Exuberant business - the past three days have seen a flurry of buyers visiting IHGF Delhi Fair Autumn 2019 and the sourcing business pitch has immensely uplifted the morale of exhibitors, buyers, organisers and all other stakeholders. It is evident that just as India made home, lifestyle, fashion & textile products are gaining popularity, this all encompassing show is gaining eminence and today stands next to none. Most exhibitors were seen busy with buyers, the others expecting to start filling in the order books soon. Most buyers spoken to were keen to expand their sourcing, some in terms of volumes, some by adding new product lines, and some both. Buyers bump into one another at one or the other sourcing platforms and exchange notes and experiences. This contributes to the swing in buyers patronising one show or market and ignoring another. Product range, quality and pricing viability as well as ease in visiting, communicating, and doing business as such determine their choice in selecting shows to visit. The footfall is testimony that our show ticks all boxes for many, many buyers.

IHGF Delhi Fair continues to garner rave reviews from buyers and exhibitors as sourcing for Spring Summer 2020 and Fall Winter 2020-21 is conducted at the India Expo Centre & Mart. 3200 plus exhibitors with innovative collections confirming to 14 different show sectors have risen to the occasion for business with buyers from over 110 countries.

The highlights of day 3 include experts on Foreign Exchange Services and Packaging offer insightful presentations and guidance to exporters in interactive sessions; ramp sequences launching fusion products from EPCH’s design intervention training, skill development and hand-holding initiative; as well as visit of various dignitaries and press and media at the fair grounds.

As the show completes three wholesome power packed days, with enquiries, negotiations and order placing, an air of optimism prevails all over for a promising close to this season.

India, IHGF Delhi Fair gaining preference, eminence

Seminars Today : 19th October

3.30 PM : Home & Lifestyle Trends for Spring/Summer 2020
4.30 PM : Achieving the Next Level of Excellence
Venue: Board Room, CFB
EPCH’s Mana Craft Project takes off - Union Minister of Jal Shakti, Shri Gajendra Singh Shekhawat launches craft fusion fashion line

Hon’ble Union Minister of Jal Shakti, Shri Gajendra Singh Shekhawat launched the craft fusion fashion line created by synergising distinct raw materials and craft techniques. The fashion line was launched at a Curtain Raiser cum ramp presentation where the collection was presented (album on page 6-7). Shri Shekhawat also met the artisans of the Mana region and encouraged them towards broad basing their traditional crafts, assuring of support to the initiative. Seen with him are Chairman, EPCH, Mr. Ravi K Passi; Director General, EPCH & Chairman, IEMIL, Mr. Rakesh Kumar; and eminent EPCH member exporters from the Jodhpur and Jaipur region. The Minister also took out time to interact with other exhibitors as well as buyers at the show.
Seminars & Presentations

Foreign Exchange Services to SMEs

This seminar, held on 18th October 2019, aimed to guide the attendees on financial and business matters to evaluate information, merits and risks of export in the context of their financial position and particular circumstances.

The speakers - Mr. Sushil Kumar, DGM(IB), SBICRM; and Ms. Seema Srivastava, AGM & Faculty(IB), SBICRM, offered guidance on how to have financial capacity to bear the risks involved in an export business. The speakers stressed on the importance of banking in export businesses as all transactions are routed through banks. RBI has come up with specific schemes of export finance where better rates are provided to exporters. They detailed on specific schemes and incentives provided to SMEs like, FOREX products for SMEs that can be grouped under two categories: fund based and non-fund based. They explained that a cash credit limit is a fund-based product because as soon as a bank opens an account, one can withdraw from that account in INR or foreign currency. Non fund based is categorised into Letters of credits (LCs) and bank guarantees. Fund-based financing to SMEs is given for working capital or for setting up/expansion of plant and machinery. There are certain external guidelines, in addition to bank's internal guidelines that are to be followed before lending export finance. These guidelines are FEMA provisions, DGFT guidelines, ECGC requirements, Fedai guidelines, UCPDC/URC guidelines and OFSAC guidelines. All these guidelines were briefly explained with examples during the seminar. Special features of export finance such as LC, government incentives, interest rate, availability in FC at LIBOR linked rates and ECGC cover were touched upon. The speaker spoke on export finance (Pre-Shipment and Post-Shipment). The audience was then made aware of the various benefits applicable to them. Risks and benefits of taking Credit in foreign currency and Indian currency, bills under Letter of credit, Liquidation of post shipment and applicable charges were discussed at length. The audience was further informed about the Gold Card scheme for exporters.

