

CRAFTCIL

Monthly in-house journal of the Export Promotion Council for Handicrafts



International Brand Image Promotion & Marketing in USA and Germany



New York
International
Gift Fair



Tendence, Frankfurt



International seminar
on inclusive development
of Firozabad Glass Art Ware Industry



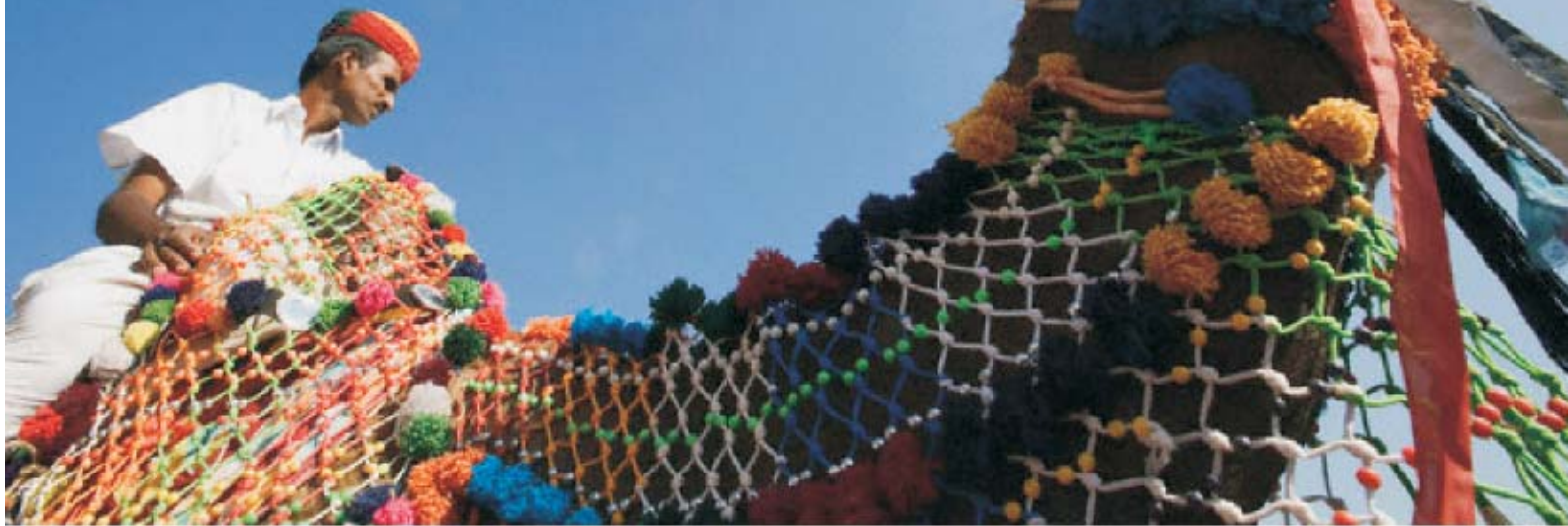
Cushion Covers
Germany - a potential
market for imports
from Asia



Trends
Home Furnishings
& Accessories

Mahindra World City, Jaipur

Enabling your ride to a successful handicrafts business



Mahindra World City, Jaipur, Handicrafts SEZ is part of the 3,000 acres Integrated Business City promoted by Mahindra Group in partnership with the Government of Rajasthan. Mahindra World City, Jaipur offers world class infrastructure and the perfect location for the **handicrafts industries** combining the fiscal and operational benefits of a **Special Economic Zone** in an eco-friendly environment.

Jaipur, is undoubtedly one of world's most fascinating destinations for Indian art, crafts and cultural heritage. With the presence of numerous leading handicraft manufacturers, raw material suppliers, craftsmen, it is a robust handicrafts exports hub. Therefore, investment in an export oriented unit for production of exquisitely hand-crafted master pieces of home furnishing, furniture, carpet, paper products etc. in Jaipur makes perfect business sense.

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- Industrial plots readily available
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To know more about Mahindra World City, Jaipur, please get in touch with:-

Yagya Dixit (Delhi/NCR): +91 - 9811132996, dixit.yagya@mahindraworldcity.com

Meraj Ali Choudhari (Jaipur): +91- 9929388807, choudhari.meraj@mahindraworldcity.com

 **Mahindra World City**
Jaipur

Mahindra World City (Jaipur) Ltd. 411, Neelkanth Towers, #1, Bhawani Singh Marg, C-Scheme, Jaipur 302001
Ph: 0141 – 3003455, Fax: 0141-3003474 Email: jaipurinfo@mahindraworldcity.com, www.mahindraworldcity.com

Editor

Rakesh Kumar

Executive Director, EPCH

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Rakesh Kumar
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EPCH House, Pocket 6&7, Sector C,
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Advertising: **Shreya Comnet**

Tel: +91 11 22246094, 64631211

Email: mail@epbureau.com

*Establishments Promotion Bureau

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Chairman's Message

Dear Fellow Exporters,

With the objective of strengthening the reach and presence of Indian handicrafts products in the big consumption and buying markets, your Council conducted a Brand Image Promotion campaign in the major markets of USA and Germany. I'm pleased to inform you that both were well attended and very well received. The Council was able to put across a strong message to the buying community in these two important handicraft markets that India is a profitable business destination in terms of designs as well as competitive pricing. Important buyers conveyed through their address, the strengths of the Indian handicrafts sector and shared their long-term experiences of doing business with India; their visits to IHGF as well as their association with the EPCH. The Council made a presentation highlighting the potency of the sector and the benefits that buyers may accrue by sourcing from India.

The focus of this exercise was to reach out to buyers - retailers, wholesalers & importers; designers as well as media persons and other stake holders who are currently not doing business with India and to make them aware of the opportunities that the Indian handicrafts offer. The Council also took this opportunity to convey the significance of compliance in the Indian handicrafts industry and EPCH's initiative towards formulating a Common Compliance Code for the handicrafts sector.

I am happy to note that our interactive seminars and workshops with experts from the sector are getting an enthusiastic response as more and more manufacturers are coming forth to draw mileage out of these.

You may be aware of the forthcoming international fairs where the Council will be leading India's participation and BSMs in the markets of Chile, Argentina, South Africa and Australia. I urge you to take advantage of these opportunities and reach out to more buyers/markets.

The exports of handicrafts are growing in sync with the growth in overall exports from the country, which is an encouraging sign for the entire handicrafts sector.

(Arvind Vadhera)

Chairman, EPCH

Aggressive handicrafts industry representation and brand image promotion in USA

New York International Gift Fair; 14-18 August, 2011; USA

The New York International Gift Fair, a premier gifts and decorative accessories trade event in the United States, brought together over 2,800 companies and over 35,000 attendees from 80 nations. International exhibitors were represented from 47 countries. This was the fair's summer edition held from 14th to 18th August, 2011 at New York City's Jacob K. Javits Convention Center and the Passenger Ship Terminal.

Visitors included mail order catalogues, museums and galleries, stationery stores, craft retailers, garden centers, specialty and department stores, gift shops, jewellery stores, interior designers, importers and distributors of home products, book stores and general public. Products on display included juvenile products, floral and outdoor living products and pet products, general gift ware, tabletop & housewares, decorative and personal accessories, museum gifts, ethnic, traditional, country and contemporary crafts, contemporary design products, etc.

Council's participation

A total of 29 participants including handicraft exporters, state corporations and five master crafts persons formed part of the EPCH team and exhibited their diverse range in the India Pavilion.

The main product lines of display included textiles, garments, fashion accessories, costume jewellery & accessories, home textiles, embroidered textiles, antiques & curios, floor coverings, brocade items, marble products, incense, lamps & lighting accessories, stoles & scarves and lace products.



Buyers enquire about Indian textiles



India Pavilion



Pressed dry flowers



Tie & dye design



Wooden hand block painting



Glass studded miniature painting



Plastic inlay work on wood

The five master crafts persons made live demonstrations of their craft on all five days of the fair. There was the unique & innovative technique of pressed dry flowers by Ms. Anuradha Sahu from Chattisgarh; glass studded miniature painting using semi precious stones by Mr. Hari Narain Marotia; wooden hand block painting using vegetable dyes by Mr. Awdhesh Kumar Pandey; tie & dye design with the sophisticated ikkat technique by Mr. Gajam Govardhan; and plastic inlay work on wood by Mr. Rupan Matharu. The master crafts persons were seated on specially designed platforms dressed in their traditional attires. The visitors took great interest in the demonstration and they appreciated the craftsmanship of the artisans, spellbound by the products displayed. The artisans were satisfied with the response that came in the form of appreciation as well as small orders.



The EPCH Brand Image Promotion program in progress

The show ended on a positive note as the artisans displayed their crafts and received a good amount of enquiries. The state corporations also had a pleasurable show in terms of awareness created and business enquiries generated during the show.

Brand Image Promotion of Indian handicrafts

The Council organized a Brand Image Promotion Program cum Networking Meet on 16th August 2011 in New York City, in course of the New York International Gifts Fair. The objective was to create awareness about Indian handicrafts in USA and reach out to those who are currently not doing business with India and are required to be made aware of opportunities in the Indian handicrafts sector. The target group for the Networking Meet included international buyers, retailers, wholesalers, designers and local media persons.

Mr. P K Bajaj, Deputy Consul General, CGI, New York was the Chief Guest of the program and addressed the gathering, highlighting the rich tradition of Indian handicrafts and intricate workmanship. He spoke about Indo-US bilateral trade and was confident that despite the economic slowdown, trade between these two countries would increase further in the years to come. The program began with a welcome address by Mr. Ramji Suneja, a prominent exporter from Saharanpur and was followed by various presentations and sharing of

Mr. PK Bajaj, Deputy Consul General, CGI, New York



Mr. Peter Shubern, a buyer from USA

Ms. Beatriz Ball, owner, Beatriz Ball Collection



experiences by the international buyers. One of them was Ms. Beatriz Ball, owner of award winning company, the Beatriz Ball Collection. Her company has established itself as a primary player in the tabletop category and has been nominated 5 times for the prestigious ARTS awards tops in its field. Ms. Ball spoke passionately about crafts and artisans especially in the field of metalware and acknowledged the strength of Moradabad as an international hub of art metalware in the world. Mr. Peter Shubern, another buyer from USA spoke about his experiences and various buying trips to India.



Cultural presentations at the brand promotion program

events overseas

Mr. Rakesh Kumar, Executive Director-EPCH made a presentation on, "A Profitable Business Destination-India" highlighting the strengths of Indian handicrafts and elaborating on indicators which gives Indian handicrafts, an edge over other competitor countries. He elaborated on the significance of compliance being understood and practiced by handicrafts manufacturers/exporters in the country and the Council's initiative towards formulating a Common Compliance Code for the handicrafts sector.

The program was also attended by Mr. Warren Shoulberg, Editorial Director, Home Textiles Today, Gifts & Decorative Accessories and Ms. Caroline Kennedy, Editor-in-Chief, Gifts & Decorative Accessories magazine. Ms. Kennedy shared her experience of visiting EPCH's IHGF and the products she saw during her visit. She appreciated India's traditional hand crafting methods and added that American buyers look for items that are different and have individual qualities that make them stand out from mass produced items.

