Busy Field Days at IHGF Delhi Fair-Autumn 2019

Abuzz with buyers

As the fair traverses through its first two days, conversations are about the monumental growth of the fair, increasing number of new exhibitors, rising professionalism among more and more Indian manufacturers and attitude to take on challenges and experiment with product innovation. The fair looks vibrant, fresh and spaced out comfortably, say many buyers and the weather couldn’t be any better in the evening, as the fair closes for the day.

Intricate craftsmanship, ability to transfer craft forms into varied products of everyday use in the contemporary world, adding an edge with hand crafted detailing, ability to blend techniques, experiment, customise, etc. - as buyers put it - trends for upcoming seasons are about celebrating craftsmanship so abundantly available in India. Sustainability is a significant aspect many buyers are specific about.

IHGF Delhi Fair-Autumn 2019 is seeing busy field days with the first two days registering many trade visitors from across the world. The aisles at the India Expo Centre & Mart are seeing a lot of traffic.

Supporting events like knowledge seminars with two on day 2 and ramp presentations in course of the fair are making the experience quite wholesome. Facilities at the fair venue and transport arrangements by the organisers are being appreciated by many overseas visitors. Some are quite eloquent about the hospitality.

Seminars - Today 18th Oct.

3.00 pm: Foreign Exchange Services to SMEs
4.00 pm: Technical Competence in Packaging
Venue: Board Room, CFB
Our guests on day 2: Dr. Vinay Sahasrabuddhe, President, ICCR; Mr. Vijay Kumar Singh (IAS), Addl. Secretary & Financial Adviser, Ministry of Textiles and Dr. Mahesh Verma, VC, Indraprastha University
Craft traditions from extreme North’s Mana Village under the limelight

As part of its design intervention, hand holding and confidence building initiatives, EPCH has successfully brought several artisans and crafts persons into its fold and gradually introduced them into the mainstream handicrafts industry, having honed their skills through design & product development support. Many artisans have benefited and the industry as well as buyers have gained from new assortments and innovations involving resources & skills from grassroots artisans from far flung craft pockets and villages in India.

A recent intervention was carried out at Mana, a village in Chamoli district of Uttarakhand, located at an altitude of 3,200 meters. In fact, Mana is the last village before the Mana Pass and is 24 kilometres from the border of India. The inhabitants follow a migratory way of life. They are said to be the last descendants of the Bhotia tribe. Craft forms practiced in and around Mana primarily include handcrafted shawls and carpets that can find many takers owing to their potential for design aesthetics and commercial viability. Among raw materials, abundantly available is wool with purity and texture unique to sheep and goat living at this high altitude. The material is sustainable, resilient, eco-friendly and is a natural animal derivative that is sheared once a year. People in Mana generally weave 100% woolen items such as Gudma, Thulma, Pankhi, Pattu, sweater, cap, muffler, scarf, carpet, Ashan and Pankhi as well as a host of handicrafts.

With EPCH designers’ guidance, this raw material and crafting nuances of Mana artisans have been combined with hand crafting skills of women artisans in Barmer (Rajasthan) to bring out a range of products and also open up a world of product development opportunities for both sides. This new line of artisanal fashion garments will revealed at ramp show during the Show....
On the Ramp... 

The Ramp Sequences presented at IHGF Delhi Fair - Autumn 2019, are bringing alive collections in artisanal apparel, fashion jewellery & fashion accessories and many other assortments from exhibitors at the show.

IHGF Delhi Fair - Autumn 2019’s first Ramp Show held on 2nd day of the show featured innovative statement jewellery collections from Krocks and Kenway Sartaj; stoles from Oriental Exports; crochet bags from Sia Crafts; pouches and bags from Vinayak Exports; Phulkari from Sardar Exports; and recycled lehengas, jackets and bags from Arik Design.
THEME PAVILION

Needlecraft & Artistic Expressions from Jammu & Kashmir

Intricate, elegant, vibrant and thought provoking are some of the expressions that define handicraft products from Jammu & Kashmir. The speciality of these handicrafts also dwells on the use of antique techniques and age old traditions with potential to churn out various eco-friendly products that can be distinctly unique on the basis of their utility and quality.

