

Chengdu, China; 14th-21st January 2020

Indian handicrafts mesmerise visitors at Chinese New Year Shopping Festival & Imported Goods Trade Fair



Ms. Yu Bin from Provincial Department of Commerce of China inaugurating the event

EPCH set up an exclusive India Pavilion with 12 member exporters at the 24th Chinese New Year Shopping Festival, held at Chengdu, China, from 14th to 21st January 2020. On display at the India Pavilion were handicrafts, textiles, home furnishing, hand crocheted embroidery, fashion accessories, jute products and incense products.

Ms. Yu Bin from Provincial Department of Commerce of China inaugurated the event in the presence of dignitaries from New Zealand, Korea, Malaysia and Czech Republic.

The Chinese New Year Shopping festival is being organised since 1997 and is supported by the Chinese government and organised by Sichuan Marketing



EPCH's publicity booth at the event

Association. It is a B2C show and generates a lot of retail business. This fair is said to be widely popular not only in China but has a significant participation from the world. The companies from

Buyers at the stalls in the India Pavilion



China and other regions in Asia, Europe, Africa, Oceania, South America, etc. participate with their products related to fashion, consumer goods, home decoration, kitchenware, handicrafts, festival supplies, furniture, etc.

EPCH also set up a publicity booth and spread awareness on IHGF Delhi Fair Spring 2020. Chinese buyers were enthusiastic and have shown keen interest to plan their visit to India to source from the show. This event provided a comprehensive platform to Indian exporters to showcase their value-added products to the most influential buyers and designers in China. ■

IHGF Delhi Fair-Spring 2020 promotions at regional shows in USA

The Dallas Total Home & Gifts Market, Dallas USA; 8th-12th January 2020

EPCH participated in The Total Home & Gift Market Show held at World Trade Center Dallas, USA, in its ongoing effort to promote IHGF Delhi -Spring 2020 by setting up a promotional booth displaying the show's various features as well as indicative handicrafts & gift products along with eco-friendly home products of India's North East Region. This was supplemented with distribution of promotional material like pens, diaries, cotton bags, fliers to visitors who came to the booth. Besides, an advertisement was also placed in the Show Catalogue and US magazines. The Council's representative updated the visitors with the various features of the fair and EPCH's support & assistance in form of hotel promotional schemes and Visa invitation assistance. Visitors to the EPCH booth expressed their interest for the displayed eco-friendly home products as well as inclination to visit the forthcoming IHGF Delhi Fair. Mr. K N Tulasi Rao, COA Member, EPCH, visited this booth and interacted with buyers to invite them to India and source from IHGF Delhi Fair Spring 2020.

World Trade Center Dallas is said to be the world's most complete wholesale marketplace. Within its marketplace, retailers from around the globe source products ranging from home furnishings, gifts, decorative accessories and lighting to textiles, fashion accessories and apparel. The Total Home & Gift Market Show, with 2,255 plus exhibitors from USA and overseas, offered



retail buyers the newest and most innovative products on the market in different categories. The show is organised by Dallas Market Center which provides wholesale merchandise resource for buyers and exhibitors together (since over 54 years). Its annual market span comprises home furnishings, gifts, decorative accents, lighting, garden accessories, gourmet

items, home décor, textiles, fashion accessories and apparel. The temps were set up in distinctive, easy-to-shop sections with targeted marketing that captured the retail industry's attention and enhanced the show's overall success. With both order writing and immediate purchase sections, the Dallas Market Center is considered a one stop shopping experience.

Atlanta Intl. Gift & Home Furnishing Market, USA; 15th-19th January 2020

EPCH set up a publicity booth with thematic display of handicraft products from India's North Eastern Region (NER), at the Atlanta International Gift & Home Furnishing Market, Atlanta, that features around 1400 permanent showrooms and 3000



temporary booths, spread out into three buildings. The Americas Mart complex contains more than seven million square feet of space. It's a huge global

stage where manufactures, designers and sales representatives unveil new lines, launch new designs and introduce new categories- for buyers seeking all that is fresh and first in the home, rug, gift and apparel arenas.

The representative at the Council's publicity booth distributed leaflets, pens and diaries of IHGF Delhi Fair-Spring 2020 amongst prospective buyers, explaining the composition of product range at the EPCH fair, opportunity to interact and source directly from manufacturers, about product variety, quality, etc. Details about the Buyer Promotion Program and scheme of hotel room rental for overseas visitors to IHGF Delhi Fair-Spring was also shared. This fair was also promoted through one-to-one meetings with owners of permanent showrooms at the market, inviting them to the fair. It was observed that visitors and exhibitors (showroom owners) at this show were already familiar with IHGF Delhi Fair and its new dates.