Mr. Arun Agarwal, a reputed buyer of Indian origin based in USA also addressed the gathering and spoke about the cluster development scheme at Moradabad. He gave an overview of the Moradabad Metal Cluster and spoke about the employment being generated by the handicrafts sector in the cluster.

The evening also featured Indian classical music and dance performance by Indian artists based in New York. There were more than 100 attendees including 60 overseas buyers.

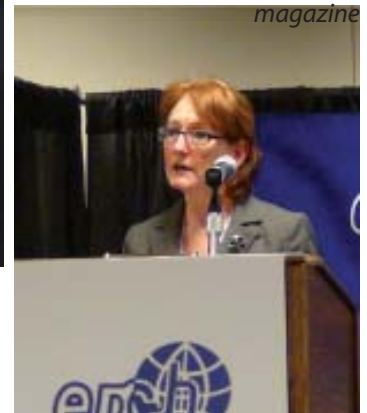
Publicity and promotions

Banners highlighting details of the forthcoming EPCH shows like Indian Handicrafts & Gifts Fair (IHGF), 15-18 October 2011, Indian Houseware and Decoratives Show (15-18 April 2012), Indian Furnishings & Floor Coverings & Textiles Expo (15-18 April 2012) and Indian Fashion Jewellery & Accessories Show (IFJAS), July 2012, were displayed in the EPCH publicity booth and brochures of all the shows were distributed among attendees and participants of the fair. Their promotional literature was also placed in the media lounge. Besides, the Council's representatives had one to one interactions with the exhibitors in the show. ■

Mr. Rakesh Kumar, Executive Director-EPCH, makes a presentation highlighting India's strengths in the handicrafts sector



Mr. Warren Shoulberg, Editorial Director, Home Textiles Today, Gifts & Decorative Accessories

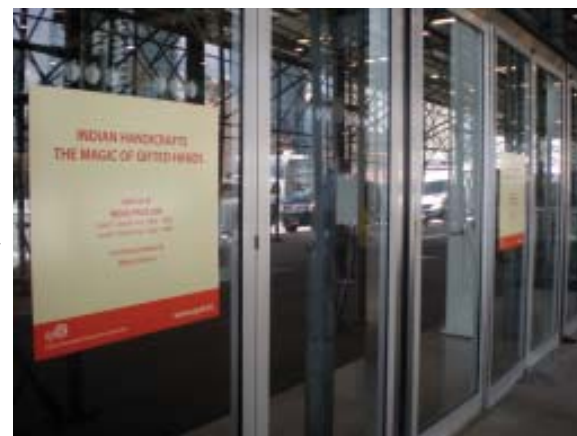


Ms. Caroline Kennedy, Editor-in-Chief, Gifts & Decorative Accessories magazine



Mr. Arun Agarwal, a reputed buyer of Indian origin based in USA

Promotional banner "Indian Handicrafts - The Magic of Gifted Hands" at the entrance of NYIGF



EPCH promotes Indian crafts in German market with trade fair participation and brand image promotion

Tendence; 26-30 August, 2011; Frankfurt, Germany



Acting Consul General of India in Frankfurt, Mr. Surender Kumar (left) seen at the India Pavilion with Chairman, EPCH, Mr. Arvind Vadhera and Mr. Abdul Azim, President, Moradabad Handicrafts Exporters Association



Mr. Surender Kumar and Mr. Arvind Vadhera at a festive products' stall at the India Pavilion

Tendence, the five days fair in Frankfurt, Germany, known for its 'Living' and 'Giving' sectors, attracted around 52,000 visitors and 2,055 exhibitors from 66 countries around the world, to its 2011 edition held from 26th to 30th August. The top 5 best represented visitor nations were Switzerland, The Netherlands, Italy, Austria and France. The exhibitors particularly praised the quality of the new contacts, as being better than the previous year. Tendence once again demonstrated its status as an important platform for international trends, especially for Christmas 2011, as well as for the 2012 spring season. Once again, Tendence offered Europe's specialised retail trade a wide range of current international trends. Exhibiting manufacturers also emphasised the relevance of this show as an important meeting point for the consumer-goods sector in the second half of the year. In the gifts section-Giving, high quality and sustainability were dominant themes. The Living showcase catered to consumers' new 'home feeling' with emotional, exclusive and stylish products, and covered the complete



Mr. Surender Kumar interacts with the Master crafts person at the India Pavilion; seen with him are Mr. Arvind Vadhera, Chairman, EPCH, officials from the CGI's office in Frankfurt and COA Member, EPCH, Mr. Rajesh K Jain

The EPCH publicity booth at Tendence, Frankfurt



spectrum of products for the home. Overall, there was a positive economic trend among buyers at Tendence.

Council's participation

The Council participated in the fair along with 21 member exporters and 5 National Awardee crafts persons and 1 entrepreneur. The display profile included silk, wool & cashmere scarves & shawls, printed & embroidered bed spreads & cushion covers, wooden products, home décor, silverware & gifts ware, handcrafted and hand block printed home decor items, papier machie boxes, pottery, cushion covers, needlework materials, manual embroidery products, fashion jewellery, silver jewellery, antique jewellery, amber jewellery, gemstones, fashion jewellery, scarves, furniture & accessories, table top items, floral decorations, furs & pelts, rugs, cushions & pillows, artistic lamps, wall paintings, etc.

In addition to the exhibition of Indian handicrafts, EPCH and O/o Development Commissioner (Handicrafts) also arranged for live demonstration of traditional Indian crafts making by the National Award winner crafts persons. They were Mithila painting by Mrs. Bharti Dayal; pottery craft by Mr. Brahmdeo Ram Pandit; Kantha Embroidery by Mr. Debabrata Dey; Bidri metal craft by Mr. M A Rauf; and hand staple embroidery craft by Mr. Nissar Ahmed Khan.

The master crafts persons were seated on specially designed platforms dressed in their traditional attires. The visitors took great interest in the demonstration and they appreciated the craftsmanship of the artisans, spell bound by the products displayed.

Chairman, EPCH, Mr. Arvind Vadhera, presents a copy of 'Handmade in India' to the Acting Consul General



Acting Consul General of India in Frankfurt, Mr. Surender Kumar, addresses the audience at the Brand Image Promotion Program



Chairman, EPCH, Mr. Arvind Vadhera, speaks about the relevance of traditional design inspirations

The artisans were satisfied with the response that came in the form of appreciation as well as small orders. Some curious visitors eagerly recieved craft making lessons.

Acting Consul General of India in Frankfurt, Mr. Surender Kumar visited the India Pavilion. He welcomed the Indian participants and offered them full help to boost India's exports to Germany. He visited all the exhibitors' stands and had one to one interactions with them. He also shared valuable tips on trading with Germany. According to him, the Indo-German trade is growing and the response of Indian products in this exhibition is also increasing every year.

This edition of Tendence ended on a good note, with most participants satisfied with the response as well as business generated.

Brand Image Promotion of Indian Handicrafts

The Council organized a Brand Image Promotion Program cum Networking Meet on 28th August 2011 in Messe Frankfurt at Portalhaus in Frequenz1+2 during the Tendence Fair. The objective was to create awareness about Indian handicrafts in the European Union. Though many buyers in Europe are aware of Indian craft products, this exercise was intended to reach out to buyers, media persons and other stake holders who are currently not doing business with India and are required to be made aware of opportunities that are on offer in the Indian handicrafts sector. The target group for the Networking Meet included international buyers, retailers, wholesalers, designers and local media persons.

The program was conducted by COA Member, EPCH, Mr. Rajesh K Jain who invited Chairman EPCH, Mr. Arvind Vadhera to deliver the welcome address. Mr. Vadhera was of the view that today's European buyers look for items that are different in appearance and have distinct individual qualities that make them stand out from mass produced items. He said, while traditional designs are still very relevant and in demand in the international market, India is very much capable of producing contemporary designs as well those that are in sync with modern tastes. He further elaborated on the growing significance of market and statutory compliances in the Indian handicrafts sector and the Council's initiative towards formulating a Common Compliance Code for the handicrafts sector.

Mr. S P Agarwal, President, Delhi Exporters Association and the Guest of Honour at this programme, shared India's strong ties with Messe Frankfurt and shared that exhibitions held in this fairground have actually boosted Indian handicraft exports. He thanked the Acting Consul General for the support and cooperation of his office towards the Indian exhibitors.

Mr. Rajesh Rawat, Deputy Director, EPCH, made a presentation on, "A Profitable Business Destination-India" highlighting the strengths of the Indian handicrafts industry and elaborating on indicators which



Mr. S P Agarwal, President, Delhi Exporters Association and the Guest of Honour at this programme thanks the CGI for their support



Mr. Conrad Kouwenhoven, a stylist, trend watcher and product development buyer from the Netherlands who has been working with India, speaks of the potential of Indian handicrafts

A view of the audience at the Networking Meet



give Indian handicrafts an edge over other competitor countries. He stressed on the huge raw material base, large production capacities, tradition inspired designs, colours and above all, the exquisite workmanship of Indian handicrafts. He further gave a pictorial overview of the kind and range of handicrafts available in the country in various base materials. He concluded by briefly touching upon the number of shows being organized by EPCH and invited international buyers to source their requirements from the same.

Mr. Conrad Kouwenhoven, a stylist, trend watcher and product development buyer from the Netherlands who has been working with India for over 30 years, was also present there. His philosophy has been to make stories/concepts with different materials, selling concepts to clients, advising clients on tailor made concepts and trying to give them exclusivity.

Mr. Conrad shared his experience at EPCH's IHGF and the products he saw during his visit. He also addressed the gathering and emphasized that the timing of doing business for handicrafts exporters in the EU is apt and Indian handicrafts items can really excel in this market.

Mr. Surender Kumar, Acting Consul General of India at Frankfurt was the Chief Guest of the program and addressed the gathering highlighting the rich tradition of Indian handicrafts, their workmanship and unique attributes. He also touched upon the Indo-German bilateral trade and was confident that despite the economic slowdown, trade between the two countries would increase further in the years to come.

Publicity and promotions

Banners highlighting details of the forthcoming EPCH shows like Indian Handicrafts & Gifts Fair (IHGF Autumn), 15-18 October 2011; Indian Handicrafts & Gifts Fair (IHGF Spring), 18-21 February 2012; Indian Houseware and Decoratives Show (15-18 April 2012); Indian Furnishings & Floor Coverings & Textiles Expo (15-18 April 2012); and Indian Fashion Jewellery & Accessories Show (IFJAS), July 2012, were displayed in the EPCH publicity booth and brochures of all the shows were distributed alongwith promotional jute bags among attendees and participants of the fair. These promotional literature were also placed in the media lounge.