Technical Competence in Packaging

Expert faculty in this seminar, Mr. Madhab Chakraborty, Joint Director and, Regional Head, IIP Delhi and Mr. Lalit Mohan Gupta, Director, Package, Design, Research & Test Lab, made insightful presentations on obtaining technical competence in packaging.

Mr. Lalit Mohan Gupta, started with 'transport packaging' using corrugated boxes and Kraft paper in which he explained parameters for packaging - bursting strength, compression strength, edge crust test (ECT) and Moisture absorption (cobb), through an illustrative presentation, detailing differentiation and reason for various parameter tests. He addressed a concern of moisture content in boxes that was overcome by drying boxes individually before packing them. Thereafter Mr. Gupta referred to the plastic ban in India that meant to be good as well as bad news for exporters. Good is exporters the plastic ban in India that meant to be good as packing them. Thereafter Mr. Gupta referred to overcome by drying boxes individually before

they introduced some eco-friendly cushioning for effective packaging which will replace thermocol by die cut solutions made of corrugated boards and special mega size flutes with special GSM and quality of papers, die cut in board form to replace thermocol, also beehive paper and shredded board to replace bubble shear. Discouraging wood, they have introduced honey comb pallets for weight exceeding 250 kg and corrugated board pallet for weight up to 250 kg. Mr. Gupta started his career with manufacturing of corrugated paperboard packaging in the year 1975. He has provided services to the likes of IKEA and Walmart Global Sourcing India. He is nominated on panel of experts of Committee on Paperbased packaging materials of Bureau of Indian Standards for Corrugated Boxes and Kraft

Paper and is an ISTA (USA based body) certified packaging lab. professional.

Mr. Madhab Chakraborty, spoke about transportation packaging that relates to retail packaging as well. Emphasising that "all plastics are not bad" but principles should be taken into consideration while packaging, Mr. Chakraborty pointed out 7p's as components of packaging: product, preserve, protect, promotion, purchase, present and price. Various critical and distributive factors should be taken into consideration such as fungus attack, handling system, storage, dust, etc., he said. "Marketing attributes are basically effortless and yet effective which provides easy handling and use of packaging. There is an immense demand for eco and consumer friendly, factory fresh, quality standards product, he added. He further shared how transit of products to various places helped them to rethink their packaging techniques which were old and not effective. That led him to carry out effective tests at his labs for robust export packaging. The seminar conducted with a Q&A and attendees seeing samples and seeking information on them. An M.Sc. MBA, PGDP in Packaging from IIP Mumbai, Mr. Madhab Chakraborty has 32 years' experience in Packaging.
ACROSS 14 DISPLAY SECTORS, OVER THREE THOUSAND STALLS AND MYRAID PRODUCTS TO CHOOSE FROM

45 year old Kolkata based Hitashi KK Manufacturing Co. Pvt. Ltd. that is well known as an established exporter of horn & bone products is attracting many visitors to its stall with its office stationery and table top items in wood. Kept alongside are handcrafted jute bags vying for attention as well.

Their team of young designers have come up with a retro themed line up in office stationery like, radios, telephones, wooden animal figurines, etc. to make the corporate world look interesting. They are actually measuring tapes, scotch tape dispensers, storage and display mediums for clips, pens, pens & pencils, etc. “Majorly we started from frames and boxes and eventually we have made our way to everything that could possibly be made out of wood like stationery, kitchenware, toys, etc,” say their designers and add, “What makes us special is our finishing. We don’t believe in just our product but the quality and the detailing.” They have received many enquiries from buyers from Australia, Singapore and Canada.

