

Maison & Objet, Paris, France; 17<sup>th</sup>-21<sup>st</sup> January 2020

## EPCH's Thematic Representation of IHGF Delhi Fair-Spring 2020 puts sustainable Indian home lifestyle products in vibrant showcase



*The EPCH Thematic Pavilion on sustainable home lifestyle products and literature on EPCH's activities and the upcoming IHGF Delhi Fair-Spring 2020*

European Union is one of the leading overseas markets for Indian handicrafts with exports seeing an increasing trend and France among the largest importers, particularly for houseware and homeware. France has the world's sixth-largest economy and the ninth largest by purchasing power parity. In view of the tremendous business opportunities in this market, EPCH led India's participation to Maison & Objet, Paris, and set up a thematic representation of its upcoming IHGF Delhi fair-Spring 2020, with sustainable products and other hand crafted lines. The display included home décor, handloom furnishing and made-ups, decorative pendant lamps, stone and bamboo tableware, bags and table mats made of natural fibers, etc.

This pavilion was inaugurated by Mr. Naman Upadhyaya, Second Secretary, Embassy of India, Paris. He was accompanied by Mr. Birendra Kumar Attaché (Economic & Commercial) and Mr. Raj Anand. They were delighted and keen to learn more about EPCH's other activities and efforts towards brand marketing and upliftment of the craft sector. Applauding the Council's efforts and observing market potential of the lines displayed at this show, they were particularly interested in eco-friendly 'tamul plates' and



*Mr. Naman Upadhyaya, Second Secretary, Embassy of India, Paris, seen inaugurating the India Pavilion in the presence of Mr. Birendra Kumar Attaché (Economic & Commercial) and Mr. Raj Anand from the Embassy; and Ms. Amla Srivastava, Head Designer, EPCH*

'dona pattals'. They also shared the thought of hosting an Embassy dinner using these biodegradable serveware.

The Embassy also took the initiative to hold a Networking Evening with India origin local businessmen and the participants of both Maison & Objet and Who's Next shows. This was hosted at The Indian Embassy followed

by dinner. This congregated a total of 40 people, which was a reasonably good number considering the current situation in Paris. Topics covered during the session were: Types of taxes that we pay when we have an Indian Origin Company; 2. GST; Types of company, like we pvt. etc. (like the ones in Paris); How difficult it is to start business in Paris; Types of rules we have to look at before we register (is it beneficial to do so?), etc.

The objective of the thematic display at this pavilion was to create interest of visitors in sustainable Indian handicraft products like hard goods, textiles & furnishing and gifts items and promote India as a sourcing destination for home, lifestyle, fashion & textiles. The thematic pavilion was visited and appreciated equally by the buyers, designers, architects and space design consultants. Many trend interpreters were seen taking keen interest in craftsmanship of Indian products on display, especially the lamps and textiles. During the five day event, lot of serious business enquires were generated expressing visitors' interest to source Indian handicrafts and also visit the forthcoming IHGF Delhi Fair in April 2020.

“Maison & Objet” is regularly organised twice a year in January & September at Paris, France and considered to be the gateway to the designer world. It is a major event for professionals working in the field of home & living in all its rich and varied expressions. The extraordinary diversity in the fair is in line with the varied expectations of global markets. The show is termed as a unique experience to discover the unexpected and a springboard for brand growth.



*A commemorative picture, taken at the Networking Evening*