The punchline of the Council's publicity campaign in Messe Frankfurt Fair Ground was:

"Magic of Gifted Hands : Indian Handicrafts". An elaborate promotional arrangements were also made during the show i.e promotional Megaposter near hall 10, 4 nos. backlit lumios and 04 nos. slim boxes alongwith advertisement



Colourful Indian bags and table top items attract buyers

in the Show Directory to encourage buyers to visit the India Pavillion. EPCH's six product specific catalogues were also distributed to the buyers. This generated great amount of interest among many to visit India for the forthcoming EPCH fairs. Besides, the Council's representatives had one to one interactions with the exhibitors in the show. The services of interpreter-cum-stand attendant were also taken for this purpose. ■



Phulkari, miniature painting and other Indian crafts come alive at Sao Paulo's trade platform

House & Gift Fair; 27-30 August, 2011; Sao Paulo, Brazil

A vibrant Indian display area put together by 21 EPCH member exporters, featured at the recently concluded House & Gift Fair, Sao Paulo, Brazil, held from 27th to 30th August, 2011. The Council set up the India Pavilion with manufacturer exporters as well as arranged a live demonstration of craft making by six highly skilled National Award winner crafts persons from India. With deft hands and creative imagination, these crafts persons showed an enthusiastic audience, craft traditions like Phulkari, miniature painting, Kani shawls, wood carving and metal craft.

Ms. Abhilasha Joshi, Consulate General of India to Brazil, visited the Council's display area and interacted with the participants. She welcomed them and offered valuable inputs about the market. She also assured them of help & guidance to boost India's exports to Brazil.

Organized by Grafite Feiras e Promocoes Limited at Expo Center Norte, Sao Paulo (Brazil), House & Gift Fair South America is a professional trade fair, a market leader and the largest such platform in the houseware sector in Latin America. The exhibits mainly include home furnishings, made-ups, scarves & stoles, stainless steel utensils, home decoratives, gift articles, fashion jewellery & accessories, metalware, etc.

House & Gift Fair, South America is attended by qualified buyers from all regions of Brazil and 60 other countries, making it the best gateway for entering the Brazilian and Latin American markets. The event brings together over 1300 national and international exhibitors in a display area of 67,500 sq. mts. It generally attracts over 50,000 qualified buyers. ■

Ms. Abhilasha Joshi, Consulate General of India to Brazil, at a gift items stall at the India Pavilion



Ms. Joshi takes a look at a miniature painting by a master crafts person



Buyers take interest in photo frames from India



The Council's information booth offers details on its forthcoming events



A glimpse of the India Pavilion



Rajasthan's handicrafts fraternity showcase State's intricate craftsmanship at FORHEX

13-15 August, 2011; Jaipur

The Federation of Rajasthan Handicraft Exporters organized its annual FORHEX Fair at Jaipur's Birla Auditorium from 13th-15th August, 2011. This was inaugurated by Mr. Rajendra Pareek, Hon'ble Minister of Industry, NRIs, Public Undertaking, Economics & Statistics, Excise (Addl. Charge) and Mrs. Beena Kak, Hon'ble Minister of Tourism, Art, Culture & Archeology, Women & Child Development, Printing and Stationery.

The fair depicted the intricacies of craftsmanship and retailed the widest possible range of Rajasthan handicrafts & textiles. Highly appreciated, remarkably applauded & rewardingly enriching for three consecutive days, the Pink City celebrated the crafts embodied with enhanced innovation, untouched sophistication & unseen skills.

The FORHEX Fair - 2011 won the hearts of many connoisseurs of art. The footfall not only included the local milieu, but merchandisers & buyers, art enthusiasts & craft professionals from around the world. This fair also gave an opportunity to the local artisans to interact with traders and buyers belonging to the global market. According to the organizers, the idea to empower the artisans as well as the entire handicrafts & textiles fraternity of the State, to achieve recognition at the global level was well achieved. Owing to overwhelming response of this fair, the fourth FORHEX Fair dates have been announced from 10th - 12th August, 2012, at Jaipur. ■



Mr. Lekhraj Maheshwari, Vice Chairman, EPCH, Mr. Dileep Baid, COA Member, EPCH and Mr. R K Verma, Director, EPCH at the lamp lighting ceremony, FORHEX '11

A glimpse of the FORHEX 2011 at the Birla Auditorium, Jaipur



This column is compiled by Consultant [EXIM Policy] of EPCH. It contains recent Public Notices, Notifications and Circulars of DGFT, CBEC and Department of Revenue. If a handicraft exporter has question[s] to ask on Foreign Trade Policy, he/she may please write / e-mail to EPCH at policy@epch.com

Impex # 1

On-site Post clearance Audit

Exporters & Importers oppose the 'Draft' of the "On-site Post Clearance Audit at the premises of importers and exporters Regulations, 2011."

CBEC has issued a 'Notice' (to elicit response (comments only) on its 'draft' on "On-site Post Clearance Audit at the premises of importers & exporters Regulations, 2011". The text of the notice with 'draft' is reproduced below:

NOTICE

(To elicit response / Comments only)

DRAFT

'On-site Post Clearance Audit at the Premises of Importers and Exporters Regulations, 2011'

F.No.450/1/2010-Dir (Cus)
Government of India, Ministry of Finance,
Department of Revenue, Central Board of Excise and Customs

227-B, North Block, New Delhi-110001

1st August, 2011.

CBEC has decided to introduce 'On-Site Post Clearance Audit' (OSPCA) in Customs. In this regard, suitable legislative amendments have been made in the Finance Act, 2011. The CBEC has framed draft 'On-site Post Clearance Audit at the Premises of Importers and Exporters Regulations, 2011' on the manner of conduct of audit at the premises of importers and exporters.

2. CBEC solicits views, comments and suggestions on draft 'On-site Post Clearance Audit at the Premises of Importers and Exporters Regulations, 2011' from the trade and industry associations, departmental officers and others. The views, comments and suggestions to the draft Regulations may please be sent, latest by 16th August, 2011, to Director (Customs), Ministry of Finance, Department of Revenue, Central Board of Excise & Customs, Room No.227-B, North Block, New Delhi - 110001 or at Fax No. (011) 23092173 or at e-mail I.D.: dircus@nic.in

3. The draft 'On-site Post Clearance Audit at the Premises of Importers and Exporters Regulations, 2011' have been put up only to elicit public response. No final decision has been taken as yet by the Government / Board, which will proceed further in the matter only after due examination of the response received.

Encl: Annexure.

(R. P. Singh)
Director (Customs)

Annexure

DRAFT

On-Site Post Clearance Audit at the Premises of Importers and Exporters Regulations, 2011

In exercise of the powers conferred by section 157, read with section 17, of the Customs Act, 1962 (52 of 1962), the Central Board of Excise and Customs hereby makes the following regulations namely:-

1. Short Title, extent and commencement:-

(1) These regulations may be called the 'On-site Post Clearance Audit at the Premises of Importers and Exporters Regulations, 2011'.

- (2) They shall apply to audit of assessment of duty relating to imported or export goods, as the case may be, at the premises of the importer or exporter, as the case may be.
- (3) They shall come into force on the date of their publication in the Official Gazette.

2. Definitions- In these regulations, unless the context otherwise requires:-

- (a) 'Auditor' means an officer of customs who is assigned the function of audit by the Commissioner of Customs;
- (b) 'Audit' means examination of bills of entry, shipping bills, invoices, packing lists, import licences, books of account, and other records of transaction relating to imported and export goods, so as to check the accuracy and correctness of assessment of duty thereof and may include inspection of goods at the premises, if available;
- (c) 'Books of Account' includes ledgers, day-books, cash books, account-books and other accounts whether kept in the written or printed form and data stored on a floppy, disc, tape or any other form in electro-magnetic data storage device;
- (d) 'Premises' includes the place at which imported or export goods and connected books of account, records of transaction and other documents are ordinarily kept by an importer or exporter, as the case may be, and his registered office or the premises indicated in his Importer Exporter Code (IEC) issued by the Ministry of Commerce and Industry and the places wherever the imported or export goods, as the case may be, are ordinarily kept;
- (e) Words and expressions used and not defined herein but defined in the Customs Act, 1962 shall have the same meaning respectively, assigned to them in the said Act.

3. Obligation of importers and exporters:-

- (a) The importer or exporter, as the case may be, shall maintain such documents and records of transaction including electronic data relating to assessment of duty of imported or export goods, as the case may be, as prescribed by the Board for a period of five years from the date of import or export, as the case may be;
- (b) The importer or exporter, as the case may be, shall make available in a timely manner such books of account, records of transaction and other relevant documents relating to imported or export goods, as the case may be, as required by the auditor;
- (c) The importer or exporter, as the case may be, shall provide true and correct information to the auditor;
- (d) The importer or exporter, as the case may be, shall render assistance to the auditor in the discharge of his official duty and shall in no case refuse or obstruct the auditor.

4. Manner of conducting audit:-

- (a) The auditor shall, where considered necessary, obtain from the importer or exporter, as the case may be, prior information relating to imported or export goods, as the case may be, before conducting audit. The auditor may also take a tour of the premises to gather relevant information relating to imported or export goods, as the case may be;
- (b) The auditor shall conduct the audit in the premises of the importer or exporter, as the case may be;
- (c) The auditor shall inform the importer or exporter, as the case may be, of the objections, if any, before preparing the Draft Audit Report to provide an opportunity to offer clarifications with supporting documents in order to resolve potential disputes early and avoids unnecessary disputes;
- (d) Where the importer or exporter as the case may be, is in agreement with the audit findings, in part or in full, he may make voluntary payments of duty due, if any, and the auditor shall take the same on record in the Audit Report;
- (e) The auditor shall before finalizing the Audit Report discuss with the importer or exporter, as the case may be, steps, if any, to improve compliance;
- (f) In the course of audit, if found necessary, the auditor may inspect the imported or export goods, if available;
- (g) The auditor may take samples of imported or export goods and copy of relevant documents to verify the correctness of assessment of duty.

5. Penal provisions:- An importer or exporter, who contravenes any provision of these Regulations or abets such contravention or fails to comply with any provisions of these Regulations with which it was his duty to comply, shall be liable to a penalty which may extend to fifty thousand rupees.

This given 'Notice' of CBEC was circulated by EPCH to its members for their comments.

The members of EPCH opposed the said draft as the same may let lose the menace of inspector raj. They feel if the draft is implemented it will increase the compliance burden on importers. It will entail evaluation of current processes and documentation relative to importer and export of goods, including deceleration made by companies that would need to put in place a robust system to meet the audit requirements.

More than the monetary penalty of up to Rs. 50,000, exporters are apprehensive that the new rule will lead to harassment and waste of time and energy. They contend that they submit all documents to custom officials at the time of import & export. Customs can carry out any checks at that time. Why bother the exporters & importers afterwards? The provision will be all the more taxing on small exporters who do not have accounting staff and maintain records on their own.

The proposed move may also be going against the Commerce Department's drive to power transactions cost through cost-cutting & facilitation measures.

In short the proposed provision should not be implemented and dropped. Exporters of handicrafts who feel that they should oppose the draft should convey their views to CBEC directly with a copy to EPCH.

