

# Vibrant display of fashion jewellery & accessories draws buyers to India Pavilion

Asia's Fashion Jewellery & Accessories Show, Hong Kong; 28<sup>th</sup> Feb. - 3<sup>rd</sup> March 2018



Some of the member exporters' stands at the EPCH India Pavilion at Asia's Fashion Jewellery & Accessories Show and the Council's Publicity Booth



The 12th edition of Asia's Fashion Jewellery & Accessories Show (AFJAS) Hong Kong, held at Asia World Expo, Hong Kong, gathered over 300 exhibitors from China, France, India, Indonesia, Italy, Japan, Korea, Peru, Philippines, Poland, Thailand, Turkey, United Kingdom and Hong Kong & Taiwan regions including five group pavilions housing exhibitors from the Asian nations. AFJAS is recognised as an ideal platform for fashion jewellery and accessories traders around the world to conduct business. Taking place in the world's leading export centre of fashion jewellery, this fair serves as an important market place for suppliers and buyers from all over the world to meet, expand networks and exchange market information

EPCH set up the India Pavilion in an area of 141 sq. mtr., with 14 member exporters who displayed traditional imitation jewellery, fashion jewellery made of horn, bone, beads, feather, etc. as well as accessories like scarves, bags, etc. An EPCH publicity booth was also set up to disseminate information about the Council's forthcoming exhibitions i.e. IFJAS 2018 & IHGF Delhi Fair-

Autumn 2018. The information channels included distribution of brochures, display of posters and audio visual clips at the booth. Visitors visited this promotional booth and collected information about their Council's shows in India, product profile and fair facilities. An official from Consulate General of India visited the promotional booth and also interacted with the exhibitors at the India Pavilion. The product ranges were highly appreciated by visitors. Exhibitors in the India Pavilion received good response and almost all of them were satisfied with their participation. This participation generated an on-site business of US\$61200 and trade enquiries of 114 with expected business at US\$.2.95 lakhs. ■

# Furniture and woodware from India highlighted at International Furniture Fair Singapore

## Singapore; 8<sup>th</sup>-11<sup>th</sup> March 2018

The annual International Furniture Fair Singapore, held in conjunction with the ASEAN Furniture Show (IFFS/AFS) and Nook Asia, is regarded as Asia's premier sourcing platform and a design-led exhibition. Together, the events – IFFS/AFS and Nook Asia – feature a comprehensive range of furniture, furnishing, decorative accessories, interiors and fittings by a diverse portfolio of quality exhibitors, and attract a healthy and wellrepresented attendance of trade buyers and visitors from the entire furniture ecosystem and value chain. IFFS/AFS is supported by the ASEAN Furniture Industries Council (AFIC), Design Singapore Council, International Enterprise (IE) Singapore, Singapore Exhibition and Convention Bureau and SPRING Singapore. The IFFS Fair is a very large scale event with over 400 exhibitors from 40 countries and more than 21,000 visitors.

EPCH set up the India Pavilion with 15 member exporters with support of Ministry of MSME, Govt. of India. Besides, 45 member exporters participated directly. They showcased handicrafts, furniture, home furnishing & textiles. The India Pavilion was inaugurated by HE, High Commissioner of India in Singapore, Mr. Jawed Ashraf, alongwith Mr. Farhan Khan, First Secretary (Eco) Office of High Commission of India; and Mr. Gan Shee Wen, Executive Committee Member and Chairman, Retail Cluster Singapore Furniture Industries Council. The dignitaries also interacted with the exhibitors, sharing valuable tips on



*H.E., High Commissioner of India in Singapore, Mr. Jawed Ashraf, inaugurated the India Pavilion and interacted with the participants*



*EPCH's promotional booth at the fair disseminating information on its upcoming trade shows as well as VRIKSH*

developing business and increasing business opportunities in a typical Singapore market as well as a growing Asian market. EPCH also set up a Publicity Booth to promote its various activities as well as upcoming trade shows - Home Expo India and IHGF Delhi Fair-Autumn 2018. VRIKSH - Indian Timber Legality Assessment & Verification Scheme was also promoted in the show with interactions as well as distribution of informative and promotional literature. As per feedback, the Indian contingent returned with good business tidings and seeks to participate in future editions as well. ■