The Thematic display of J&K crafts at IHGF Delhi Fair-Autumn 2018 includes stalls of 20 entrepreneurs and exporters with their product ranges in rugs, carpets, shawls & stoles, home furnishings, woodcrafts and papier machie products.

Tariq Ahmed Mir has a two decades old family business with their manufacturing unit in Srinagar and bring out shawls and blankets made from pashmina. This stall has a live demonstration of loom weaving for visitors to see. He says, “our products are uniquely designed by our team of 30 artisans in Srinagar. value over other products available in the market.

Another first time participant is Waseen Hassan Jan from Zaid Hashani. He feels, “we are coming to this fair from the past 10 years.” Adds Mr. Beigh,”Our unit is based in Srinagar and we have 5000 artisans including women. We export to UK, Germany and China.”

Syed Aijaz Hussain, specialising in clutches, handbags, back packs, pouches and carpets embellished with hook and chain stitch work informs that they have a team of 400 workers and export their products to USA, UK and Europe. They also sell online on Amazon.

Royal Kashmir Crafts’ representative, Zuhaib is participating in IHGF Delhi Fair for the second time. He is the third generation in his family business. They manufacture blankets, shawls, stoles and scarves, mainly in Pashmina, offering value additions like embroidery and prints in their product offering. Zuhaib informs that they already have local business in the country itself and are looking for export orders through this fair. "EPCH has helped us a lot from past 2 years including this one," he says and adds that their manufacturing involves the hard work of 800 artisans including around 300 women artisans. “We also design our own products and have supplied our work to some famous and well-known brands as well,” concludes Zuhaib.

Kashmir Heritage Place, a firm dealing in cushion covers, stoles, shawls & carpets as well as sozni embroidery and print embellished products is represented by Qaiser Beigh. He shares, “we are coming to this fair from the past 10 years.” Adds Mr. Beigh,“Our unit is based in Srinagar and we have 5000 artisans including women. We export to UK, Germany and China.”
Seminars & Presentations

The Next Big Wave of Importers is Coming – Are You Ready?

This seminar, held on 17th October 2019, with distinctive speakers from USA, Singapore and Australia, aimed to guide the attendees on the fast growing lucrative e-Commerce industry and carve their success stories. This industry grew from Rs. 22,400 crore in 2013-14 to Rs. 33,400 crore in 2014-15, marking 49% growth in just one year. By 2020, the industry is predicted to value Rs. 50,400 crore. Last year many offline businesses turned to online retail and popular marketplaces like Flipkart, Snapdeal and Amazon have become the new shopping malls of the online world. There are 50,000-1,00,000 e-Commerce merchants on these online marketplaces.

Ms. Meghla Bhardwaj from Singapore - founder of India Sourcing Trip, the first-ever learning + sourcing + cultural guided tour for global e-Commerce and Amazon sellers, talked about the importance of learning about certain guidelines and building relationships with suppliers. She also runs her own podcast and YouTube channel for Amazon and e-Commerce sellers.

Mr. Tim Jordan from USA - CEO/Founder of Hickory Flats, Inc. and Founder of Private Label Legion, who has recently started sourcing products from India explained about how can people build their own brand on Amazon and also discussed some drawbacks about sourcing from India. “Products here are extremely good but people here not punctual, it gets difficult to connect with them on time,” he said. He also detailed about an easy payment application called PingPong and he answered several queries. Mr. Jordan started e-Commerce unintentionally and quickly built a 7-figure business within less than a year. He brings with him a wealth of knowledge and experience in finding profitable niches to sell on and off Amazon, and sourcing efficiently. He teaches unique ways to do product research on and off Amazon.

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Mr. Gary Huang from USA - owner of a number of private brands, founder of 80/20 Sourcing and the 7 Figure Seller Summit, suggested some of the ways to get in touch with the top Amazon sellers and also discussed about brand building on Amazon. Mr. Huang has helped e-Commerce entrepreneurs save time and money sourcing products and scale their businesses. He has worked with hundreds of Chinese suppliers, having managed multimillion dollar sourcing campaigns for clients in the US and Latin America. He has been selling online on Amazon, eBay, Shopify, as well as his own websites over the past 10 years. He owns a number of private label brands.