Impex # 2

E-payment of Customs Duty Mandatory

CBEC issues Circular making "E-payment of Customs Duty Mandatory for rupees one lakh and above" to be specified separately.

E-payment of customs duty was introduced in 2007 and is available at all major custom locations having ICES facility. It is voluntary at present but numerous importers avail of the same.

Now CBEC has issued a Custom Circular No. 33 dt. 29-07-2011 according to which E-payment of Custom duty of rupees one lakh and above shall be mandatory from a date to be notified separately. According to CBEC circular, this measure will fast track the clearance of goods and also results in reduction of transaction cost.

Those importers who pay custom duty of rupees one lakh and above per transaction may, therefore, take advance action to prepare themselves in this regard.

Copy of CBEC Custom Circular No. 33 dt 29-07-2011 referred to above is reproduced below:

Making E-payment of Customs duty mandatory-regarding 33-CBEC, 29.07.2011 (DoR)

Sir / Madam,

E-payment facility at Customs locations was introduced in 2007 and is available through more than one authorised bank at all major Customs locations having ICES facility. Though voluntary, the facility has been made use of by numerous importers. Besides expediting the process of payment of duty and clearance of imported goods, the facility of e-payment has resulted in reduction of transaction costs.

2. In the aforesaid background, in order to reduce the transaction cost of the importers and expedite the time taken for customs clearance the Board has decided to make e-payment of duty mandatory for the importers paying an amount of Rupees one lakh or more per transaction. Additionally, for Accredited Clients under the Customs Accredited Client Programme irrespective of any amount of duty, the Customs duty will have to be paid through E- payment mode only. The date from which the E- payment will be made mandatory will be notified separately.

3. DG (Systems) has prepared instructions outlining the procedure for electronic payments. It is requested to sensitise concerned officers, importers, trade and industry regarding the E- payment.

4. As a large number of taxpayers would be required to pay the taxes electronically, it is requested that importers, trade and industry may be provided all assistance so as to help them in adopting the new procedure.

5. Suitable Public Notices or Standing Orders may be issued to guide the trade / Industry and officers.

F.No. 450/180/2009-Cus-IV(Pt)

EPCH's Participation in International Fairs & Exhibitions 2011-12

OCTOBER 2011

20-23 October 2011

Asian Gifts & Premium and Household Product Show, Hong Kong

Contact Person : Mrs. Lata Kannoja
Tel : 91-11-26135256 Extn.: 112
Email : maiprojects@epch.com

NOVEMBER 2011

November 2011

BSM - Chile (Focus LAC)

Santiago, Chile
Contact Person : Mr.Sushil Agarwal
Tel : 91-11-26135256 Extn.: 110
Email : ihgf@epch.com

November 2011

Central Asia Houseware Show

(Focus CIS), Almaty, Kazakhstan
Contact Person : Mr.Chetan Sharma
Tel : 91-11-26135256 Extn.: 135
Email : seminar@epch.com

November 2011

BSM - Argentina (Focus LAC) Buenos

Aires, Argentina
Contact Person : Mr.Sushil Agrawal
Tel : 91-11-26135256 Extn.: 110
Email : ihgf@epch.com

22-24 November 2011

Australian Intl. Sourcing Fair

Sydney, Australia
Contact Person : Mr. Pankaj Saw
Tel : 91-11-26135256 ; Extn.: 114
Email : taxation@epch.com

DECEMBER 2011

3-11 December 2011

AFL Artigiano in Fiera

Milan, Italy
Contact Person : Mrs. Lata Kannoja
Tel : 91-11-26135256 Extn.: 112
Email : maiprojects@epch.com

JANUARY 2012

January 2012

BSM, South Africa (Focus Africa)

Contact Person : Mr. Pankaj Saw
Tel : 91-11-26135256 Extn.: 114
Email : taxation@epch.com

January 2012

MACEF-Spring

Milan, Italy
Contact Person : Mrs. Mani Gupta
Tel : 91-11-26135256 Extn.: 117
Email : intlfair@epch.com

January 2012

PRET-E-PORTER

Paris, France
Contact Person : Ms. Ruchika Batra
Tel : 91-11-26135256 Extn.: 111
Email : coordinator@epch.com

FEBRUARY 2012

6-10 February 2012

International Autumn Fair

Birmingham, UK
Contact Person : Mr. Sushil Agrawal
Tel : 91-11-26135256 Extn.: 110
Email : ihgf@epch.com

22-24 February 2012

India Show- Mexico

Contact Person : Ms. Sunita Anand
Tel : 91-11-26135256 Extn.: 134
Email : ro@epch.com

MARCH 2012

March 2012

BSM - Vienna

Contact Person : Ms. Ruchika Batra
Tel : 91-11-26135256 Extn.: 111
Email : coordinator@epch.com

OTHER EVENTS

GIFTS GALLERY 2011

10 -12, November, 2011; Odessa, Ukraine
Products : Jewellery, Gifts & Souvenirs
Organizer : Exhibition Center 'Odessa Home'
Tel: +380 (48) 728-64-94; Fax: +380 (48) 728-64-94
Email : expo@expohome.com.ua
Website: www.expohome.com.ua

CRÉATION ET SAVOIR-FAIRE 2011

(Art & Crafts Show)
16 - 20, November, 2011; Paris, France
Products : Decoration, Home & Office Design, Furniture, Lighting, Handicraft Products, Gifts & Souvenirs
Organizer : Comexposium
Tel: +33 (0)1 76 77 11 11; Fax: +33 (0)1 76 77 12 12
Email : infos@exposium.fr
Website: www.comexposium.com

2012 home trends from Tendance, Frankfurt

Blend of Traditional & Modern



The main theme to be seen in home furnishings and accessories, or 'living,' is 'Opulence,' which can be defined as transforming the home into "an oasis of well-being away from economic reality." This trend is reflected in the transformation of traditional products into 'modern classics' using a juxtaposition of materials such as oak and linoleum. Bridging the 'living' and 'giving' trends is the theme of sustainability; this is characterized by the use of eco-friendly materials such as bamboo and the purchasing of high quality, long-lasting - rather than disposable - goods. Alongside the trend for sustainability in gifts, humor is also a major trend in 'giving,' where comical pictures or statements feature heavily. Trend indicators from the recently concluded Tendance fair:



Living: trends from the worlds of the home, wining and dining, furnishing and design

Couture & Casual: it's the mix that counts!

Style mixtures provide space for that certain something - anyone who cannot decide on a specific style for the home mixes classic, romantic and modern elements in a room or even throughout the whole dwelling and thus creates their own highly individual living style. A different kind of blend is emerging for the autumn/winter season, 2011/2012 - elegance meets cosiness, high-end meets casualness. Homes styled from top to bottom are a thing of the past. Today, it's the blend that counts. The designer sofa is shown off to best effect next to a side table from the flea market. And why not combine cool materials, such as stainless steel, aluminium and leather, with knitted fabrics, wool or felt?

A recurring favourite: naturalness

Naturalness has been popular for furnishing and decorating for many years - and is on its way back again. In the case of next season's home accessories, nature is becoming an increasingly important design feature and, for example, turns knots in wood into a decorative element. Wood combined with bronze, brass, stone and mother of pearl gives naturalness a touch of elegance and makes it compatible with many different interior-design styles. Colours are also moving in a natural direction - with a variety of shades of brown and subdued yellow nuances, the current spectrum is highly reminiscent of an autumn forest and falling leaves. The autumnal foliage colours are combined with rich colours, such as turquoise, dark blue and violet. Additionally, the coming season will be characterised by lots of floral influences,



especially roses, not only for fashions but also for numerous home textiles and decorative elements. Animal motifs, such as owls and birds, are also widespread.



Christmas in blue

In many homes, Christmas 2011 will have a Scandinavian touch and Christmas trees will be decorated not only with glass but also fabric ornaments. Thus, patterned fabric hearts and figures - mainly in red & white - recall Swedish Christmas stories and dress the tree in country-house style. Classic tree decorations have drawn colour inspiration from the world of fashion. They celebrate blue in all shades - from royal blue, via ice and glacier blue to night blue - and are frequently combined with silver or gold. Alternatively, trees can be colourful with fruity shades such as raspberry, aubergine and lemon. And, for consumers who go for a particularly regal touch, pearls are set to be much in demand as a decorative element next season.

Anyone looking for Christmas-tree decorations other than baubles will find an impressive variety awaiting them this year because, in addition to classic baubles, trees can also be decorated with ducks, parrots or new Father Christmas interpretations in bright colours. Even motorcycles and cars are permitted. Incidentally, these playful breaches with tradition can be combined wonderfully with neutral, white, gold or silver baubles.

Africa is chic!

In the fashion world, Africa was 'in' last year. Now, the Africa look has arrived in the furniture and accessories fields. Animal prints play a part, as do ethnic patterns, most of them in brown or earth shades, while natural materials, such as wood, rattan and sisal emphasise the ethnic style. However, manufacturers draw inspiration for their colours and materials not only from the continent of Africa, they are also beginning to discover African designers who no longer offer just arts & crafts but also home and furnishing accessories for the luxury sector.

Giving - trends from the world of creative gift ideas, jewellery and decoration

Traditional and trendy Christmas gifts

Traditional and trendy products are set to dominate the living room this Christmas. Hence, in addition to the classic Christmas colours, red, green, gold and silver, consumers will also be looking for articles in shades of turquoise, petrol, blue, pink, mauve, violet and grey. And, of course, white. Among the innovations in this field are Advent calendars for mobile-phone displays and pop-up cards. Along with other new products, such as money envelopes in many new designs and attractive decorative articles, this elegant series in the latest colours represents a good alternative for fashion-conscious customers.

The main themes this year will be mystical and magical with inspiration and greetings from the Orient and Tsarist Russia. For example, Russian nesting dolls in the form of tree decorations or Advent-calendar sacks, as bags or gift wrapping. However, the trend to nature is also important in this segment. Natural materials stand not only for sustainability but are also warm. Thus, the winter season is characterised by lots of warm products made, for example, of felt, e.g., notebooks, make-up bags and bags revolving around Christmas themes. As well, wool hot-water bottles or fleecy blankets make good presents for leaving beneath the Christmas tree.

Amusing gift ideas for all occasions

The latest type of tie is called 'Tie me where you want' and gives the wearer the aura and charm of a Casanova, no matter whether it's fixed to a t-shirt or proper shirt. Equally practical is 'Candle to go', which is easy to transport and ensures a festive

atmosphere almost everywhere. Badges as a small present are also very popular. For example, the 'Amazing Button Set' contains a postcard and several badges, which are great for giving a sign of affection whenever you feel like it, as well as for decorating gift-wrapped presents. And, for those who like something particularly unusual, tooth brushes for the toilet in trendy colours represent the ideal gift.



Genuine jewellery with classic reduced designs

The trend for genuine jewellery in 2012 is unmistakably timeless, elegant and regal. In many cases, the classic reduced designs have matt, brushed or scratched surfaces. Many jewellery studios are banking on geometrical and linear forms, dynamism and elegance.

