



# HANDLOOM EXPORT

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Monthly Newsletter  
July 2016



**THE HANDLOOM EXPORT PROMOTION COUNCIL**

## Calendar of Events 2016 - 2017

S.No	Name of the Event proposed	Date	Status / Remarks
1	International Hometextiles & Furnishing Fair, Hong Kong	20-23 April 2016	Completed
2	Index, Dubai (Exploratory)	23-26 May 2016	Completed
3	Global Indian Festival, Malaysia	1-5 June 2016	Completed
4	Hometex & Floorex, Toronto, Canada (Exploratory)	7-9 June 2016	Completed
5	India Textile – Handloom Exhibition, Anzio, Italy	7-9 July 2016	Completed
6	Hometextile Sourcing / Apparel Sourcing Expo, New York	12-14 July 2016	Completed
7	27 <sup>th</sup> India Home Furnishing Fair, Japan	20-22 July 2016	Completed
8	Decorex, Johannesburg , South Africa	5-9 August 2016	Registration Closed
9	Buyer Seller Meet, Varanasi, India	7 & 8 August 2016	Circular issued
10	Intertextile Shanghai Home Textiles, Shanghai, China	24-27 August 2016	Circular issued / Registration Open
11	WHOS NEXT, Paris, France	2-5 September 2016	Registration Closed
12	Maison & Objet, Paris, France	2-6 September 2016	Circular issued / Registration Open
13	Global Home Show / Market Week, New York, USA	18-22 September 2016	Circular issued / Registration Open
14	Textile India, Greater Noida, India	6-8 October 2016	Circular issued / Registration Open
15	IHGF, Greater Noida, India	14-18 October 2016	Circular issued / Registration Open
16	CRAFINA 2016, Jakarta, Indonesia	26-30 October 2016	Circular issued / Registration Open
17	China Import & Export Fair Phase III (CANTON), China	31 October - 4 November 2016	Registration Open
18	International Sourcing Expo, Melbourne, Australia	15- 17 November 2016	Circular issued / Registration Open
19	Heimtextil, Frankfurt, Germany	10-13 January 2017	Circular issued / Registration Open
20	Domotex, Hannover, Germany	14-17 January 2017	Circular issued / Registration Open
21	WHO's NEXT, Paris, France	January 2017	Registration Open
22	India Trade Expo, Islamabad, Pakistan	Feb/ March 2017	Registration Open
23	India Sourcing Fair, Chile	March 2017	Registration Open
24	7 <sup>th</sup> India International Handwoven Fair, Chennai	22-24 March 2017	Registration Open



# HANDLOOM EXPORT

Newsletter of Handloom  
Export Promotion Council  
July 2016 Vol. XLIX No.4

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1. Inauguration by Secretary (Textiles) and Ambassador of India Textile-Handloom Exhibition held at Anzio, Italy
2. Stall view of Home Textiles Sourcing Expo held at New York, USA

## ANNUAL SUBSCRIPTION

Non Members : Rs. 1000/-

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Dear Members,

I take this opportunity to welcome Smt.Smriti Zubin Irani who has taken charge as the Union Minister for Textiles and Shri Ajay Tamta who has taken charge as Minister of State for Textiles. I would also like to express my sincere gratitude to Mr.Santosh Kumar Gangwar previous MoS (i.c.) for his interest in promoting the handloom industry.



I would like to share with member exporters that I had the opportunity of being part of the trade delegation under the leadership of Smt. Rashmi Verma, Secretary (Textiles) to Milan & Rome, Italy during 4-8 July, 2016. The other delegates of the team were Shri Alok Kumar, Development Commissioner (Handlooms), Shri Neerav Kumar Mallick, Director, Ministry of Textiles and Chairmen of Apparel Export Promotion Council (AEPC), The Synthetic & Rayon Textiles Export Promotion Council (SRTEPC), Export Promotion Council for Handicrafts (EPCH), Textile Machinery Manufacturer's Association (TMMA), Indian Technical Textile Association (ITTA). The delegation attended India Business and Investment Meet at Milan, Bergamo, Prato and the exhibition at Anzio. Visit to Textile Cluster at Prato was quite useful and I feel that member exporters can engage with this Cluster. Details may be seen in the report published on the subject.

The drawback committee meeting was held on July 21, 2016 at Hotel Taj Coromandel, Chennai. The meeting was headed by Shri.Saumitra Chaudhuri, (ex-member of the Erstwhile Planning Commission of India). Other members in the committee included Shri G.K.Pillai, (retired Home Secretary), Shri Y.G.Parande, (retired member CBEC) Shri Gautam Ray, (retired Chief Commissioner of Customs & Central Excise), Shri Rajiv Talwar, Joint Secretary, Drawback and Shri Rajiv Shankar, OSD, Drawback. HEPC presented its views and the committee was very receptive. A report is published on the subject separately in this newsletter.

As per data received from DGCI&S, Kolkata, export of handloom products during April 2016 has reached Rs.185 crore / US\$ 28 million with a growth of 14.45% in rupee terms and 8% in dollar terms as compared to the previous year export of Rs.162 crore / US\$ 26 million for the same month. This positive trend at the beginning of the FY 2016-17 shows a good sign and hope that the Handloom sector would continue to show this positive trend and reach the target of US\$ 450 million fixed for 2016-17.

The 2<sup>nd</sup> National Handloom Day is fast approaching and hence member exporters are requested to actively participate in the Buyer Seller Meet at Varanasi and avail the opportunity to source new product collection from this region. I also request member exporters to actively participate in Council's activities and give valid inputs/suggestions to take up with the Ministry.

With warm regards,

A handwritten signature in blue ink, appearing to read 'V. Kumar', written over a light blue grid background.