Ms. Margaret Jolly and Mr. Kevin Oldham Amazon sellers from Australia who source all their products from India, discussed about their experience in Moradabad and spoke about partnering with exporters and then selling on Amazon. They started selling on Amazon 2.5 years ago, and had limited success with China products. They started importing from India 1.5 years ago, and have been able to successfully build a profitable 6-figure brand on Amazon. Ms. Jolly also coaches and mentors new sellers.

Mr. Chris Thomas from Australia, Amazon coach and consultant as well as host of The Australian Seller Podcast, and speaker at conferences around the world, discussed about freight charges and the costs involved in selling on Amazon. He also answered some queries on handling single product queries which exporters get on Alibaba.com. Mr. Thomas has been involved in e-Commerce since 2011 and currently doing $500,000 per year with 4 products. In 2013, he raised $110,000 on Kick-starter for his own product. He launched on Amazon US in 2015.

Risk Mitigation and Export Insurance (ECGC)

This seminar, held on 17th October 2019 saw Mr. Partha P Banerjee, Asstt. General Manager, ECGC, inform the participants about the Export Credit Guarantee Corporation of India Limited (ECGC) and detail about its export credit insurance support to Indian exporters, touching upon credit insurance covers to exporters, credit insurance covers to banks, domestic credit insurance covers to exporters and banks, overseas investment insurance covers to protect Indian entrepreneurs investing in overseas ventures, and exchange fluctuation covers. Mr. Banerjee further informed the participants on how they can manage their credit risks. The session was very interactive and the participants shared their queries and got some insights on the issues they were facing, pertaining to costs.
Looking at the experience of EPCH in providing skill training to the artisans in different craft clusters, ONGC, a PSUNavratna, also engaged EPCH for providing design inputs under its CSR initiative wherein EPCH helped 50 women artisans produce lace and jute products as per latest designs and trends through a special training program. 5 of them have been selected based on their work for participation at IHGF Delhi Fair-Autumn 2019. They are located on the 2nd floor, Central Function Building, India Expo Centre.

Their coordinator, Shiva says, the new lines include crochet & lace as well as jute products made using the lace craft technique. The exhibited products include diversified and hybrid products like, toys, Christmas decor & ornaments, mosquito nets, apparel, crochet work on chunnis (long scarves), carpets and scarves. “We have also tried crochet technique over jute due to its strength. Besides, we have used yarn to decorate plain simple jute bags,” informs Shiva and adds that many of their items such as mosquito nets are hand washable and are made of pure cotton material. This training has given these women artisans confidence. They are all set to explore a global market through this platform.

Telgamsetti Durga, this training brought in lot of awareness on product development and also honed her soft skills. Lokam Lakshmi is happy about the opportunity and has learnt the use of various sizes of crochet hooks for different designs. Kothapalli Nagalakshmi is feeling skilled, positive and confident. She has learnt stitching of cushion covers, blouses, shirts, etc. besides improving her crochet making skills. B Santha Rani has learnt how to make furnishings with crochet & lace embellishments. She has also learnt to use power driven stitching machines and is able to make 100 cushion covers a day. M Madhulata can’t stop raving about the new experience of working with different sizes of hooks from her new tool kit. She has learnt the use of colour combinations.

India’s crochet lace cluster is abundantly spread around Narsapur, East and West Godavari district of Andhra Pradesh with the largest concentration of crochet lace artisans in the world with over 1,60,000 women home based lace makers.
Excerpts from the Fair Grounds - Day 2
ACROSS 14 DISPLAY SECTORS, OVER THREE THOUSAND STALLS AND MYRAID PRODUCTS TO CHOOSE FROM

It's a beautiful concrete world at Gian Global from Karnal, Haryana, with a display of Lamps and candle stands. Speaking about their innovations, their chief representative, Mr. Ashrey Dhawan shares, “we have introduced lightweight concrete lamps which you can actually lift one finger. Lighting is a segment that is attracting many buyers, also they are quite surprised to know that concrete can be made lightweight. We are dealing with a lot of segments but here we are only displaying, candles, lamps and table lamps here.” His participation at IHGF is two editions old. Mr. Dhawan’s family from Moradabad has been into exports and its from them that he got to know about the fair. He gave shape to his passion for product design and developed a line that could have an eager market acceptance. He feels concrete in the home decor segment is picking up very well. At present he exports to Germany, UK and USA.