Besides white gold, yellow gold and silver, rose gold is enjoying a revival. These precious metals are also becoming increasingly popular again in the horological sector. In the case of precious stones, chains of uncut diamonds are particularly popular with wearers, as are cairngorms, olivines, mountain crystals, rose quartz and lemon quartz. Demand is also high for pearls, which are in any trendy in themselves.

Costume jewellery: anything goes

In distinction to the genuine-jewellery segment, anything goes when it comes to costume jewellery. Designers place reduce and fantastic, modern and nostalgic, traditional and chic alongside each other with no distinctions. There is just as much a demand for big, striking earrings, chains, pendants, rings and armlets as for restrained pieces of jewellery. Chains can be short or long. Materials, such as wool and other fabrics, are now being used in jewellery production. Stretched into different shapes, the fabrics act as, for example, as a framework for amusing stone and metal details, e.g., as pendants and delicate ear jewellery. A reduced sobriety is called for in addition to colourful and opulent pieces. Thus, you can find jewellery that emanates a cool, chic aura through the use of linear forms and plain colours. Classic pieces come in the classic precious-stone colours, i.e., olivine, amber, ruby, topaz and onyx. The trend towards individualisation continues unabated.

Different series make it possible for wearers to put together rings, chains, watches or ear rings as the mood takes them and to transform their look from elegant into function or from restrained to colourful. ■



Winter 2011-12

Fashion and Home

As sure as the sun rises every day, trends in the home follow the looks on the last runway. This year, the looks are varied, sophisticated and more than a little bit retro. Not to fret, there are plenty of looks.

Spot On

Polka dots are making an in your face appearance and designers have showcased both playful yet sophisticated collections. Now, while one may love a girly polka dot blouse or a cute summer dress, in the home one may not exactly do backflips. In fact, here two words are important: tread lightly. First of all, just because something is in doesn't mean one must oblige. Think Jessica Simpson in those high waisted



jeans. It was like the bad prom picture that refused to go away. If you have a thing for polka

dots, use sparingly unless you're a trained professional or you dig a "I'm kinda crazy and love it" look. Small dots are elegant, big ones are sometimes a little weird. Think Minnie Mouse.

Big Bold Patterns

This trend has been sticking around for awhile and designers couldn't be happier as a result. Many love colour and patterns in fashion and the home, so unfailingly, lean towards lots of colour. Happy homes are filled with colour, personality and light. A woman in a bright orange top, a yellow dress or red pants gets noticed, right? Colour in the home has the same



effect. Mixing antiques and classic pieces will balance bold colour and prints in the home. Too much of any one thing is always dicey. Mixing it up is how one does it.



Mad For Plaid

Plaid looks like it's making another round this time. The patterns are bolder and brighter (thank God!) creating a more current look than quasi-preppy in years past. Now, for the record, plaid in the home can make one break out in hives. Unless it's an LL Bean wool blanket or a Waspy-chic Christmas look, it's a tough decor style for some to pull off. So, like so many fashion looks, less is more. One may pull it off was by mixing classic plaids with edgier stylish pieces and a touch of humor.



Asian Invasion

Asian looks are hot, no doubt. Some designers like Ralph Lauren infused a bit of Asian flair into their collections that fashion lovers are sure to embrace. Beautiful colours and fabrics with Asian motifs can be classic and totally femme. Antiques can be quite pricey but even just a pretty Asian themed side table or rug can bring a similar vibe. Framed fabric swatches, little trinkets, a vase or a pillow, for example. The key here is to go with very good quality pieces. ■

Source: Style online

Minimal Interiors

Nature inspires hunter-gatherer styles

Each season several interior trends appear to oppose each other but in fact have common influences and traits. Currently, new minimalism is in vogue, partly because it connects with the austerity of these times and acts as an antidote to the previous decade of decadence and excess. But the simplicity and authenticity found in minimalist interiors and products can also be found in a style we call hunter-gatherer.

It differs significantly from many of the other design trends that one will see in 2012 because of the rawness of the styling. Products are obviously handmade and unashamedly celebrate their natural imperfections. It is the beauty of natural materials in their raw state that gives this trend its honesty; it's a skilled eco-simplicity that everyone can appreciate.

This trend creates a reassuring comfort zone with a rugged edge that nevertheless provides a feeling of protection and connection. It is a "rough luxe" look made up of carved woods, bent willow, macramé, pinched clay, chiselled stone, worked leather and suede, layered feathers, fur trims and felted wool. There are no high-tech manufacturing techniques or complex mixes of materials - products do not even look manufactured. They have simply been manipulated into beautiful forms by skilled human hands.

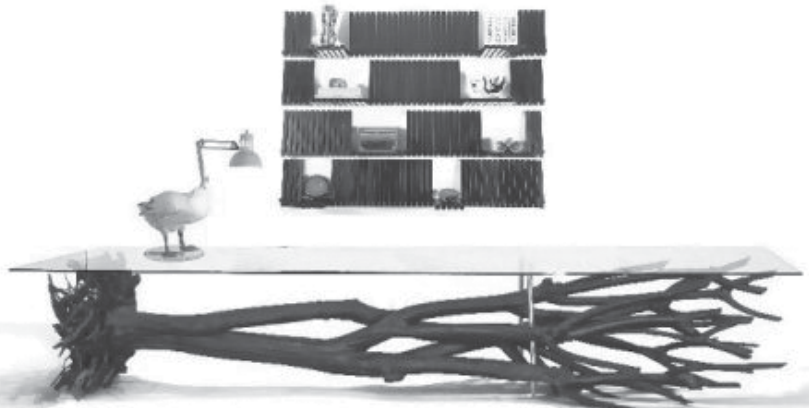
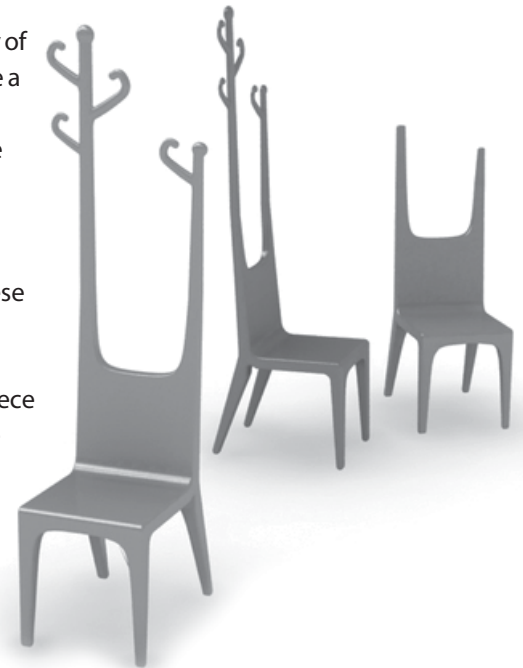
Many designers are researching, revisiting and reinventing old crafts and using these past skills to create new product designs, particularly furniture pieces. A designer's tables allow the organic structure of branches to be showcased, another's striking troll furniture combines oak and sheepskin to create a wild aesthetic. Burn out wood furniture is created by another by strategically burning away sections of the wood and transforming simple logs into one-of-a-kind tables and stools. Yet another designer's chiselled seating pieces introduce a caveman styling—a safe haven from the outside world.

Although many of these products have a brutal appearance, they also exhibit the designers' great creative skill. This provides a luxurious twist and makes these everyday objects special. Most importantly, each piece is different from the next and celebrates the unparalleled beauty of nature's treasures. No one understands this more than a New York based artist, who proposes that "no matter how beautiful or sophisticated our furniture designs might be, they will rarely be able to compare to the shapes we can find in nature".

A specialist rescues fallen, dead native trees from forests in South America, then twists and readapts their branches so they can find a new life as a sculptural yet functional piece. His Tree Table would make a dramatic dining table, a unique office desk or a striking statement in a hotel lobby. His

furnishings are incorporated in more than 40 international exhibitions in cities such as Tokyo, New York, Paris and Barcelona. ■

Source: *The National*



Hazardous substances in textile supply chain

Greenpeace strengthens campaign

Environmental pressure group Greenpeace is continuing its campaign against hazardous substances in the apparel supply chain with the release of new research that suggests traces of toxic chemicals have been found in clothing from brands including *Adidas*, *H&M* and *Abercrombie & Fitch*.

Tests on garments and fabric-based shoes from 14 global brands - which also include *Calvin Klein*, *Converse*, *Lacoste*, *Nike*, *Puma*, *Ralph Lauren* and *Uniqlo* - revealed the presence of nonylphenol ethoxylates. These break down to form nonylphenol, which has hormone-disrupting properties and is harmful to human health.

The findings showed that of the 78 articles tested, 52 were found to contain nonylphenol ethoxylates - and are seen as a snapshot of the kind of toxic chemicals that are being released by the textile industry into waterways all over the world.

Nonylphenol ethoxylates (NPEs) are man-made chemicals often used as a surfactant in the textile industry. Where released untreated, they break down in rivers to form the persistent, toxic and hormone disrupting nonylphenol (NP) that builds up in the food chain, and is hazardous even at very low levels. Even where wastewater containing NPEs is treated, this only speeds up the conversion into the toxic NP.

The first report, which was released recently, detailed the results of a year-long study linking many of the same clothing brands to suppliers in China who were found to be releasing a cocktail of chemicals into the Pearl and Yangtze River deltas. ■ *Source: Just-Style*

Marks & Spencer signs traceability deal

'String' designed for record keeping

Marks & Spencer (M&S) has signed a deal with supply chain traceability specialist *Historic Futures* that will give the retailer full "raw material to store" traceability on every single clothing and home product it sells. *M&S* is the first major retailer to commit to full traceability for non-food products and the work is part of its Plan A commitment to become the world's most sustainable major retailer by 2015.

Historic Futures will work with *M&S* to phase in the use of its traceability service 'String', making it possible for *M&S* to collect information from the extended supply-chain, describing where and how every product is made, including the source of the raw materials such as cotton and wool. 'String' has been specifically designed to make it simple for each organisation to record and share relevant information - even at the far end of the chain, such as cotton fields, where access to technology can be a challenge. For a cotton t-shirt, for example, it will give exact information on where: the cotton is grown; the yarn is spun; the fabric is produced; the fabric is dyed; and where it is manufactured.

Mark Sumner, Sustainable Raw Material Specialist at *Marks & Spencer*, says: "Full traceability will give us even greater ability to differentiate *M&S* products from our competitors. Identifying every raw material source, spinner and fabric mill gives us the ability to have stronger connections with our extended supply chain, more marketing power and the ability deliver on the trust that our customers expect from us. We already have amongst the best traceability levels in the industry, but this will set us apart from other retailers. Most retailers can only pinpoint the manufacturer of their products and some, who buy through third parties, cannot go to that level."