V.Kumar,  
Chairman

## India Textile Handloom Exhibition, Anzio, Italy

*P.Rangasamy*

Council organised participation in India Textile-Handloom Exhibition at Anzio, Italy during 7-9 July 2016 availing financial assistance under National Handloom Development Programme of O/o The Development Commissioner (Handloom), Ministry of Textiles, Govt. of India. The event was organised by Embassy of India, Rome coinciding with the visit of Textile trade delegation to Milan & Rome. The trade delegation led by Smt.Rashmi Verma, Secretary (Textiles) included Shri Alok Kumar, Development

Commissioner (Handlooms), Shri Neerav Kumar Mallick, Director, Ministry of Textiles and Chairmen of Apparel Export Promotion Council (AEPC), The Synthetic & Rayon Textiles Export Promotion Council (SRTEPC), Export Promotion Council for Handicrafts (EPCH), Textile Machinery Manufacturer's Association (TMMA), Indian Technical Textile Association (ITTA). The delegation attended India Business and Investment Meet at Milan, Bergamo, Prato and the exhibition at Anzio.



*Secretary (Textiles), Ambassador of India at Italy and Development Commissioner (Handlooms) visiting HEPC Participants stalls*



### Export Scenario- Italy

India's total textile export was US\$ 39.31 billion during 2013-14 which increased to US\$ 40.18 billion during 2014-15 but declined to US\$ 39.42 billion during 2015-16.

Export of handloom products was Rs.2353 crore (US\$ 360 million) during 2015-16 which is a growth of 4.76% in rupee terms but decline of 2% in dollar terms as against Rs.2246 crore (US\$ 367 million) during 2014-15.

Export of handloom products to Italy has witnessed a steady growth over the last five years. Exports which

was Rs.71crore (US\$ 14.89 million) during FY 2011-12 has steadily increased and has reached Rs.115 crore (US\$ 17.49 million) during 2015-16. The growth percentage is 11.35% during 2015-16 when compared to the previous year 2014-15.

Among the four exportable handloom products category, Floor coverings and Madeups account for 53% and 43% respectively followed by Fabrics with 3% and Clothing accessories with 1% during 2015-16. In comparison, the composition of exports during 2014-15 was – Floor coverings 51%, Madeups 44%, Fabrics 5% and Clothing accessories 0.38%. This shows that export of Madeups and Clothing accessories to Italy have increased. Of the top 10 importers of handloom products, Italy ranks 4<sup>th</sup> during the last three years.

### About Fair Participation

The exhibition was originally proposed by Embassy of India in two places viz. at Rome on 7<sup>th</sup> July 2016 and at Anzio on 9<sup>th</sup> July '16. However, finally the Embassy organised this event as three days event at the venue identified by the Embassy at AQ International S.r.I. ViaStradone del Sandalo, 8, 00042 Anzio RM. The event was jointly inaugurated by Smt. Rashmi Verma, Secretary (Textiles), Govt of India, Shri. Anil Wadhwa, Ambassador of India to Italy and Mr. Luciano Bruschini, Mayor of Anzio (TBC). Shri. Alok Kumar, Development Commissioner (Handlooms), Shri.V. Kumar, Chairman, HEPC, Shri. Dinesh Kumar Chairman, EPCH and Mr. Salvatore Cacciola from AQ International were also present.

A total of 15 participants exhibited in this event as per the following composition :

India Handloom Brand registered holders- 5 Nos

Handloom exporters – 6 Nos

Handicrafts exporters-4 Nos

The product profile of the participants included stoles, scarves, shawls, garments, ethnic wear, dress materials, bath mats, rugs and all kind of made ups thus offering the entire gamut of handwoven items.

A customised stand construction was undertaken at the venue by engaging the services of an agency in Italy as contracted by Embassy of India, Rome.



A live demonstration of double IKAT weaving along with Tie & Dye Technique was organised during the exhibition and it was performed by Mr. Gajam Anjaiah - Sant Kabir awardee and Mr. Jella Venkatesham - National Awardee.



The remote location of the exhibition venue had resulted in inadequate response of business visitors which otherwise would have generated good results, especially since Italy is a very good market for Indian handlooms. On assessment of this inadequate response with the assistance of Indian Embassy, Council organised one to one meetings at Rome for India Handloom Brand participants and interested exporters. Four such meetings with buyers were arranged. Of these four, three were boutiques and one was a dealer of fabrics. Among the boutiques, two are owned by Italians handling exclusive Indian handloom products. The owners who had started liking handloom products during their visit to India, have been sourcing their requirements from different parts of India ever since their visit. Interestingly, the end users of these products are also exclusively Italians and not person of Indian origin. The products include stoles, scarves, etc. Upon listening to features of Indian Handloom Branded (IHB) products, both of them have expressed their desire to source from the IHB participants from Kashmir, Varanasi, Pochampally etc. IHB participants had business negotiations with them and are likely to get orders, though in small volumes, but regular orders. The dealer of fabric liked the samples of all IHB participants as well as of the exporter from Karur who was part of the team that visited Rome. They have initiated business negotiations and are likely to convert it to business.



*Participants : One-to-one meeting with buyers*

- P.Rangasamy, Export Promotion Officer



## Italy's Import of Handloom Products

Import of products (synchronised at 6 digit level of handloom products) by Italy is US\$5.40 billion for the year 2015-16. Italy is positioned at 6<sup>th</sup> place in the overall import of handloom products across the globe. Comparatively, actual handloom export from India to Italy is 3.23% of textile import by Italy. The detailed product wise import of handloom products (at 6 digit level) by Italy with major supplier of that product and export contribution of top 4 countries are given separately.