# EPCH shows promoted at Home+Houseware Show

Chicago, USA; 10<sup>th</sup>-13<sup>th</sup> March 2018



The International Home + Housewares Show is the world's premier housewares marketplace, that provides an opportunity to see first-hand consumer lifestyle and product trends for all segments of the home, both inside and out, under one roof at McCormick Place, Chicago, USA. This edition, the 121st in the series, had participation of 2,244 exhibitors from 47 countries, and more than 60,000 attendees from around the world. Approximately 30 companies participated from India.

The show is owned and organised by International Houseware Association (IHA), USA, and is known to be one of the biggest shows of home & houseware products. The show was categorically divided into Dine + Design expo (Home decor, giftware, kitchenware, table top, gourmet food); Wired+ well expo (electric household kitchenware, home and health care); Clean +Contain expo (Bath accessories, closet, furniture, luggage & travel accessories, outdoor living etc.); and Discover design expo. Country Pavilions were from: Brazil, Colombia, France, Hong Kong, India, Japan, Korea and Turkey.

EPCH set up a promotional booth at this show, with an objective to provide maximum information about the Council's forthcoming shows as well as about the Indian

handicrafts industry. Information was disseminated to visitors to encourage them to visit the Council's forthcoming shows. One to one interaction with houseware, tableware, glassware, kitchenware, etc. exhibitors was carried out to share details on aspects of Home Expo India-2018 and IHGF Delhi Fair-Autumn 2018. The queries of new and old buyers for EPCH fairs were answered and they were invited to plan their sourcing visit to the shows organised by the EPCH, where they can directly meet manufacturer suppliers as well as visit their manufacturing units.



# Indian handicrafts showcased for connoisseurs in the Middle East

## INDEX, Dubai; 26<sup>th</sup>-29<sup>th</sup> March 2018



*H.E. Consul General of India to Dubai, Mr. Vipul, inaugurates the EPCH India Pavilion and interacts with the participants*

### About the Show

The 28th edition of Index International Design Exhibition (INDEX), Dubai, organised at Dubai World Trade Centre, Dubai, by DMG EventMiddle East (U.K.), is known to be the largest interior design & architecture exhibition of the Middle East. This edition brought together 1000 exhibitors from 50 countries and was attended by 35,000 trade buyers from Dubai, UAE, Middle East countries and other nations from across the world. The show also featured knowledge sharing industry-focused design talks, seminars and on-site interactive features. INDEX also hosted Middle East's first ever Ventura Project – a contingent of 40 plus European designers brought exclusively to Dubai for this event. The show has 3 broad divisions - Index Interior Creative, Surface Design Middle East and Workspace.

INDEX opened at a time of huge growth for the interiors industry in the Gulf, which market analysts Ventures estimate will be worth almost \$9billion (AED 33billion) in regards to fit-out projects across 2018. According to the report, the interiors industry is valued at its highest within the residential sector, where its annual worth is \$3.6bn (AED 13.2bn). The hotel (\$2.1bn), commercial real estate (\$1.1bn), retail (\$872million), hospital (\$410m) and education (\$339m) sectors are all also set for strong investment in 2018.

This year the theme was Design for Expression: how individuality can be illustrated through interiors. Design that brings to life the end user's personality, ambitions and life experiences is now more in demand than ever across both space build and final fit-out. Shows are aiming to be able to supply every facet of that to fit any individual.

A spokesperson for Ventures said, "The building construction market constitutes the largest market in the total GCC construction market. The market is robust due to growing local and expatriate population, and mega events such as Dubai Expo 2020, 2019 World Championships in Athletics, and FIFA World Cup 2022. The GCC building construction projects expected to be completed across all sectors are forecast to increase by 6% from US\$ 67,515million in 2017 to US\$72,164million in 2018. The value of completed and awarded construction projects represents a definite potential for interiors and fit-outs as interior projects are usually contracted during the second half of project execution. A surge in construction activities influences growth in the GCC interiors and fit-out market, which constitutes approximately 10 to 22% of the average construction project value. Interior design and fit-out are closely tied to the overall health of the economy, and particularly the property market."