Plan A is *Marks & Spencer's* eco and ethical programme which aims to make *M&S* the world's most sustainable major retailer by 2015. Launched in 2007 and extended in March 2010, it takes a holistic approach to sustainability focusing on involving customers, involving all areas of the business and tackling issues such as climate change, waste, raw materials, health and being a fair partner. ■ *Source: M&S*

Area Rugs among popular purchases in US

Area rugs were on the shopping lists of 14.9 million US households last year, with 11.2 million following through and making a purchase. That's the finding from Home Accents Today's exclusive Consumer Buying Trends survey, conducted among a nationally-representative sample of 2,500 US households.

Overall, rug buyers spent a median of \$60. Households living in the Northeast spent the most, a median of \$80, while Southerners spent the least amount, a median of \$50. The most popular rug price point fell between \$50 and \$74 in 2010, with 17% of buyers spending within that low range. On the higher end of the price spectrum, 8% of buyers spent between \$300 and \$499, and 3% each spent between \$500 and \$999, and \$1,000 or more. ■ *Source: homeaccentstoday*



Home on value






new focus as retailers face challenging environs

In the midst of a tough environment for the retail economy, retailers like *Sears* and *Kmart*, are orienting their home products offerings around value and brands. Marketing home products presents a difficult challenge coming out of the recession. The customer is looking for even greater value, and it doesn't necessarily mean the lowest prices. She is looking for quality cues, and she is pretty demanding in what she is looking for.

A large part of a company's value equation is brands. They want to try across both formats to serve the broadest swathe of consumers. They want to show that they have very competitive prices and for that money, one is going to get more value."

In addition, Sears Holdings is striving to make its online portals, sears.com and kmart.com, key destination points for shoppers of home products.

The customer is becoming increasingly agnostic about where she shops. She will shop wherever she can maximize her experience. Today, she has such easy access to stores and online that she can be very specific about where she shops. You have to compete very hard every day for every customer because she has so many options. ■

Product Development for Exports under Design & Technology Upgradation Scheme

The office of the Development Commissioner, Ministry of Textiles, Government of India has incorporated the scheme of Design & Technology Upgradation during the 11th Five Year Plan.

This scheme is to promote the organisations in export of handicrafts for development of new and innovative items to compete in the international market as per changing consumer preference, taste and fashion in foreign markets.

The scheme provides financial assistance to Central/State Handicrafts Corporations/NGOs, Institutions, Councils involved in the promotion and development of handicrafts besides entrepreneurs. Entrepreneurs, having sales turnover of minimum of Rs. 10 lakhs or have made exports of handicrafts worth Rs. 2.00 lakhs in the preceding year are eligible to avail the scheme.

Financial assistance, up to Rs. 15.00 lakhs, is the limit for Product Development Project on merit and funds to the extent of 40% by GoI for product development implemented by NGOs and 100% in case of other eligible institutions are the parameters of the scheme.

The details of scheme as well as Application Forms can be submitted at:

- The concerned Handicrafts Marketing & Service Extension Centers
- Regional Offices/Head Quarter of Office of the Development Commissioner (Handicrafts).

For more details contact:
Office of the Development Commissioner (Handicrafts)
 Ministry of Textiles, Govt. of India
 West Block - 7, R.K. Puram, New Delhi-110066
 Tel.: 011-26106902, 26103562; Fax: 011-26163085
 Email: dchejs@nic.in, Website: www.indianhandicrafts.org.in

Casual Living for 2012 consumers plan to buy more of outdoor products

As per an exclusive survey by Casual Living, consumers wish to spend more on outdoor home products. One-fifth of responding consumers plan to buy outdoor furniture - dining sets and conversation groups - this year.



From Palm Springs Rattan & Garden Classics, the Kokomo Spring chair is hand-woven of flexible, synthetic wicker over an all-aluminum frame

And, if future plans become a reality, then conversation groups will see

a bump in sales next year, as 23% of overall consumers say they'll purchase one in 2012. Another 15% have plans to buy an outdoor dining set in 2012.

Younger consumers have the greatest potential to become owners of new outdoor products. One-third of responding consumers under age 35 plan to buy a dining set this year and another 24% say they intend to buy one in 2012.

This exclusive Casual Living and HGTV 2011 Outdoor Spaces Survey is based on the responses of 6,473 US consumers. Because of the large sample size, the survey data can be projected within this population with a margin of error of plus or minus 1.2%.

For its fabric & colour survey, for fall 2011, brown with a little blue, orange, green and neutral colours thrown in are forecast to be popular. Terra cotta is expected to be the hottest colour for cushions; beige will be the best-selling sling and strap colour; and rust-coloured cushions will sell the best during the coming year. ■ *Source: Casual Living*

Bar Coding

Importance for domestic sales

With export business for handicrafts impacted due to continued economic recession worldwide, many handicrafts exporters have turned their attention to tapping the domestic market. With modern retail in India growing at a steady pace, this represents a good market opportunity for exporters.

As is the prevalent practice for all products sold through modern retail, barcoding is widely used following GS1 product identification standards which are the defacto global standards in retailing worldwide. Many exporters may already be very familiar with incorporating barcodes on their export products using EAN/UPC product codes. The same are accepted by modern retail in India as well.

Exporters may approach GS1 India (a not-for-profit standards body set up by the Ministry of Commerce and Industry, Govt. of India and trade bodies including FIEO) for details on registration for obtaining their unique company prefix numbers for use in generation of product codes with barcoding

Email : info@gs1india.org; Website : www.gs1india.org

Phone : 91-11-26168720/721/725

EPCH provides an attractive financial assistance scheme to its member exporters for registration of their GS1 company prefix numbers with 100% subsidy.



EPCH provides an attractive financial assistance scheme to its member exporters for registration for their GS1 company prefix numbers with 100% subsidy. The same are available at

<http://www.indiancarpets.com/content/enrolment-carpet-exporters-adoption-bar-coding-system-0> on a first come first serve basis till the funds last. Exporters are therefore urged to avail of the above scheme at an early date to take advantage of the financial assistance scheme and comply with the requirements of modern retail in India while exporting to overseas buyers. ■



Inclusive development of Firozabad Glass Art ware Industry and adoption of advanced technology & design innovations

NCDPD conducts seminar with Czech experts; 27th-28th August; Agra

An international seminar on inclusive development of Firozabad Glass Art ware Industry and the adoption of advanced technology and design innovations, was organized by National Council for Promotion of Design & Product Development (NCDPD) in association with EPCH and Indian Handicrafts, at Radisson Hotel, Agra.

This was inaugurated by Mr. Rohit Bhardwaj, Director, O/o DC (Handicrafts), in the presence of Mr. Ravi K Passi, Co-Chairman NCDPD; Mr. Rakesh Kumar, Executive Director, EPCH; and Mr. R K Srivastava, Executive Director, NCDPD.

While addressing the audience which comprised entrepreneurs, artisans and crafts persons, glass exporters, manufacturers as well as many other representing the glass art ware industry, Mr. Rohit Bhardwaj said that Firozabad glass cluster was in dire need of intervention that could give a fillip to the trade and lead to more inclusive development. He said that in today's globalised arena, competition can arise from any part of the world and, therefore, the challenge was to take the bull of competition by its horns. "We must make necessary changes and bring about value additions to make our processes more efficient and products more competitive," he emphasised.

Chairman, EPCH, ED EPCH and Co-chairman NCDPD echoed the same sentiment and expressed the need for development of the cluster and hoped that efforts such as this would go a long way in real and inclusive development of the sector. "It is important that the Firozabad glass cluster must adopt the best practices in batchmaking, finishing, decoration, value addition, etc. in order to be competitive in the international export market", said Mr. Ravi K Passi, Co-Chairman, NCDPD.



Mr. Rohit Bhardwaj, Director, O/o DC (Handicrafts), inaugurates the seminar in the presence of Mr. Ravi K Passi, Co-Chairman, NCDPD; Mr. Rakesh Kumar, Executive Director, EPCH; Mr. Mohan Lal Agarwal and Mr. Devi Charan Agarwal eminent EPCH member exporters from the Firozabad glass industry; Mr. Josef Muller, Commercial Consul, Embassy of Czech Republic

Mr. Rakesh Kumar, Executive Director, EPCH, speaks of inclusive development of the cluster



Mr. R K Srivastava, Executive Director, NCDPD, speaks of design development and best practices

Mr. Ravi K Passi, Co-Chairman NCDPD, speaks of competitiveness in the international market





A glimpse of the dias at the seminar

Five international experts from the field of glass art ware from the Czech Republic explained, elaborated and detailed the various facets of glass art ware in the two-day seminar. This distinguished panel of five with proven credibility in different areas of glass technology interacted and shared their experiences in areas of their expertise and put forth their ideas in brainstorming sessions as well as in one to one meetings with the attendees. They were Mr. Miroslav Synek, Mr. Vladimír Laznicka, Ms. Lucie Frommelova, Mr. Zdeněk Kunc and Mr. Rony Plesl. They spoke on glass design and product development, improvement of glass melting technology, present situation of glass tableware manufacturing in Czech Republic, hot working of glass, glass painting and decorating.

Accounting for about 70% of the total glass production in small-sector in India, Firozabad glass industry is India's biggest glass industry cluster with nearly 1.5 lakh people employed directly and plenty more employed indirectly with this sector. There is a continued use of primitive technology in glass melting, forming and shaping. So, clearly, there is a lack of investment in the industry. In order to be competitive in the world market it has to improve its infrastructure, undertake more rigorous marketing and brand building



The Czech glass experts: Mr. Ervin Cerny, Ms. Lucie Frommelova and Mr. Vladimír Laznicka

activities. The industry needs to be cost competitive as compared to other markets such as China and Thailand. In fact, the industry for chandeliers and fancy lights is facing stiff competition from the Chinese market.

The seminar was organized to give direction to setting up a complete roadmap for the future development of Firozabad glass industry with a focus on new technology, development of skill sets, better raw material composition and setting up of a Glass Training School. The exporters and manufacturers in large numbers participated in the 2 days program for providing new direction to the Firozabad glass industry. ■

Germany

a potential market for Cushion Cover imports from Asia



The German market for cushion covers is easily accessible as all segments (low to high) are in reach for developing countries (DCs). It is also easy to add value to the product by using different materials, embroidery or prints.

Germany – easy access for DCs

German apparent consumption of furnishing textiles amounted to Euro 1.5 billion/ 285 thousand tonnes, noting an average annual increase of 6.5% in the period 2005-2009. The product group 'other furnishing textiles' accounted for a share of 7.9% in total German apparent consumption of furnishing textiles, and declined during 2009-10. Production of furnishing textiles in Germany noted an increase in the period 2005-2009 of 19% annually on average, amounting to Euro 911 million / 99 thousand tonnes in 2009.

In 2009, imports of furnishing textiles by Germany amounted to Euro 1.2 billion /270 thousand tonnes of which 'other furnishing textiles' accounted for 11%. Contrary to the general development of German imports of furnishing textiles, 'other furnishing textiles' indicated a decrease in the period 2005-2009, of 10% annually on average. The leading DC supplier of 'other furnishing textiles' in 2009 was China, accounting for a share in German imports of 43% in 2009. Other important DC suppliers are India (with a share in imports of 14%) and Vietnam (6.7%). While

Chinese supplies remained stable in 2009-10, India and Vietnam noted an increase in supplies to Germany of 4.3% and 24% annually respectively on average.