Top 5 products that are imported by Italy are

Toilet&kitchen linen,of terry towellg or similar terry fab,of cotton (HS code 630260)

Bed linen, of cotton, printed, not knitted (HS code 630221)

Floor-cloths,dish-cloths,dusters & similar cleaning cloths,of tex mat (HS code 630710)

Shawls,scarves,veils and the like,of silk or silk waste,not knitted (HS code 621410)

Woven fabrics of cotton,>/=85%,nt more than 200 g/m2, yarn dyed, nes (HS code 520849)

**China** contributes predominant portion of import by Italy nearly 16.89% and they are the major supplier of products namely Floor-cloths,dish-cloths,dusters & similar cleaning cloths,of tex mat (HS630710), Gloves, mittens and mitts, of textile materials, not knitted (HS-621600), Plain weave cotton fabric,>/=85%, more than 200 g/m2, unbleached (HS-520911), Woven fabrics of silk, nes (HS-500790), Furnishg articles nes,ofoth textile materials,notknittd o crocheted (HS-630499), Plain weave cotton fabric,>/=85%, not more than 100

g/m2, yarn dyed (HS-520841) and Plain weave cotton fabric,>/=85%, not more than 100 g/m2, dyed (HS-520831).

**Turkey** is the major supplier of top 2 products imported by Italy viz. Toilet&kitchen linen,of terry towellg or similar terry fab,of cotton (HS 630260) and Bed linen, of cotton, printed, not knitted (HS 630221) including Carpets of man-made textile mat,of woven pile construction,made up,nes (HS 570242), Terry towellg&similar woven terry fab of cotton,o/tunbl&o/tnar fab (HS-580219) and it is equivalent to 14.93 % of import by Italy.

**Pakistan** is the major supplier of Woven fabrics of cotton,>/=85%, not more than 200 g/m2,printed, nes (HS 520859) with the contribution of 9.43% to the total import by Italy.

**India** is the major supplier of Table linen, of cotton, not knitted (630251) including Carpets and other textile floor coverings, nes (570500), Toilet and kitchen linen, of cotton, nes (630291) etc and stands 4<sup>th</sup> position in the row of major supplier to Italy. It is observed that Italy's import from china is twice the value of import from India. Nearly 40% of the products are imported from China, Turkey and Pakistan.

Italy is importing products like shawls,scarves,veils and the like,of silk or silk waste,not knitted (HS 621410) from France and Woven fabrics of cotton,>/=85%,nt more than 200 g/m2, yarn dyed, nes from Egypt (HS 520849).

**Note: The HS code taken for data analysis of each country is to the extent of HS code notified in India for export of Handloom Products (at 6 digit level).**

## Italy's handloom product import during 2015-16

S.No	HS code 6 digit level	Italy's import in USD thousand (Product share to total import in %)	Major supplier of the product	China's export to Italy in USD thousand (China's export share to Italy's import in %)	Turkey export to Italy in USD thousand (Turkey's export share to Italy's import in %)	Pakistan export to Italy in USD thousand (Pakistan's export share to Italy's import in %)	India's export to Italy in USD thousand (India's export share to Italy's import in %)
1	630260	Toilet&kitchen linen,of terry towellg or similar terry fab,of cotton					
		105380 (19.49)	Turkey	5797(5.50)	29587(28.08)	22099(20.97)	7543 (7.16)
2	630221	Bed linen, of cotton, printed, not knitted					
		69223(12.80)	Turkey	1121(1.62)	17177(24.81)	13052(18.86)	1094(1.58)
3	630710	Floor-cloths,dish-cloths,dusters & similar cleaning cloths,of tex mat					
		55644(10.29)	China	31124(55.93)	258(0.46)	981(1.76)	543(0.98)
4	621410	Shawls,scarves,veils and the like,of silk or silk waste,not knitted					
		44813(8.29)	France	3021(6.74)	45(0.10)	0(0)	2059(4.59)
5	520849	Woven fabrics of cotton,>/=85%,nt more than 200 g/m2, yarn dyed, nes					
		39640(7.33)	Egypt	5264(13.28)	4667(11.77)	48(0.12)	145(0.37)
6	621600	Gloves, mittens and mitts, of textile materials, not knitted					
		31388(5.80)	China	12636(40.26)	5(0.02)	1126(3.59)	623(1.98)
7	630251	Table linen, of cotton, not knitted					
		28051(5.19)	India	1587(5.66)	5944(21.19)	2262(8.06)	9793(34.91)
8	570500	Carpets and other textile floor coverings, nes					
		26122(4.83)	India	4521(17.31)	1351(5.17)	95(0.36)	10469(40.08)
9	570242	Carpets of man-made textile mat,of woven pile construction,made up,nes					
		25381(4.69)	Turkey	480(1.89)	12249(48.26)	0(0)	898(3.54)
10	630291	Toilet and kitchen linen, of cotton, nes					
		24857(4.60)	India	2537(10.21)	3206(12.90)	3813(15.34)	5162(20.77)
11	630492	Furnishing articles nes, of cotton, not knitted or crocheted					
		16218(3.00)	Romania	969(5.97)	1660(10.24)	1410(8.69)	2214(13.65)
12	520911	Plain weave cotton fabric,>/=85%, more than 200 g/m2, unbleached					
		13961(2.58)	China	6843(49.02)	1753(12.56)	2270(16.26)	577(4.13)

13	500790	Woven fabrics of silk, nes					
		13774(2.55)	China	5839(42.39)	4(0.03)	0(0)	813(5.90)
14	630419	Bedspreads of textile materials, nes, not knitted or crocheted					
		12367(2.29)	India	660(5.34)	845(6.83)	255(2.06)	4748(38.39)
15	630499	Furnishg articles nes,of oth textile materials,not knitted o crocheted					
		8347(1.54)	China	1952(23.39)	102(1.22)	241(2.89)	154(1.84)
16	520859	Woven fabrics of cotton,>/=85%, not more than 200 g/m2,printed, nes					
		7691(1.42)	Pakistan	1720(22.36)	558(7.26)	2725(35.43)	69(0.90)
17	511290	Woven fabrics of combed wool/fine animal hair					
		5549(1.03)	Czech Republic	1252(22.56)	86(1.55)	0(0)	9(0.16)
18	520841	Plain weave cotton fabric,>/=85%, not more than 100 g/m2, yarn dyed					
		4917(0.91)	China	1748(35.55)	600(12.20)	0(0)	128(2.60)
19	520831	Plain weave cotton fabric,>/=85%, not more than 100 g/m2, dyed					
		4772(0.88)	China	2225(46.63)	347(7.27)	500(10.48)	260(5.45)
20	520951	Plain weave cotton fabrics,>/=85%, more than 200 g/m2, printed					
		1960(0.36)	Germany	69(3.52)	35(1.79)	0(0)	0(0)
21	580219	Terry towelling&similar woven terry fab of cotton,o/t unbl&o/t nar fab					
		770(0.14)	Turkey	12(1.56)	268(34.81)	143(18.57)	53(6.88)
	<b>Total</b>	<b>540825</b>		<b>91377 (16.89)</b>	<b>80747 (14.93)</b>	<b>51020(9.43)</b>	<b>47354 (8.76)</b>