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.

Ambala based Knock on Wood with a tagline - crafting stories with furniture, represented by Ms. Aarti Aggarwal are on their second participation at IHGF Delhi Fair and are "extremely overwhelmed with the buyer traffic and response to their exquisite range of furniture" this time. They were awarded for best display at IHGF’s February Show and have also got a National Service Excellence Award in 2016. Sharing about their journey, Ms. Aggarwal shares,

"we started in a garage with two enthusiastic craftsmen. Knock on Wood has since then chiseled its way to be a design and manufacturing company with an Indian sensibility and a global vision." Their products include a hybrid range in tables, cupboards, chairs and similar products that are segmented into themes like - forest collection, glass and wood collection, king pin collection, signature collection, etc. At this fair, they have introduced cabinet and wood stands which are an output of sutli range, flat rope and flat pack techniques. "Our best selling product this time are salt and pepper chairs and knock wood chairs, shares their proprietor and adds that their company has made a sound platform for itself in the domestic Indian market and is also exporting to USA, Spain, Italy and Germany, since the past 15 years. Ms. Aggarwal signs off with her favourite inspiration line by Pablo Picasso - "I begin with an idea and then it becomes something else"
Assume Exports from Jodhpur led by Mr. Shravan Chaudhary has seen a business existence of 15 years. “We are into manufacturing of lighting products with a ‘nature’ based theme, using traditional and recycled raw material like papier machie and cane,” he says and adds that their goal is to make eco-friendly and sustainable products. He mentioned of their line of products made using spare parts of cars and motorcycle, they created for the last season. They have been IHGF Delhi Fair participants since 2001 and it has been very beneficial. Says Mr. Chaudhary, “it is a good platform for anyone who wants to start their own business. I have no background in business, I developed Assume Exports from scratch and now we have grown so much that we are doing very promising business. EPCH has been a good support through these years and has also helped us visit fairs outside India like the Germany fair, helping us evolve as producers and exporters.” Their export markets include Germany, France, UK, Canada, Norway and Netherland. Their lighting products are certified by Nemko as well.

Moradabad based M.S. Exports’ chief representative, Mr. Shadab Khan says, “nothing compares to the look and feel of our lanterns or equals the design and aesthetics of our products.” They are manufacturers, dealers, wholesalers & exporters of high quality lanterns, using modern technology and quality materials with attractive shapes and alluring designs. This is a family run business since 55 years. With a team of 140 people, this firm caters to overseas as well as domestic markets. They have been participating in IHGF Delhi Fair since almost two decades now and feel happy and thankful with the exposure, market reach and buyer response.

All the way from Kullu Manali is Fab Himalaya, a cooperative society formed by a group of tribal women in 2001, represented at the fair by Mr. Veeru Bodh. Their export oriented product spread includes handloom shawls and scarves. Their designs are traditional heirloom ones, combined with a twist of modernity. They have been consistently participating in the IHGF Delhi Fair since the last five years and have been reaping the benefits of connecting with overseas buyers. They cater to Japan and Europe. “We have maintained the traditional weaving technique, unique to the Kullu Manali region but have altered the designs and colours to suit markets. Several yarns have been blended to achieve a ‘certain’ softness in the finished product and only natural dyes are used,” informs Mr. Bodh.

Delhi based Toucan Crafte represented by Ms. Ankita Singh offers fashion accessories mostly made from handmade beads, the raw material for which is derived from recycled fabric sourced from all over India. It is the fabric style, texture, print, etc. that lends a distinctive flavour to the collections. Established in 2003, this Fair Trade certified firm runs a women’s self help group and has 600-700 women working with them in Delhi. “Women in urban villages with low income households need to work from home and we provide a way for them to do that,” informs Ms. Singh and adds that women are assigned work along with the materials and stipulated time period for making the beads, which they comfortably do without compromising on their time for their children and households. They also support education of the group’s children as well as medical exigencies when needed. Talking about their market reach and global presence, Ms. Singh shares, “we have more than 1600 stores in the USA as well as a display in Moving Arts Gallery Museum, London. We are capturing the USA and UK market.” She further adds, “we are working with IHGF Delhi Fair since the past 10 years and we for sure have been benefited from this amazing platform.”