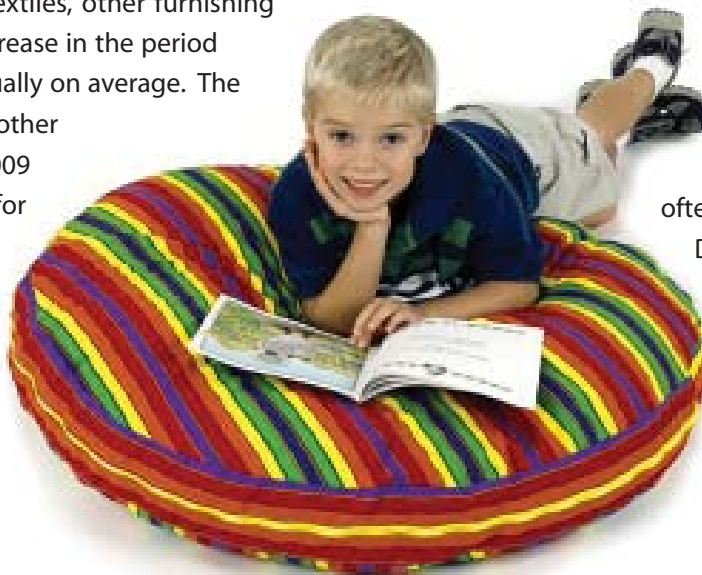
Understanding the market

Demand drivers show optimistic development

According to the Confederation of the German Textile and Fashion Industry, the home and furnishing textile sector in Germany is picking up again after the economic downfall which started in 2008 and lasted until the end of 2009. Sales of textile products have been increasing since December 2009, noting an increase of 17% in the first seven months of 2010. The developments in sales of furnishing textiles are reflecting the oscillations in the German GDP. In the period 2005-2008, the GDP showed a continuous growth, but noted a strong decrease in 2009 of 4.7% compared to the year before. However, in 2010, the German GDP recovered

again with the forecasted increase of 1.2% (Eurostat, 2010). New completed housing and the number of house movings can also influence the sales of furnishing textiles, as homes are often redecorated after a move.

Developments in the completed housing on the German market turned negative in the period 2008-2010, but are expected to be back at pre-crisis level by 2011(Bundesverband Baustoffe, 2010).



Overall market for housewares and home furnishings in Germany

According to Euromonitor, the overall market of housewares and home furnishings has been performing well, year after year since 2007. The market experienced healthy growth, benefiting from the increased trend for consumers to prepare their own meals at home, which boosted sales of housewares, and from their increased interest in modern designer furniture and wellness at home, which supported the strong performance of home furnishings. The market's strong performance was also underpinned by effective advertising and by a number of new product launches and innovations.

The influence came from several trends like an increased interest in modern furniture with mirror finish surfaces. The housewares market, on the other hand, benefited from increased consumer interest in healthier lifestyles, including healthy eating and preparing their own meals at home, which triggered growing consumption of houseware products, especially kitchenware and cookware. As more people lose their jobs because of the global financial crisis, their activities in the home increased as the time constraints they faced became less pressing.

Within home furnishings, the fastest-growth subsector was furniture, influenced by significant number of new products and new product designs that offer both comfort and functionality. The competitive environment in housewares and home furnishings has been highly fragmented with large numbers of players in both sectors, many of their market shares are rather negligible, but domestic players have been able to achieve better results as consumers' confidence in the quality of German products is rather high. Nevertheless, some international players such as IKEA have performed very well on account of their world-wide prominence, while private label products have also performed well in home furnishings thanks to their more affordable prices.



Endless possibilities!

The German market for cushion covers is easy for DC exporters to penetrate, since DC supplies of the product can be directed to both the low- and high-end segment. Furthermore, the product allows producers to create a large collection by using different sizes, colours or applications and easily add value to the goods by using different materials, embroidery or prints. Creativity in designs is recommended!

Although standardised sizes exist for cushion covers, non-standardised sizes are also acceptable on the French market, especially for the high-end segment. If a supplier is able to supply cushion covers including fillings, there is no limitation to the use of non-standardised sizes. When dealing with German buyers, a large collection is preferred, so they can choose their product according to existing decorative trends.



Country style is popular

Trends for cushion covers are related to general home decoration trends. However, in Germany, there is a strong demand for “country style” home decoration, which can also be seen in the designs of cushion covers on the German market. For the latest trends on the German furnishing textile market, you can stay up-to-date by reading home decoration magazines, such as BTH Heimtex -<http://www.snfachpresse.de> – or Textil Network – <http://www.meisenbach.de>.

Cost-efficiency through cushion covers

Producers of home or furnishing textiles regularly use leftovers of fabrics, which were meant for the production of other goods to produce cushion covers. Cushion covers can be a manner to save costs and reduce the total remnants. This development can also be seen in the light of the sustainability trend.

Market entry



Market channels in the German cushion cover market are wide. Cushion covers are sold at many retailers, such as supermarkets, specialised home and furnishing textile stores, boutiques, department stores and furniture

stores. Common trade channels for DC exporters of cushion covers to Germany are importers/ wholesalers and retailers. Although both trade channels are equally important at this point, it is important to note that retailers have gained ground over the past decade.

As an exporter one should be aware of the responsibilities entailed in trading with German retailers, which are similar to other EU countries. Information on dealing with retailers in the EU can be found in the module on trade structure and channels for furnishing textiles. A common way for DC exporters to approach customers in Germany is through visiting international trade fairs. Other possibilities for contacting customers, and for follow-up contact, are direct (e-)mail, personal

visits, inviting potential customers to visit them in their country, and building a network.

Useful sources for finding trading partners in Germany are international trade fairs/ trade associations, like:

- Ambiente - <http://ambiente.messefrankfurt.com>
- Heimtextil – <http://www.heimtextil.de>
- InNaTex – <http://www.innatex.de>
- IMM – <http://www.imm-cologne.de>
- Confederation of the German Textile and Fashion Industry –<http://www.textil-mode.de>
- German Retailers Association (BTE) - <http://www.bte.de>
- Textination - <http://textination.de>



Some interesting players for the German cushion cover market are:

- Banaras - <http://www.banaras.com>
- Pichler - <http://www.pichler-textil.de>

Prospecting databases for German companies of cushion covers:

- Europages – <http://www.europages.com> – online database to search for importers.
- Kompass - <http://www.kompass.com> - online database to search for importers.

Retailers of cushion covers in Germany are:

- Ikea – <http://www.ikea.de>
- Schlitzer leinen - <http://www.schlitzer-leinen.de>
- Garotex - <http://www.garotex.com> ■

Source: CBI, Netherlands

Gift Retailers

cautious, “green” and social



Today's gift retailers are bracing for another tough retail climate. According to retailers, the biggest challenge in this economy continues to be the low consumer confidence due to high unemployment levels and fuel costs. The most difficult thing is decreased traffic from consumers who don't want to tempt themselves. Then is the challenge for retailers to keep up the energy and keep staff motivated. Retailers also see difficulties on the supply side. There's the issue of increased vendor and shipping prices. Product is always key. A bigger challenge is to be able to find unique products that are a good value for customers.

When it comes to merchandise mix, four types of products account for one-third of sales: jewellery, holiday products, candles & candle accessories and fashion accents. Last year, three-fourths of retailers carried jewelry and that category alone generated 11 percent of annual sales, up from 8 percent of sales in 2008. Responding retailers carry a median of seven jewelry lines and sell most pieces at a median price of \$30.

Follows are excerpts from a survey by “Gifts & Decorative Accessories”.

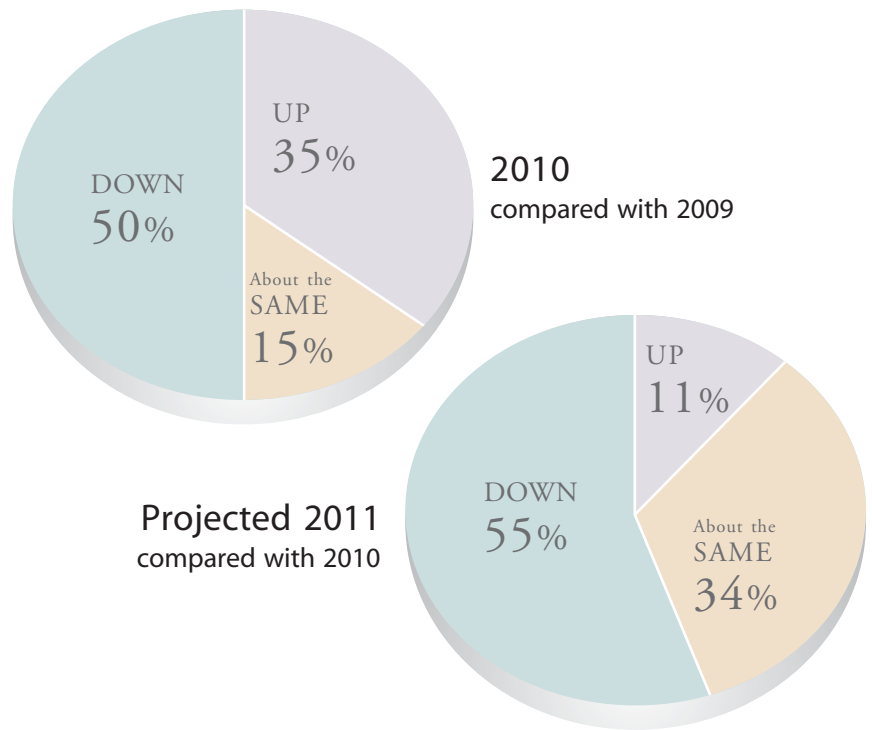


Retailers are without question more “green” than they were two years ago. As an example, fewer than one-fourth of retailers were using water-minimizing fixtures in 2008, the last time Gifts & Decorative Accessories conducted this exclusive survey. According to 2010 results, nearly seven out of 10 have changed to water-minimizing fixtures. In 2008, 46 percent of retailers sold reusable shopping totes and now 84 percent do. Two years ago, about half of the gift retailers surveyed used eco-friendly cleaning products and now 87 percent do. And the “green” list goes on. At least nine out of 10 responding retailers each recycle, have changed from plastic bags to paper, offer recycled products, use a programmable thermostat and energy-efficient lighting and reuse packaging material.



Sales performance in gift stores

Percentage of retailers saying sales were

















































How green?