Source: ITC-Trade Map

### Top 10 Suppliers of Handloom Products to Italy during 2015-16

S.No	Country	Total import in USD thoudands
1	China	91377
2	Turkey	80747
3	Pakistan	51020
4	India	47354
5	France	44399
6	Germany	43976
7	Egypt	34217
8	Portugal	17616
9	Romania	13188
10	Tunisia	12119

Source : ITC Trade Map

## Trade Delegation to Italy

A high level trade delegation under the leadership of Smt. Rashmi Verma, Secretary (Textiles) visited Italy during 4-8 July, 2016. The other delegates of the team were Shri Alok Kumar, Development Commissioner (Handlooms), Shri Neerav Kumar Mallick, Director, Ministry of Textiles and Chairmen of Apparel Export Promotion Council (AEPC), The Synthetic & Rayon Textiles Export Promotion Council (SRTEPC), Export Promotion Council for Handicrafts (EPCH), Textile Machinery Manufacturer's Association (TMMA), Indian Technical Textile Association (ITTA). The delegation attended India Business and Investment Meet at Milan, Bergamo, Prato and the exhibition at Anzio.

The delegation had meeting with the Confederation of Industries of Textiles at Bergamo and interacted with key players of textile industry on the various areas like linking Indian businesses with potential markets, adoption of new technology, innovative product development and designing to the global markets. On behalf of India, INVEST INDIA, a national investment promotion agency made a detailed presentation about various initiatives of the Government of India, like Digital India, Skill India, Start-up India, NIIF,

Smart Cities Programmes & finally with MAKE IN INDIA and to how to partner Indian businesses with Italian textile industries. All the above were explained highlighting the tremendous scope and opportunities that exists between the two countries.

The delegation then visited a leading and important textile centre at Prato, Italy and met the textile cluster at Confindustria Toscana Nord Lucca Pistoio, Prato. It is one of the exclusive high end supply chain in the textile field, adding values to blended fabrics with innovative designs meant for high end fashion garments and home furnishings. The Indian exporters can engage with this cluster for various interventions in production/supply chain like designing, product development, effluent treatment system etc. This cluster develops as many as 2000 blends of different yarn with more than 60000 designs and development take place every year involving local design institute run exclusively for this cluster, which is the biggest strength and USP for this industrial cluster. Every season, they keep doing R & D on various areas of textile field. They cater to large and small volume customers around the globe very successfully.



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## The Case for Cotton

*Dr. Terry Townsend*



Some environmental activists, retailers and advocates of organic cotton have inaccurately characterized the cotton industry for decades by exaggerating or misstating pesticide and water use, by misrepresenting labor issues, and by overlooking the contribution of cotton to food security.

Rarely, if ever, do those who demonize cotton mention the negative impacts associated with polyester production and disposal. This may be changing as even the most ardent activists are beginning to perceive that the alternative to cotton is polyester, not organic fibers. And as more attention is paid to the attributes of polyester, the issue of biodegradability will rise in importance, especially in Europe and Japan, where space for landfills is limited.

World production of polyester totaled more than 60 million metric tons in 2012, including 41 million tons of polyester staple and filament, almost all of which goes into textile products, and 23 million tons of film used to make bottles and other consumer products.

The polyester industry has put a heavy stress on recycling PET bottles, and they are the second most recycled material behind aluminum. However, polyester cannot be recycled endlessly, and there is leakage in even the most robust recycling programs. Eventually, every molecule of polyester and the other oil-based fibers ends up in the environment somewhere.

For all of cotton's problems with resource use, labor issues and health concerns, at least cotton and almost everything used to produce it are fully biodegradable. All the pesticides used in cotton production are biodegradable, all the fertilizers are natural substances themselves (nitrogen is a greenhouse gas and efforts

must continue to reduce emissions; phosphate and potassium are natural substances that do not leach or evaporate), and water is obviously natural. In developed countries, fuel is used to power machinery, but every other input in cotton production can rot or is natural itself.

Under average natural conditions, cotton decomposes in 80 days (a half-life of 40 days). To be very safe, we can say in round numbers, four months. That would imply that at most about 8 million tons of cotton waste might be composting away in the environment at any one time.

In contrast, the cumulative amount of polyester, nylon, acrylic and polypropylene existing in the world today is the sum of all the non-cellulosic fibers ever produced since their invention in the 1930s and 1940s. That sum is approximately 1 billion tons, 125 times the amount of cotton existing in the world environment. Furthermore, because cotton keeps biodegrading, the amount in the environment will always fluctuate around an average of four months of production. Whereas, with polyester and other non-cellulosic fibers, the environmental load imposed by these fibers will grow with every additional kilogram produced.

When the full environmental load imposed by polyester production, use and disposal is considered, cotton has an insuperable advantage in that it can rot. Cotton does not become marine waste. Cotton does not foul waterways or roadsides. Cotton does not pollute soil. Cotton goes away.

In a world moving toward more than 9 billion people and increased environmental stress, natural fibers will always have a place in the world economy.