According to Mr. Samantha Kane-Macdonald, Event Director, fresh approaches for 2018 make this show “the most all-encompassing INDEX we've ever had; a design event that truly caters to the needs of every single person working in the industry, at a time of substantial growth for the region. Everything has been incorporated and introduced to INDEX, with aim to build a creative platform that both inspires and connects people. Innovations for 2018 will provide best business opportunities.”

Hosted annually in Dubai, INDEX is comprehensive and inclusive, a showcase of products and design from across the world. Dubai is world renowned for many of its distinctive attributes, perhaps none more so than its towering feats across architecture and design. But it's on ground-level, 830 meters from the tip of the Burj Khalifa where these are first brought to life. The city brings together so many different nationalities and culture making it an amazingly diverse place to live, work and be creative. It is this mix of cultures that translates into the incredible design and build variety evident everywhere you turn.

H.H. Sheikh Ahmed bin Saeed Al Maktoum, President of Dubai Civil Aviation Authority, Chairman of Dubai Airports, Chairman and Chief Executive of Emirates Airline and Group officially inaugurated the four-day festival of design before being given a guided tour of the show, at the Dubai WorldTrade Centre.

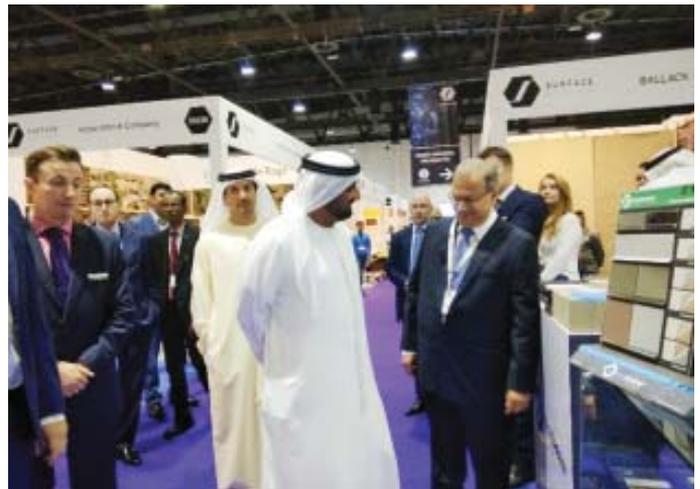
### EPCH's Participation at the Show

EPCH participated in the show with member exporters from Agra, Moradabad, Jaipur, and Mumbai with a product line comprising handicrafts, home furnishing, artisanal textiles, contemporary furniture, lighting, kitchen and bathroom products as well as outdoor lighting. This collective display at the India Pavilion was located at Hall No Sheikh Syed 2.

Several NRI buyers and visitors based in UAE appreciated the efforts of EPCH and the products on display. They also appreciated the efforts of the Indian Government to provide the platform at World Trade Centre, Dubai. All exhibitors were happy with the response from the visitors.



*H.H. Sheikh Ahmed bin Saeed Al Maktoum, President of Dubai Civil Aviation Authority, Chairman of Dubai Airports, Chairman and Chief Executive of Emirates Airline and Group being escorted through the India Pavilion by Mr. R.K Verma, Director EPCH*



The India Pavilion was inaugurated by H.E. Consul General of India to Dubai, Mr. Vipul. He interacted with the Indian participants, sharing valuable tips on developing business in UAE. He also assured of necessary support to EPCH for its next participation at the show as well as promotion of Indian handicrafts in UAE. He also appreciated the efforts of EPCH in promotion of Indian Handicrafts by giving a letter of appreciation.

During the exhibition, EPCH also promoted its forthcoming shows like Home Expo India and IHGF Delhi Fair through distribution of brochures, flyers and promotional cotton bags. As per feedback, many trade buyers have shown their interest in attending IHGF Delhi Fair, scheduled in October 2018. ■