With bags as their product speciality, Raghav Home Fashions led by Mr. Rahul Bhatia has a display of bags and related accessories at the fair. “The USP of these bags is that they are made out of recycled canvas fabric and we bring out new styles, colours and ideas with every season keeping sustainability as our motto,” says Mr. Bhatia and informs that this company was formed around 9 years back and they have taken a license of a US based brand to market these products to the rest of the world. He further informs that this is their third year at the fair and they have benefited from their association with IHGF Delhi Fair.

The firm, S V Design Studio is a partnership firm of two NIFT design graduates-Santwana Vishwakarma and Anand Kaira. Recently, they were joined by another designer-Asit. Needless to say, design forms the basis of all creations at this firm with product lines in home furnishing and made-up, a category they started with, as well as new lines in bags and wall hangings made with crochet and macrame. Their workforce includes a team of thirty and at present, they are suppliers to buyers in USA, UK and Dubai. Their products are also retailed at ‘Pure Home’ stores in Delhi.

Mr. Aditya Vikas Aggarwal from Vikas Exports is a second generation exporter in this company started in 1988 and caters to USA, Canada and Belgium. “I joined in 2016 and now we are modernising our operations and trying to build a fantastic company.” he says and elaborates, “this time we are focusing on knock-down metal furniture, the geo-political situation being very favourable towards India with USA putting tariffs on China. Now, we are trying to make a few products in a category China has been doing great in. Second, we are sourcing directly from mines and have a huge variety of marble, so we have brought in different variety of marble products.” Quality control and staying updated with new technology is paramount to this company that is based in a 20,000 sq meters facility. “We have been participating in IHGF since 1998 when I was three years old. I’ve grown along with the show and I think it is the best in the world,” says Mr. Aggarwal on a lighter note.

Ms. Mili Mukhejee from Kolkata based Earthbags Export Pvt. Ltd. has got along recyclable jute and canvas bags they manufacture in a sustainable way at their unit in Howrah. They have a team of 200 people. At present, they are working with importers in USA, UK and Germany and are planning to introduce new variety in their existing lines.

1444 exhibitors at the show are also open to domestic retail. They have the ‘SR’ symbol displayed on their stands.
Buyers comment......

I am from ‘Artro & Curio’ and we deal in handloom products like pillows, rugs, etc. This is my first visit. The products that we are seeing at IHGF offer a wide variety and designs. The arrangements made by the organizers are very good and it is easy to navigate through the stalls. The scope of the Indian products in Australia is promising and I am also exporting to America, where the response for these products is very good.

Micheal, Australia

I am from ‘Perry Importing’ and I sell my products online. This is my first time in an attempt to explore trading with India. I am looking for home wares. We import from China as well. I found out about this fare on the internet. We keep anyway visiting India so we decided to make this trip fruitful and came to this fair to take a look.

Paul Lanham, Australia

My firm is ‘Fujian Hopewell Decor and Accessory co. ltd.’ and this is my first visit to this fair. The scope of the Indian handloom products related to menthol is very good in the Chinese market. My experience of this fare is unique. The stalls are very bright and attractive and the exhibitors are very forthcoming.

Irene Sun, China

I am basically from a start-up by the name ‘Albridge International’. We have this website and brand known as ‘mommy cuddle’ which is about maternity wear and other products for pregnant ladies. I am out here looking for essential and ergonomic products like bags. We also source internationally as well, mostly from China and we also have a market place in Europe. This is my first time here at IHGF. I have looked around and find the fair pretty good.

Rohit Mourya, West Bengal

We at ‘FinoRustico’ deal in various decor products like candlesticks, furniture, curios, etc. I also export these products to China and even Egypt where the scope of these Indian products is very bright. I found the fair to be very beautiful and the stalls to be creatively aligned. The products are displayed beautifully and the exhibitors are nice.

Robson Penna, Brazil

I am based in Netherlands. My company- ‘PK Trading’ basically deals in the lighting business and we are here to look for products in this category. I am also interested in other segments so, looking at other products as well, especially home decoration. I see a lot of variety in this fair. The demand of Indian products in Netherlands and other European countries is growing and everything which is on display here has a market in these countries.