*Dr. Terry Townsend is a consultant on commodity issues, especially those involving the cotton industry, and served as executive director of the International Cotton Advisory Committee from 1999 to 2013.*

## Home Textiles Sourcing Expo, New York, USA

*William Desmond Jude*

### Overview

- Organiser** : Messe Frankfurt, Inc.  
1600 Parkwood Circle, Suite 615  
Atlanta, GA 30339  
Tel: 770.984.8016  
Fax: 770.984.8023
- Venue** : Jacob K. Javits Convention Center  
655 West 34th Street  
New York, NY, USA
- Duration** : 3 days (12<sup>th</sup> – 14<sup>th</sup> July 2016)
- No. of HEPC Participants** : 10 + HEPC stall
- Products Displayed** : Table and kitchen linen, Cushions and throws, Scarves & shawls of handloom, Rugs, Poufs, Bathmats, Carpets, Table crops, Quilts, pillows, throws, Kitchen towels, aprons, mitten, pot holders, table cloth, place mats, napkins, terry towels, Curtain, towel, cushion cover, table cover, mat, kitchen sets, Scarf, Kaftans

### About Home Textiles Sourcing Expo

Home Textiles Sourcing Expo is one of the largest sourcing events in North America to solely focus on fabrics and finished soft goods for all home applications. Held annually in July alongside Texworld USA and the International Apparel Sourcing Show, the shows create the largest fabric sourcing destination for the North American marketplace.

Home Textiles Sourcing Expo provides a one stop sourcing venue for manufacturers, retailers, jobbers,

converters, contract specifiers and designers where they can locate new fabrics and products for their latest collections.

In addition to the products, services and resources available on the exhibit hall floor, Home Textiles Sourcing Expo offers valuable seminar programs lead by leading industry professionals.



### Home Textiles Sourcing Expo (7<sup>th</sup> edition)

Returning to the New York City for its 7th edition, Home Textiles Sourcing Expo welcomed exhibitors and buyers to the show, floor beginning Tuesday, July 12th at 10AM and continued through Thursday, July 14th. As a long-term joint venture partnership between Messe Frankfurt & CCPIT-Tex and as one of the largest events in North America to focus solely on textiles and finished soft goods for all home applications, Home Textiles Sourcing Expo has become a go-to event for manufacturers, retailers, jobbers, converters, contract specifiers and designers. This July's edition once again showcased products in six categories, including: upholstery, bed, bathroom, table, window and floor.

The summer 2016 edition of Home Textiles Sourcing Expo had over 126 exhibitors representing 8 countries, including: Turkey, Pakistan, Egypt, China, India, USA and Vietnam. The Turkey and Pakistan pavilions both returned to the show floor with over 200 square meters of premium home goods. High-quality cotton, premium bedding and luxury bath textiles were also found among July 2016 exhibitor product offerings.



Home Textiles Sourcing Expo welcomed a total of 858 verified visitors from 45 countries across three days, while the co-located textile and apparel sourcing trade shows, Texworld, USA and Apparel Sourcing USA, both also showed strong visitor attendance. Together the co-located shows welcomed visitors from

a combined 56 different countries, making the three-show event one of the largest international sourcing destinations in the United States.

### Product Groups

Home Textiles Sourcing Expo features many product groups to help our visitors find the specific fabrics they are looking to source. Products showcased across 6 categories: upholstery, bed, bathroom, table, window and floor

Show highlights include home trend and sustainability-focused seminars organizing by Lenzing Innovation.

### Bilateral Economic Relations (U.S.-INDIA)

The United States is one of India's largest trade and investment partners. U.S.- India bilateral trade in goods and services and the stock of Indian FDI in the United States have increased over the last decade, supporting thousands of U.S. jobs. Bilateral trade between our two countries is up since we began our Strategic Dialogue.

The United States and India are continuing efforts to deepen the economic relationship, improve investor confidence, and support economic growth in both countries. India's market-oriented economic reforms have included an increasingly liberal foreign investment regime.

Recently, the US India Business Council (USIBC), along with FICCI, has launched a Knowledge Trade Initiative (KTI). KTI aims to strengthen Indo-US leadership in the knowledge economy by harmonizing bilateral positions on key issues affecting knowledge trade. This is expected to provide a fillip to Indo-US relation further.

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**Handloom products exports to USA:****Value US\$ million**

Products	2013-14	2014-15	2015-16	% growth in 2014-15	% growth in 2015-16
Fabrics	4.48	5.99	9.88	33.71	64.94
Floor coverings	51.06	47.09	40.22	-7.78	-14.59
Clothing Accessories	0.23	0.41	0.19	78.26	-53.66
Made-ups	62.11	54.27	55.83	-12.62	2.87
<b>Total</b>	<b>117.89</b>	<b>107.77</b>	<b>106.12</b>	<b>-8.59</b>	<b>-1.52</b>

**About HEPC's participation in 7<sup>th</sup> edition of Home Textiles Sourcing Expo**

Council participated for the fourth time in Home Textiles Sourcing Expo with 10 member exporting companies under financial assistance from National Handloom Development Programme of Office of the Development Commissioner (Handlooms), Ministry of Textiles. Out of 10 member exporters, 8 exhibitors displayed their products under Hometextile Sourcing and the remaining 2 exhibited under Apparel Sourcing. HEPC provided constructed booth with basic display accessories, including furniture and lighting. HEPC also put-up a Central Promotional Stall and showcased the brochures on Indian Handloom Brand, IIHF, etc. Audio Video display of India Handloom Brand was also made in HEPC booth and visitors were explained about the benefits of India Handloom Brand.



Shri Anil Raj Kumar, Additional Development



Commissioner (Handlooms) interacted with member participants and analysed the outcome of the fair.

