

Ambiente; Frankfurt, Germany; 7th-11th February 2020

Indian handicraft sector reaches out to European market with vibrant display, live craft demonstrations and Brand Image Promotion seminar

European Union is an important market for Indian handicrafts with 29% of total exports in the category. Germany has a special place being one of the largest importers, particularly houseware, homeware and handicrafts. Ambiente, one of the oldest established well-known fairs held every year in the month of February at Frankfurt, Germany, is an important marketing medium for India not only for Germany but for the entire world. India has been participating in this fair on regular basis since many years. Ambiente, revolving around products for the table, kitchen, household, giving and decorating, as well as for home and furnishing accessories is visited by leading buyers from nearly all regions of the world. The fair spread in an area of 3,10,240 sq. mtrs. with concluded its 2020 edition in February.



Ms. Pratibha Parkar, Consul General of India, Frankfurt, inaugurated the EPCH Pavilion in the presence of Ms. Mudita Mishra, Addl. Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India; Mr. R K Verma, Executive Director, EPCH; COA members, EPCH like Mr. Sudhir Tyagi, Mr. Rajesh Kumar Jain, Mr. Prince Malik, Mr. Sharad Bansal; and participating member exporters



Among the show's highlights were HoReCa and contract business at Ambiente with its Dining section, adding a separate platform for the Hotel, Restaurant and Catering Industry (HoReCa), in view of the globally growing market. More future prospects could also be observed in the megatrend area of sustainability - a field where

Ambiente plays a pioneering role for the industry. This edition included 314 companies from 49 countries in this category. Ambiente also provided fresh inspiration in the world of design, with a new special presentation Focus on Design. Ambiente Trends and the German Design Award exhibition attracted many.

EPCH India Pavilion

EPCH organised the Indian handicraft sector's participation in this fair with an exclusive India pavilion, highlighting Indian capabilities in the houseware, gifts, decorative and homeware segments.

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Ms. Pratibha Parkar, Consul General of India, Frankfurt; Ms. Mudita Mishra, Addl. Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India; and Mr. R K Verma, Executive Director, EPCH, seen with the Master crafts persons deputed by O/o Development Commissioner (Handicrafts), for live craft demonstrations at Ambiente

68 prominent member exporters participated in the India Pavilion including 2 State associations i.e. Andhra Pradesh Handicrafts Development Corporation Ltd. and Telangana State Handicrafts Development Corporation Ltd. In all, a total of 507 Indian companies participated at the show, making India, the third largest participating country at Ambiente. Besides display of handicrafts, furniture, home



Exhibitor stalls at the India Pavilion at Ambiente

furnishing & textiles, Christmas products, gifts & decoratives, home décor, incense, etc., O/o Development Commissioner (Handicrafts) deputed 4 Master crafts persons for live demonstration of their skills. They were, Mr. Kailash Chandra Meher (Shilp Guru 2009) for Tassar Painting from Odisha; Mr. Chandra Bhushan Kumar (National Awardee 2003) for Madhubani Painting from Madhubani, Bihar; Mr. Purna Chandra Moharana (National Awardee 2008) for Pattachitra Tusser & Palm Leaf Engraving from Odisha; Mr. Farooq Khan (National Awardee 2007) for Metal Engraving Craft from Delhi. CGI Frankfurt also organised a live demonstration programme by these Master crafts persons at the Consulate General of India where they garnered appreciation from a large numbers of Indians in Frankfurt.



Ms. Mudita Mishra, Addl. DC (Handicrafts); Ms. Ruby Jaspreet, Consul Commerce, CGI Frankfurt; and Mr. R.K. Verma, Executive Director, EPCH, speaking at the India Evening Networking Reception India Evening Networking Reception

India Evening Networking Reception on 'India a Profitable Sourcing Destination for Handicrafts'

On the side lines of Ambiente, EPCH in association with the CGI in Frankfurt, organised an India Evening Networking Reception on 'India a Profitable Sourcing Destination for Handicrafts' on 9th February 2020 at Messe Frankfurt Trade Fair Ground. This was attended by over 180 buyers/participants both from India and overseas.