Albert Polm, Netherlands

I am from ‘Agasvi Designs Pvt. Ltd.’ and we basically deal in bohemian home décor items such as table linen, cushions, bedding, rugs, curtains and similar things. 100% of our products are Indian but we sell in USA as well. This is my first time as a buyer over here. There are so many products and variety here! One needs to be really focused to finalise.

Vijay Kalvani, Maharashtra

I represent ‘Paper Spree’ and am here to look for handicraft paper products and gift wrappings. We got to know about this exhibition through a friend and it is our first time here. The fair so far is good and everyone is helpful. We have just started this business, we are new to this so we are planning to source from other countries as well.

Nandu Kumar, Canada

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Rohit Mourya, West Bengal
I am from ‘Kalmr Enterprises’ and am an Amazon online seller catering to markets in Australia and USA. We deal in travel products that are eco-friendly and sustainable. I use 100% organic materials. I’m looking to expand my travel products so I’m here for something limited in the market. I’ve a sourcing agent here who has helped me with my first sourcing product-a travel pillow. This is my first time at the fair. It is fantastic and very overwhelming. There is so much to see and lots of ideas are coming out of it.

Kym Richards, Australia

My company is based in Paris and is 30 years old. I’ve been attending this fair since 25 years to meet suppliers and source leather and cotton bags. This time I’m trying to find something new and different. The market back in Paris isn’t too promising but we hope to keep making a difference. For some of my products the market is saturated, so I’m looking forward to get new variety. For example, jute bags are very suitable for vegans and environmentalists. I have already made an order. This is an amazing fair and 80% of my total imports I decide from this fair.

Ali Mohammad, France

I am from ‘The ECO Design Group’, a 95 year old US based women’s apparel and accessory company. I’m country manager for India. I’m exploring new product segments and vendors. I’ve been coming here since 5 years. We roughly take about 20% of our total imports from India. Otherwise we are sourcing from Turkey, Italy and China. The fair is well spread out and it’s always good to be here. India exports a lot of handicrafts and leather products to the US market. Indian industries tend to have a longer lead time so India needs to have a more vertically integrated supply chain.

Mandeep Singh, USA

I’ve an e-commerce business called, ‘Sophie Howard Group’ based in London and we sell to US, Europe and mostly UK. We have a ‘nature’ theme in our products so designs with animal prints, etc. always appeal to us. We sell all sorts of items in home decor and accessories. It has just been a month since we have been trading with India. This is my first time at the fair and it’s very good. We are originally sourcing from China, it is a lot cheaper from India and has a better supply chain. But now it’s getting to a point where cheap plastic isn’t going to work anymore so India is the future source for all. India’s production line is really good so it’s just the supply chain that requires work.

Abir Mathur, UK

I am from ‘Aura Living’ and am a buyer for home accessories. I have been trading with India since about 6 years now. I come here once a year. It’s great to see all different companies in the same place. When it comes to home accessories it’s probably around 40-50% of Indian products in all of my imports and around 10% of that is Indian furniture. The other countries that I source from include China, Portugal, Vietnam, Spain, Thailand, Turkey and Morocco. The quality of Indian products is good and the variety is amazing and very distinguished. The fair is looking pretty good so far, looking forward to next four days.

Lois Amelia Sargent, Saudi Arabia

I am from ‘Kirshner Embording’, a family owned company and this is my first time in this fair. I deal in products related to home wares. I also export to USA. My experience here is amazing. I found some really interesting products and also the hospitality here is very good. The show is as expected from the brochure I had seen before.

Mary, Australia

I am a business reform manager and my partner is creative director. We at ‘Dhamma’ deal mainly with jewellery and are here to see the different designs showcased. We even visited Jaipur 6 days ago and so we are dealing with different designers from Jaipur. This is my first time at an IHGF Fair. We have made our enquiries. My company is based in Kathmandu, Nepal and my partner’s company is based in New York, so we are going to work on getting the products together, there. Till we are selling in USA and Nepal but in future we are also planning to consider Europe, especially for the biodegradable Areca palm plates we found at this fair. Overall I’ve already made three suppliers here.

Mayank Shrestha, Nepal
SPRING IS APRIL THIS TIME

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