Ms. Pervin Press, Commercial Assistant and Ms. Juhi Tripathy, Commercial Assistant, Consulate General of India, New York, visited the fair and interacted with the member participants of HEPC. On the request to promote the forthcoming IIHF fair, they informed that if HEPC could provide them with the list of importers from New York, they would get in touch with them and invite them to IIHF on our behalf.

**Feedback from participants**

Many of the participants informed that the arrangements made by HEPC was good, and have expressed interest to participate again through HEPC. The turnout of buyers were evaluated by the participants to be moderate, with the visit of 182 buyers to out member participants and 858 total visitors to fair. Participants also informed that they were able to enter into new markets viz. Mexico, Panama & Columbia.

Stall view of HEPC participants



While cushion covers, kitchen linens, bags, stoles, scarves & shawls bagged on the spot orders, business enquiries were generated for Table linen, kitchen linen, cushion covers, throws, Bath linen, carpets & floor coverings, bed linen, wall hangings, fabric, bags, Stoles, Scarves & Shawls

No. of visitors	Spot orders		Enquiries	
	US\$	INR	US\$	INR
182	138,000	92,46,000	580,000	3,88,60,000

#### Observations at the fair:

The flow and quality of buyers were good on the first day of the fair and diminished the following days. The buyers were mostly from North and South America and were interested in sourcing not in very high volume but for their medium to medium-low requirements.

The next edition of Hometextiles Sourcing Expo will be held from 17-19 July 2017.

- William Desmond Jude, Assistant

#### Import data

#### United States of America's Import of Handloom Products

Import of handloom products by USA is taken at ITC HS code 6 digit level and it is US\$ 48.55 billion for the year 2014-15 and increased to US\$ 50.80 billion during 2015-16. Products like Toilet linen and kitchen linen with HS code 630260, Floor-cloths, dish cloths, dusters and similar cleaning cloths with HS code 630710, Other bed linen printed with HS code 630221, Carpets, rugs and mats with HS code 570242 and Gloves, mittens, and mitts with HS Code 621600, and are the top five products that are imported by USA.

#### USA's handloom product import which synchronize at 6 digit level HS Codewise - 2015-16

S.No	HS code 6 digit level	Product Description	USA's import in USD thousand (Product share to total import in %)	India's export to USA in USD thousand (India's export share to USA's import in %)	China's export to USA in USD thousand (China's export share to USA's import in %)
1	630260	Toilet & kitchen linen, of terry towelling or similar terry fab, of cotton	2055735 (40.46)	736550 (35.83)	491802 (23.92)
2	630710	Floor-cloths, dish-cloths, dusters & similar cleaning cloths, of tex mat	561546 (11.05)	24209 (4.31)	233414 (41.57)
3	630221	Bed linen, of cotton, printed, not knitted	560426 (11.03)	170115 (30.35)	140445 (25.06)

## Import data

4	570242	Carpets of man-made textile mat, of woven pile construction, made up, nes	510354 (10.05)	18358 (3.60)	55201 (10.82)
5	621600	Gloves, mittens and mitts, of textile materials, not knitted	361597 (7.12)	418 (0.12)	206299 (57.05)
6	570500	Carpets and other textile floor coverings, nes	234341 (4.61)	65349 (27.89)	140488 (59.95)
7	630492	Furnishing articles nes, of cotton, not knitted or crocheted	223044 (4.39)	71640 (32.12)	107661 (48.27)
8	630251	Table linen, of cotton, not knitted	179950 (3.54)	104366 (58)	45833 (25.47)
9	630291	Toilet and kitchen linen, of cotton, nes	119395 (2.35)	41644 (34.88)	31681 (26.53)
10	630419	Bedspreads of textile materials, nes, not knitted or crocheted	86521 (1.70)	26100 (30.17)	27879 (32.22)
11	621410	Shawls,scarves,veils and the like, of silk or silk waste,not knitted	71096 (1.40)	4413 (6.12)	16270 (22.88)
12	630499	Furnishg articles nes, of oth textile materials, not knitted o crocheted	45912(0.90)	15084 (32.85)	22265 (48.49)
13	520859	Woven fabrics of cotton,>/=85%, not more than 200 g/m2,printed, nes	14526 (0.29)	1153 (7.94)	6869 (47.29)
14	500790	Woven fabrics of silk, nes	13398 (0.26)	3312 (24.72)	1954 (14.58)
15	520911	Plain weave cotton fabric,>/=85%, more than 200 g/m2, unbleached	11207 (0.22)	7266 (64.83)	612 (5.46)
16	520849	Woven fabrics of cotton,>/=85%,nt more than 200 g/m2, yarn dyed, nes	10332 (0.20)	498 (4.82)	3243 (31.39)
17	520951	Plain weave cotton fabrics,>/=85%, more than 200 g/m2, printed	8251 (0.16)	461 (5.59)	2325 (28.18)
18	511290	Woven fabrics of combed wool/fine animal hair	5969 (0.12)	108 (1.81)	67 (1.12)
19	520841	Plain weave cotton fabric,>/=85%, not more than 100 g/m2, yarn dyed	2405 (0.05)	677 (28.15)	260 (10.81)

20	580219	Terry towelling & similar woven terry fabric of cotton, other than unbleached and other than narrow fabric	2223 (0.04)	0 (0)	1202 (54.07)
21	520831	Plain weave cotton fabric, containing 85% or more cotton, not more than 100 g/m <sup>2</sup> , dyed	2189 (0.04)	131 (5.98)	864 (39.47)
	Total		5080417	1291852 (25.43)	1536634 (30.25)

Source : ITC Trade Map

### The major suppliers of top five products to USA

S.No	HS code 6 digit level	Product Description	Name of suppliers
1	630260	Toilet & kitchen linen, of terry towelling or similar terry fabric, of cotton	India, Pakistan, China, Turkey and Bangladesh.
2	630710	Floor-cloths, dish-cloths, dusters & similar cleaning cloths, of textile material	China, Pakistan, Canada, India and Bangladesh.
3	630221	Bed linen, of cotton, printed, not knitted	India, China, Pakistan, Bahrain and Israel.
4	570242	Carpets of man-made textile material, of woven pile construction, made up	Turkey, Egypt, Belgium, China and India
5	621600	Gloves, mittens and mitts, of textile material, not knitted	China, Vietnam, Pakistan, Indonesia and Honduras.