1444 exhibitors at the show are also open to domestic retail. They have the ‘SR’ symbol displayed on their stands.
The newly launched fusion collection on the Ramp at IHGF Delhi Fair - Autumn 2019. This collection was developed on the initiation of EPCH, by designers and artisans synergising the exclusive raw materials and craft techniques of Mana, the last Indian village near China border and Barmer in Rajasthan, the desert State of India.
The winter collection beautifully amalgamates three different local handicrafts from two completely different regions of India—Mana and Barmer & Jaipur, to create a fusion of the two. One is pankhi shawls that are a bit coarse like throws made using sheep and goat wool, by the Bhotia tribe of Mana, located at an altitude of 11,000 feet in Uttrakhand; the other is Jaipuri prints from Jaipur and surface effects like patch work and mirror embroidery of Barmer in Rajasthan. The first collection includes shawls made by dyeing pattu and pakhi using natural dyes like indigo (derivative of the indigo plant), siahi (refers to the black dye from a fermented mixture of iron and molasses, used in traditional dyeing techniques) and kashish printing (a mineral dying process that involves the use of dye and a resist). Thereafter the collection went through a surface effect of printing at Jaipur with the traditional Jaipuri technique. The second collection was made by combining pakhi and pattu with intricate surface embellishments of patch work and mirror work typical of Barmer, a village in Rajasthan famed for this craft. This collection includes overcoats, shawls, bags and winter caps.
Buyers comment......

"I am from 'Indigo Living', Hong Kong. I deal in a lot of products like home ware, furniture of all kinds, glassware, lighting, bed & bath, gift items, dining and entertainment. This time I am specifically searching for products in textiles, leather (small pouches, bags, etc.), carpets/rugs and different types of glassware like bowls, mirrors, decorative items, etc. I have been working with Indian suppliers for quite some time now and currently I have around 18 suppliers from Jaipur, Delhi, Kolkata, etc. Our company is in this business for around 40 years and I am in this field for 12 yrs.

Tracy Fitzpatrick, Hong Kong"

"I have a Spanish brand called 'Love Piropo' estd. in 2011. I have been working with Indian manufacturers since a year now. We cater to markets in Spain, France and Portugal. Our designs are mainly bohemian styles for women. This is not my first time at this fair, I guess it is my eighth time here or so. I source 100% of my products from India. The quality depends on who you are dealing with. They can vary. I love working with India. The fair facilities are great and it is very convenient to come to one place and meet so many exhibitors.

Yolanda Bertran, Spain"

"I am from kuwait and my company, 'Avedis Lifestyle', has businesses in Kuwait and Oman. I deal in all types of furniture and lightings which includes candle lights, table lights. I am looking for table top items as well. This is my first time in this fair and I find it to be very interesting. The designs that are presented here are very impressive and some are very unique. The prices are very competitive as well. I am doing business with Indian suppliers based in Moradabad and Karnataka. I have a factory in Moradabad and an office in Karnataka.

Akram Alghtani, Kuwait"

"I am from 'Mazma Marketing' and I have been into manufacturing furniture in Vietnam for the last 20 years, mainly exporting to the US for projects like hotels, student housing, apartments, restaurants, etc. I am here for hardware, metal, fabrication and things that can support my factory that makes mainly wooden furniture. This is my second time here after four years and it has been worthwhile. I found a few good contacts that I will pursue. So far, I have been selling online to Indian companies like Urban Ladder but I have not bought from India yet. I think there are certain products only India can make and not China, Vietnam or Malaysia. Hence, I am here!

Amin Razak, Malaysia"

"My company, 'Orca' is based in Iran and we mainly deal in small decorative leather products like key chains, pouches, card cases, etc. This is my first visit to this fair. I am here to make my connection with suppliers. I believe that the market for Indian handmade products in the market of Iran and Middle East is good but in future it depends on the product designs and intelligent pricing.

