ebay.com
Amazon.com
hitech.sanook.com

Philippines

Amazon.com
Ebay.com
priceme.com.ph
hallohallomall.com
shopinas.com

Malaysia

lelong.com.my
Amazon.com
Ebay.com
aliexpress.com
rakuten.com.my

Indonesia

Amazon.com
Ebay.com
elevenia.co.id
qoo10.co.id
rakuten.co.id

Brazil

MercadoLivre.com.br
Netshoes.com.br
Pontofrio.com.br
Magazineluiza.com.br

Argentina

alamaula.com.ar

mercadolibre.com.ar
olx.com.ar

Chile

mercadolibre.cl
yapo.cl
dafiti.cl
buscalibre.com
sodimac.com
falabella.com

China

taobao.com
alibaba.com
global.rakuten.com

Japan

global.rakuten.com
shopping.yahoo.co.jp
www.amazon.co.jp
shop.goo.ne.jp

Thank you