### The top 10 countries from which USA imports.

S.No	Country	Total import in USD thousands
1	China	1536634
2	India	1291852
3	Pakistan	980356
4	Turkey	412556
5	Egypt	109461
6	Bangladesh	87550
7	Belgium	74535
8	Viet Nam	72777
9	Italy	70465
10	Portugal	54805

Source : ITC Trade Map

## Drawback Committee Meeting

Drawback committee meeting was held on July 21, 2016 at Hotel Taj Coromandel, Chennai. The meeting was headed by Shri.Saumitra Chaudhuri, (ex-member of the Erstwhile Planning Commission of India). Other members in the committee included Shri G.K.Pillai, (retired Home Secretary), Shri Y.G.Parande, (retired member CBEC) Shri Gautam Ray, (retired Chief Commissioner of Customs & Central Excise), Shri Rajiv Talwar, Joint Secretary, Drawback and Shri Rajiv Shankar, OSD, Drawback. The Chairman, Vice Chairman, Executive Director along with some of the Executive Committee Members of the Council, Shri R.Rajendiran, Shri T.V.Chandrasekaran, Shri.K.Kumaravel, Shri.N.R.Venkatachalam and Shri.V.C.Selvan attended the meeting. Shri AR Raghunathan, (Auditor for drawback fixed by HEPC) and Shri Anandhapadmanaban, CEO, Karur Textile Exporters and Manufacturers Association were also present during the meeting.



Chairman explained the drawback committee members about the handloom industry, its products and market trend. A product display was also put up during meeting.



*HEPC Vice Chairman honouring Shri G.K.Pillai*



*HEPC Chairman honouring Shri.Saumitra Chaudhuri*

In his introductory speech, the Chairman briefed through a power point presentation about the handloom sector, the export trend, leading customers for handloom products like Ikea, JC Penny, Bed Bath Beyond, Sun Garden, Tchibo, Country Club, Walmart, Target, Tag, Sears Alinea that are dealt by the member exporters. Specific requests were made for fixing suitable drawback rate for the following :

- products made using natural materials – as there is no drawback presently available for products such as mats, place mats made of grass a natural material and exported under HS code 46012900 [mats, matting, and screens of vegetable materials].
- to increase the drawback cap for mittens – as Mittens are being classified as kitchen made ups and are eligible for DBK of 7.3% on fob and a cap of Rs.70/kg under Tariff item 63070201. These are larger in size and have special wadding materials, lining materials and in the price range of Rs60 to Rs.200/- per unit and the DBK cap is inadequate.
- to increase drawback for cushion with polyfills.

The drawback committee has asked HEPC member exporters to submit the cost data, value of export of

such item including packing cost and weight per piece for the above products. In addition, data was also asked for cushion covers with poly fills within 2-3 days along with samples.

The Committee was quite receptive to the views expressed by member exporters at the meeting and observed that submission of data immediately will be essential for the committee to consider the requests.

## Export data

### Export data analysis 2015-16

During 2015-16, India's total exports witnessed a declining trend. Exports for the year 2013-14 was US\$ 314.40 billion, during 2014-15 it was US\$ 310.40 billion and for the year 2015-16 it was US \$ 261.13 billion, a decline of 16% as compared to 2014-15.

India's total textile export stands at US\$ 39.31 billion during 2013-14, increased to US\$ 40.18 billion during 2014-15 and declined to US\$ 39.42 billion during 2015-16.

Export of handloom products was Rs.2353 crore / US\$ 360 million during 2015-16 which is a growth of 4.76% in rupee terms but decline of 2% in dollar terms as against Rs.2246 crore / US\$ 367 million during 2014-15.

Handloom products that are exported under 32 ITC HS codes are broadly classified in to four categories, viz., Fabrics, Madeups, Floor coverings and Clothing accessories.

Table detailing export of handloom products over a period of seven years is as follows:

- Export of Fabrics which was Rs.65.21 crore

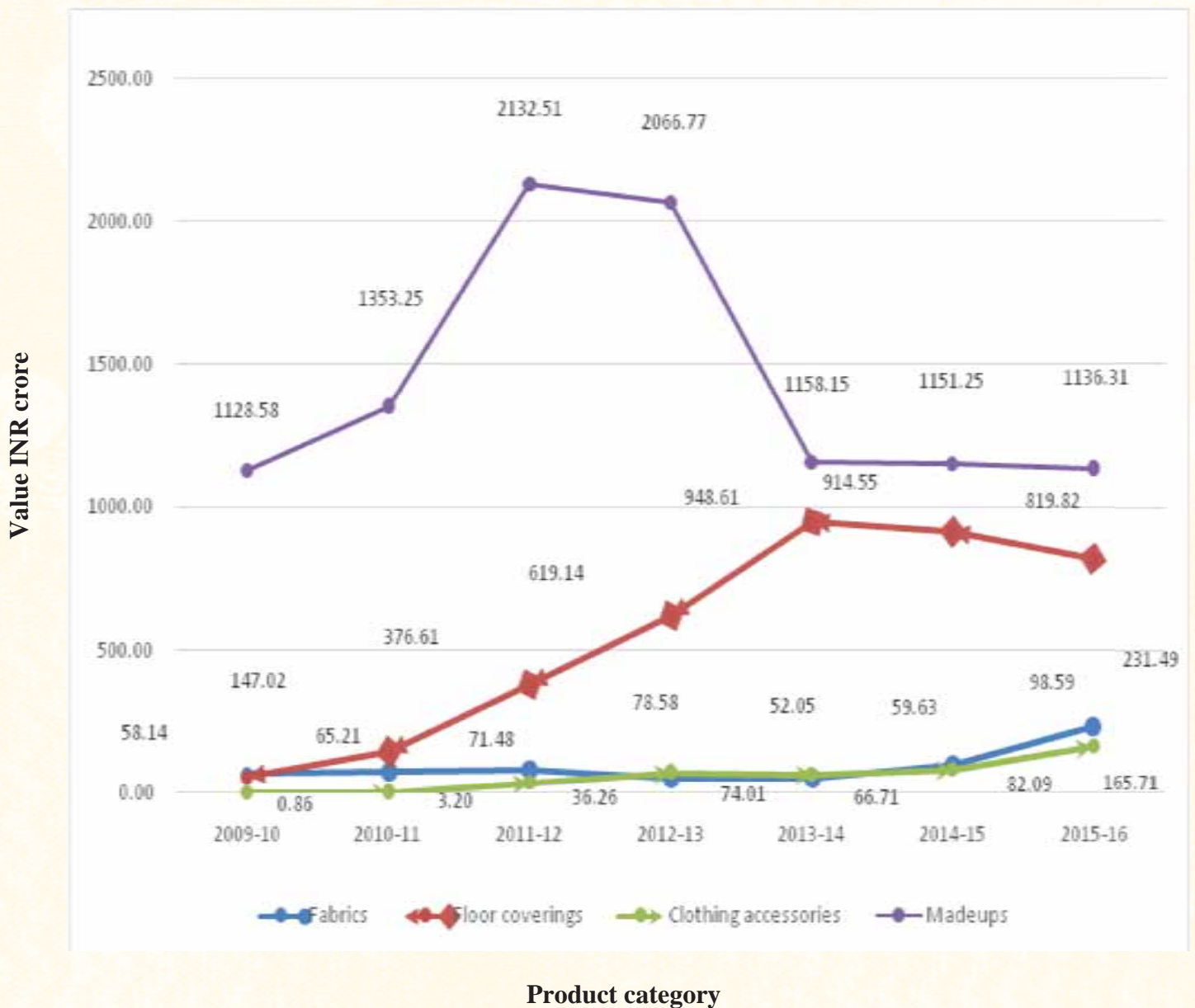
#### Productwise export trend

Value INR crore

Products	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
Fabrics	65.21	71.48	78.58	52.05	59.63	98.59	231.49
Floor coverings	58.14	147.02	376.61	619.14	948.61	914.55	819.82
Clothing accessories	0.86	3.20	36.26	74.01	66.71	82.09	165.71
Madeups	1128.58	1353.25	2132.51	2066.77	1158.15	1151.25	1136.31
Total	1252.81	1574.95	2623.96	2811.97	2233.11	2246.48	2353.33

Source : DGCI & S, Kolkata





Of the total exports of Rs.2353.33 crore during 2015-16, Madeups and Floor coverings contribute significantly with 48% and 35% share respectively followed by Fabrics and Clothing accessories covering 10% and 7% share respectively. In comparison, the composition of exports in 2014-15 was – Madeups 51%, Floor coverings 41%, Fabrics 4% and

Clothing accessories 4%. Thus, it may be seen that there is significant growth in Clothing Accessories and Fabrics categories.

Top 10 destinations of export of handloom products during 2015-16 are USA, UK, UAE, Italy, Germany, France, Spain, Japan, Netherland and Australia.

### Trend of top 10 export markets

S.#	Country	Export value INR crore		Position of top 10 destinations during past 5 yrs			
		2015-16	2015-16	2014-15	2013-14	2012-13	2011-12
1	U S A	693.05	1	1	1	1	1
2	U K	146.39	2	2	2	2	2
3	U ARAB EMTS	126.44	3	14	10	6	9
4	ITALY	114.63	4	4	4	8	5
5	GERMANY	100.59	5	3	3	3	3
6	FRANCE	85.93	6	5	5	5	7
7	SPAIN	74.39	7	10	11	16	11
8	JAPAN	73.10	8	7	6	7	6
9	NETHERLAND	70.91	9	8	9	11	8
10	AUSTRALIA	67.00	10	6	8	4	4

Source : DGCI & S, Kolkata

### Highlights of export trend in top 10 countries

- USA has always been occupying the first position among the top 10 importing countries of handloom products and UK has been maintaining 2<sup>nd</sup> position for the last 5 consecutive years.
- The other countries are showing fluctuation in their ranking. Significant improvements are noticed with UAE and Spain. During 2015-16, UAE has moved to 3<sup>rd</sup> place which was in 14<sup>th</sup> position in 2014-15 and Spain to 7<sup>th</sup> place which was in 10<sup>th</sup> position in 2014-15.
- Australia which was hovering between 4<sup>th</sup> and 6<sup>th</sup> place has moved down to 10<sup>th</sup> place during 2015-16.

### Export - Continentwise

#### Export Value in Rs. Crore

S.#	Continents	2015-16	%Share
1	Europe	845.98	35.95
2	North America	724.75	30.80
3	Asia	425.91	18.10
4	Africa	166.90	7.09
5	South America	106.06	4.51
6	Australia	83.70	3.56

Source : DGCI & S, Kolkata

The European continent makes the maximum contribution of 36% to the total export followed by North America contributing 31%, Asia 18%, Africa 7%, South America and Australia 4% each.

- Among the European countries UK, Italy, Germany, France and Spain are the top 5 importers of handloom products.
- Of the American Countries, USA, Chile, Canada, Brazil and Argentina are the top 5 importers.
- African continent has showed a steady growth over a period of past five years. Among the African countries, South Africa, Nigeria, Tanzania Rep., Mauritius and Senegal occupies the top 5 positions.
- Asian countries have also registered increasing trend, except a slight decline during 2014-15. Among the Asian countries, Japan, Sri Lanka, South Korea, Malaysia and Afghanistan occupies the top 5 positions.



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