Mohammed, Iran"

"My company, 'JayKor Inc.' has two offices - one in India and other in USA. I keep shuttling between the two as the work demands. We deal in metal products, like copper water bottles and house ware items. My suppliers are basically from Moradabad. I also deal in leather items like leather bags and I am also focusing on sourcing eco-friendly products, particularly biodegradable ones. I am also interested in rugs as well. The scope of the products displayed at IHGF is very promising in the US market. Demand of course is proportional to the uniqueness in design and also the pricing.

Abhishek Kumar, USA"
I am based in Germany and at my company, ‘Artnico’, we are dealing in all kinds of jewellery items and also in decorative products. I am here for unique looks including the native designs. I am also interested in mirrors of different sizes and furniture as well. I personally believe that the scope of Indian products in my line of business is very big in the foreign market provided the prices are competitive because there is a very stiff competition from other countries. I am working with mostly Delhi based suppliers. This is my 2nd time in this fair and i found many new products.  **Rhymer, Germany**

I am a regular visitor in this fair and this is my 7th time here. I have many suppliers from Panipat and Coimbatore. My company, ‘CNMA’ is based in Russia and we deal in textile products, home wares, kitchen sets, bathroom products and rugs. I am here in this fair to look for different types of kitchen products, home decor products, crochet items, etc. I am also looking for ideas and decorative products which I can combine with kitchen wares and other house wares. I personally feel that the scope for Indian products has increased in the international market because efforts have been done to make them very competitive in terms of quality and pricing. **Katrina, Russia**

I am visiting this fair for the first time. I am based in United Kingdom and my company, ‘MJR Trading Ltd.’ deals in products related to silk and fashion accessories. I have also seen some amazing furniture items and would have loved to place orders had I been dealing in this category. I am working with mostly Delhi based suppliers. This is my 2nd time in this fair and I found many new products. **Russel Young, UK**

We are a furniture retailer in Saudi Arabia, we procure from across the globe and this is the first time we are visiting an Indian market. We are trying to explore what best we can source from India. So far the fair is good, there are very good suppliers and products. We travel a lot, so we can say that this fair is truly international and very well organised. Looking forward to make deals. **Mohammad Asif and Anas, Saudi Arabia**

My company, ‘Connection’ is based in Denmark and I am visiting India and the fair for the first time. I am here for both indoor and outdoor lighting. I am looking for recyclable and biodegradable lighting material because there is a demand for such products in the Scandinavian market. I believe that the demand for Indian made goods is very good but the prices have to keep shifting as per competition from other country suppliers. Recently, I was also a part of a meeting where the Ambassadors of Denmark and India put up some good points as to what serious efforts they are doing to make the trade more favourable between the two countries for local buyer promotion. I expect a lot from India. **David Yu, Denmark**

I am here to find unique products for kitchen and fashion. At the moment I’m selling fashion products and electronics but I’m looking forward to expand with house ware. I am selling on Amazon US and also South America and Canada. This is my first time here and I got to know about this fair through Facebook. The event and facilities are amazing here. **Twinkle Shah, Australia**

We are a furniture retailer in Saudi Arabia, we procure from across the globe and this is the first time we are visiting an Indian market. We are trying to explore what best we can source from India. So far the fair is good, there are very good suppliers and products. We travel a lot, so we can say that this fair is truly international and very well organised. Looking forward to make deals. **Mohammad Asif and Anas, Saudi Arabia**

We are a UK headquartered company called ‘Rural Handmade’ that connects entrepreneurs from the West to community artisans/makers, exporters and manufacturers in far East. India is a huge sourcing destination for high quality and sustainable products. This is our third time at this fair and we have always been impressed with the number of exhibitors, quality of products, the sustainability aspect of the products, and the amount of impact in which the society gets affected in terms of employment, its huge. Facilities are great. We don’t receive free lunch in any other great shows of the world so it is quite commendable. We annually import 60-65% of Indian products. Otherwise, we do a lot of mainland Europe, Thailand, Nepal and Bangladesh. **Konark Ogra, Sanchit and Royston Pinto, UK**
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