Percentage of retailers

2010 2008

Category	2010	2008
Reuse packaging materials	98%	90%
Use energy-efficient lighting	95%	66%
Use a programmable thermostat	92%	62%
Change from plastic bags to paper	91%	53%
Offer recycled products	91%	68%
Recycle paper/plastic/aluminum	90%	77%
Use "green" cleaning products	87%	48%
Sell reusable shopping totes	84%	46%
Change to water-minimizing fixtures	69%	22%

Source: Gifts & Decorative Accessories, Today's Gift Retailer, 2011

		Percentage of 2010 Total Annual Sales	Percentage of Retailers Carrying	Median Number of Lines Carried	Median Best-selling Price Points
The headliners Generating one-third of annual sales	Jewellery	11% 	74% 	7	\$30
	Holiday products	9% 	69% 	8	\$15
	Candles/accessories	8% 	77% 	4	\$20
	Fashion accents	6% 	56% 	6	\$24
The supporting cast Generating two-fifths of annual sales	Baby/infant products	5% 	57% 	6	\$20
	Greeting cards	4% 	69% 	4	\$3
	Handcrafted products	4% 	47% 	5	\$43
	Toys/games/puzzles	4% 	42% 	8	\$10
	Wall art	4% 	55% 	5	\$40
	Ceramics/pottery	3% 	49% 	5	\$24
	Collectibles	3% 	48% 	4	\$30
	Gift books	3% 	44% 	5	\$15
	Glassware/crystal	3% 	41% 	4	\$25
	Gourmet foods	3% 	39% 	6	\$7
	Permanent florals	3% 	39% 	3	\$20
	Tabletop products	3% 	52% 	6	\$25
	Remaining cast members	Photo frames		60% 	3
Personal care/aromatherapy			51% 	3	\$10
Plush			48% 	4	\$17
Home textiles			39% 	4	\$18
Social/business stationery			27% 	3	\$15
Accent rugs			24% 	2	\$30
CDs/music			24% 	1	\$17
Giftwrap			24% 	2	\$4
Licensed products			23% 	3	\$15
Tween/teen accessories			21% 	6	\$15
Desk/home office accessories			19% 	3	\$15
Writing instruments			19% 	3	\$18
Gourmet tools/housewares			17% 	8	\$20
Party products			17% 	2	\$10
Pet products			17%	3	\$10
Gift baskets		14%	2	\$35	

Source: Gifts & Decorative Accessories, Today's Gift Retailer, 2011

Sourcing

Even in today's digital age, nearly 100 percent of retailers state that vendor's print catalogs are an important method for finding new products and vendors. Furthermore, 96 percent of today's gift retailers think trade print publications are vital sourcing methods. And, another 94 percent believe vendor websites are an integral part of sourcing.

Advertising

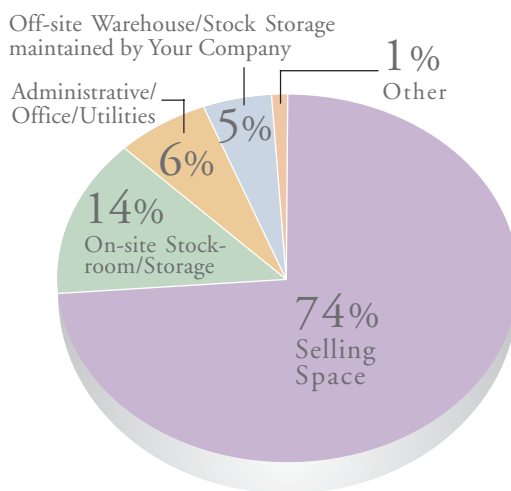
Three advertising vehicles accounted for more than half of the year's ad budget: newspaper advertisements, direct mail and email marketing. Notably, in 2008, only 7 percent of retailers even used email marketing and it accounted for less than 1 percent of the total advertising budget. In 2010, 48 percent of retailers use emails to promote and it comprised 14 percent of the total budget.

For the first time, this year's exclusive survey asked retailers about social media. According to results, 20 percent of respondents use social media to reach out to customers and it accounted for 3 percent of the overall advertising budget. Facebook is the No. 1 medium, used by 97 percent of stores doing social media, followed by Twitter, used by 33 percent of retailers who promote this way.



Operations in gift stores

Space Allocation



Close ratio reported as medians
Number of purchasers in an average week divided by the number of customers:

2010 67% **2008** 70%

Hours of operation

50

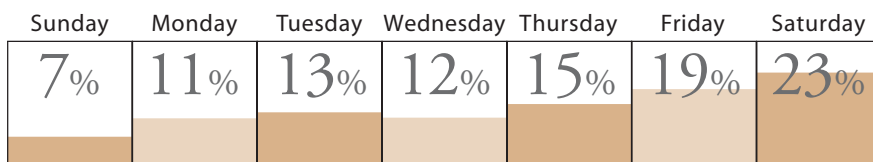
Median number of hours open per week, 2010

Median square footage at all locations 2010

2,500 sq.ft.

When Sales Occur

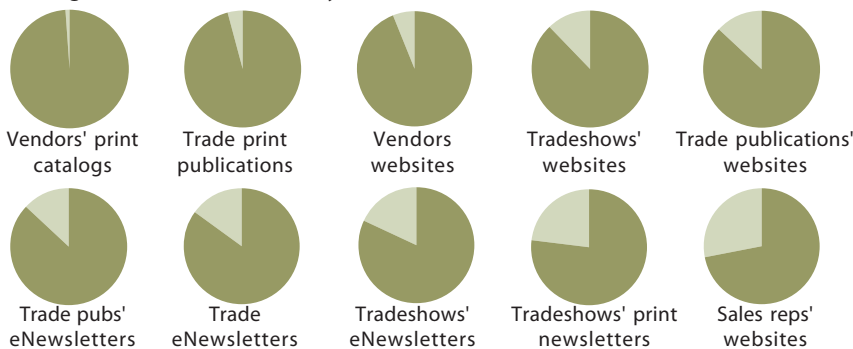
Percentage of sales done each day, 2010



Finding new products or vendors

Percentage of sales done each day, 2010

■ important ■ not important

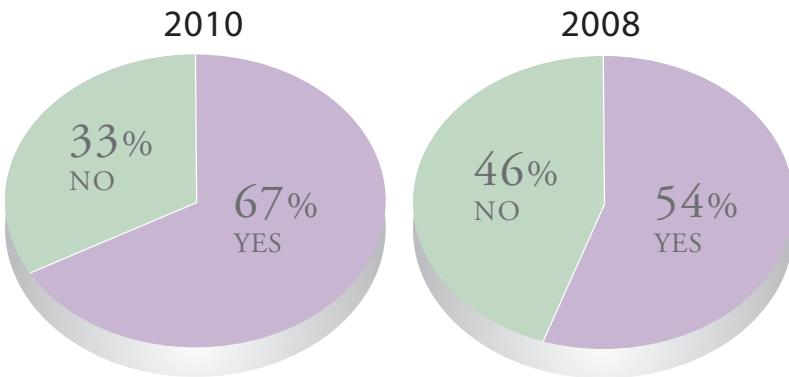


So, what are retailers planning to do differently in future? Well, there are several pointers:

- Better social media and electronic advertising
- Improve website and conduct more email promotions
- Bringing in more products that have good quality but are more affordable gift items
- Have more events, not sales
- Adding some new lines and changing displays often
- Participate in more community events, host more social events and start an email newsletter
- More in-store events to engage people in store as well as products

On the Web?

Percentage of retailers who have a website



Website features

Percentage of retailers having a website

Feature	Percentage
Product images/information	95%
Store locator/directions/hours	93%
Store contacts with emails	78%
Online ordering for consumers	55%
Announcements/invitations to store	47%
Discounts or coupons	26%
In-stock status of products	24%
Links to manufacturers' websites	22%
Order tracking, online or in-store	16%
Discussion boards or blogs	9%
Click-to-call or live chat	4%

How gift stores put the Internet to work

Percentage of retailers, 2010

	Never	Sometimes	Often
Research new products	3%	19%	78%
Find new sources	7%	27%	66%
Check/read business news	7%	33%	60%
Register for shows or markets	9%	32%	59%
Check out product pricing	7%	44%	49%
Place orders with vendors	7%	45%	48%
Track shipping with vendors	15%	51%	34%
Check out competitors	12%	56%	32%
Preview products on trade pubs' websites	26%	42%	32%
Track orders with vendors	20%	50%	30%
Engage in blogs or discussion groups	58%	29%	13%

Source: Gifts & Decorative Accessories, Today's Gift Retailer, 2011

2010 Online sales

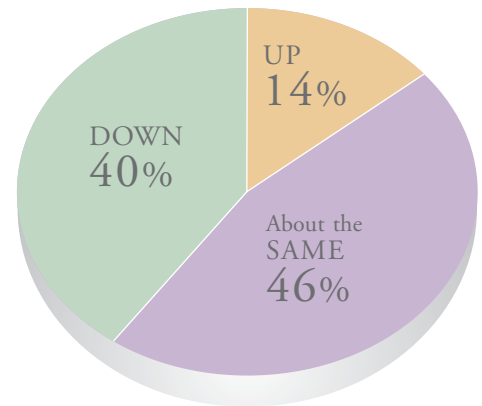
Percentage of retailers having a website



Online sales performance

Percentage of retailers reporting online sales were

2010 Online Sales vs. 2009



Reasons for not having a website

Multiple responses

2010 2008

Reason	2010 (%)	2008 (%)
Lack of knowledge/expertise	44%	45%
Cost of setting it up	41%	35%
Cost of maintaining it	37%	31%
Lack of staff	30%	37%

Plans for future website

Percentage of retailers without a website, 2010

Plan	Percentage
1st or 2nd quarter, current year	12%
3rd or 4th quarter, current year	32%
Next year	20%
No plans	36%

Business Opportunities

REPRESENTATIVE OF TRADE COUNCIL OF DENMARK IN BANGALORE

Contact : Sumit Saini

Email : sumisai@um.dk

INTEREST: **Porcelain Jewellery** selection criterions :- quality; reasonable cost; supplier should be able to make gypsum moulds themselves from which the jewellery is made; and supplier should be familiar with working with porcelain and dyed clay wood.

ANDAZ INC.

New York, **USA**

Contact : Saurabh Sehgal, Vice President

Telephone : 9144797185; Fax : 9145171989

E-mail : saurabh@andazcreations.com

INTEREST: **Women's Scarves** Importers of women's apparel and high fashion scarves, wish to get connected with manufacturers/exporters of women's scarves.

SOURCEABLE LTD.

London, **UK**

Contact : Debbie Williamson

E-mail : readydebbiego@gmail.com

INTEREST: **Furniture** Wishes to visit IHGF and desires to get connected with furniture manufacturers

The above information is recieved by EPCH from various sources. EPCH does not take responsibility of the creditworthiness or financial standing of these companies.

Export Promotion Activities & Assistance Programmes of the Export Promotion Bureau UP



Export Promotion Bureau is a nodal export promotion agency of the State of Uttar Pradesh, engaged in export promotion from the State. The Bureau assists exporters in export procedures and coordinates for various facilities and assistance offered by the State & Central Agencies. It also ensure follow-up of export policy matters and miscellaneous problems of exporters. State exporters are registered by Bureau for providing export assistance offered by the State Government. It implements Freight Rationalisation Scheme of ICDs and Air Cargo, Market Development Assistance Scheme, State Export Award Scheme etc. The details of the services and assistance offered by the bureau to the exporters is available at <http://www.epbupindia.com>

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