Ms. Mudita Mishra, Addl. DC (Handicrafts), emphasised on the Indian handicrafts sector and how several artisans and crafts persons collectively form its backbone. She referred to the live craft demonstrations showcased at the India Pavilion at Ambiente. Ms. Mishra further emphasised that India's participation in such trade shows would result in enhancing exports as well as earnings of artisans working in the sector.

Ms. Ruby Jaspreet, Consul Commerce, CGI Frankfurt, emphasised on the Indian handicrafts sector and commended EPCH for promoting exports worldwide. She informed the gathering that India was the Partner Country in last edition of Ambiente and it has benefited by building a brand image of India. "With the active support of CGI



Mr. R.K. Verma, Executive Director, EPCH, seen with Mr. Stephan Kurzawski, Senior Vice President and Member, Board of Management, Messe Frankfurt; Ms. Yvonne Engelmann, Director and Ms. Annette Melius, Sales Manager of Ambiente, at the networking reception

Frankfurt and Messe Frankfurt, the Indian exporters are connected and well represented here," she added.

Mr. R K Verma, Executive Director, EPCH, in his address said that seeing the response of the buyers visiting Indian exhibitors' stalls and attending India evening, it is expected that exports of Indian handcrafted products will further increase in future. He also spoke about the IHGF Delhi Fair's upcoming Spring edition that will feature more than 3200 participants and would hopefully cater to many more buyers visiting the show during 15-19 April 2020. He emphasised that the 500+ Indian companies at the Ambiente were ambassadors of India, collectively building India's Image as a reliable and good quality supplier. Thereafter, a short film on IHGF-Delhi Fair Spring 2020 was shown, followed by Indian cultural performances.

India's exports of handicrafts to the European Union was US\$ 1062.91 million in 2018-19 which is 29 % of total handicrafts exports registering a growth of 2.75% in dollar terms over the previous year.

Meeting with Ambiente's show organiser

On 9th February 2020, Mr. R K Verma, Executive Director, EPCH, had a meeting with Ms. Yvonne Engelmann, Director and Ms. Annette Melius, Sales Manager of Ambiente, to discuss related aspects and recommendations towards India's participation in Ambiente 2021. Mr. Verma also requested for an increase in allotted exhibition space and a prime location for the EPCH India Pavilion, so as to meet desired expectations of Indian exhibitors participating collectively at the show.



Publicity and Promotions

EPCH also set up a promotional booth to disseminate information on its upcoming shows like IHGF Delhi Fair-Spring 2020 and Indian Fashion Jewellery & Accessories Show (IFJAS), through leaflets, brochures and other EPCH literature, like product catalogues for creating awareness about the skilled craftsmanship and range of products to explore exports from India. The brochures/flyers of the fair were distributed to all visitors at the Council's publicity booth and also at the fair's lounge area. The brochures were also kept for visitors'



information at the information booths located at different locations and also at the entry to the exhibition hall at Ambiente.

Observations

Ambiente was the first leading international trade fair affected by the impact of the corona virus for those travelling for the fair to Germany. Another clearly noticeable



factor was Storm Ciara (on 9th - Sunday) that completely paralysed air and rail traffic throughout Germany and all of Europe. In total, around 108,000 buyers came to Ambiente from nearly 160 countries, seeking inspiration and looking to procure products for their new collections. 62% came from countries outside Germany. One major reason for the reduction in visitor numbers was the impact of the corona virus. Many German and international retail companies and indeed major ones, had banned their workforce from travelling.

The Indian exhibitors that participated with EPCH received positive numbers of contract for business development and expected business to be generated by the participation stands at around INR 52 Crores. ■

Live craft demonstration programme at CGI, Frankfurt

