



# HANDLOOM EXPORT

Monthly Newsletter  
January 2017

Vol. XLIX No. 10 Rs. 50

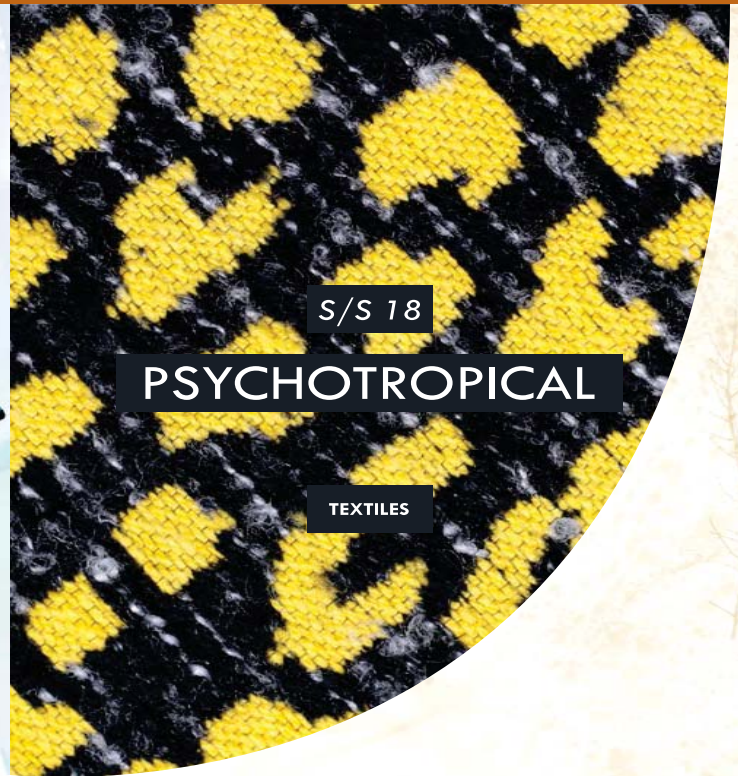
## TEXTILE FORECAST SS / 18



S/S 18

YOUTH TONIC

TEXTILES



S/S 18

PSYCHOTROPICAL

TEXTILES



S/S 18

KINSHIP

TEXTILES



S/S 18

SLOW FUTURES

TEXTILES

## 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	Completed
9	Buyer Seller Meet, Varanasi, India	7 & 8 August 2016	Completed
10	Intertextile Shanghai Home Textiles, Shanghai, China	24-27 August 2016	Completed
11	WHO'S NEXT, Paris, France	2-5 September 2016	Completed
12	Maison & Objet, Paris, France	2-6 September 2016	Completed
13	Global Home Show / Market Week, New York, USA	18-22 September 2016	Completed
14	IHGF, Greater Noida, India	14-18 October 2016	Completed
15	China Import & Export Fair Phase III (CANTON), China	31 October - 4 November 2016	completed
16	International Sourcing Expo, Melbourne, Australia	15- 17 November 2016	Completed
17	Heimtextil, Frankfurt, Germany	10-13 January 2017	Completed
18	Domotex, Hannover, Germany	14-17 January 2017	Completed
19	WHO'S NEXT, Paris, France	20-23 January 2017	Completed
20	Maison & Objet, Paris, France	20-24 January 2017	Completed
21	Spring Fair, Birmingham, England	5-9 February 2017	Completed
22	India Sourcing Fair, Santiago, Chile	4-11 March 2017	Registration Closed
23	7 <sup>th</sup> India International Handwoven Fair, Chennai, India	22-24 March 2017	Circular Issued / Registration Open





# HANDLOOM EXPORT

Newsletter of Handloom  
Export Promotion Council  
January 2017 Vol. XLIX No.10



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Cover page features Textile Forecast SS / 18 from WGSN

ANNUAL SUBSCRIPTION

Non Members : Rs. 1000/-

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Dear Members,

I am happy to share with you that the Council, for the first time, has subscribed to an International Trend Agency, WGSN, in order to provide inputs on market/colour forecast for specific markets on key products to all our member exporters. NIFT, New Delhi is helping us with interpretation of these inputs to make them exporter friendly. As a beginning, trend inputs on Spring/Summer 2018 (SS/18) Textile Forecast with brief insight to four themes of Psychotropical, Kinship, Youth Tonic and Slow Futures has been published in this newsletter. Detailed coverage of these themes will be published in the subsequent issues. Council will keep giving trend inputs on a regular basis. I hope that these inputs will be of immense help to exporters.



Member exporters of Panipat, during the interactive meeting held with Secretary (Textiles) on November 29, 2016, mentioned about delay in customs clearance of handloom products when compared to powerloom products. In this context, we (ED & myself) met the Addl. Director General (ADG) and other senior officers of Risk Management Division (RMD) of Customs on February 02, 2017. They assured us that there is no system of differentiation in drawal of samples between handloom and power loom products. They also assured to look into specific cases, if brought to their notice. Member exporters are requested to bring any such instance to notice of the Council immediately.

The Ministry of Textiles had organised the first ever North East Investors' Summit at Shillong, Meghalaya on January 29-30, 2017. About 15 of our member exporters including me attended the event. Handloom Eri Silk products of this region will have huge potential in the export market. To carry forward the initiative, HEPC will soon be opening a help desk at Guwahati in order to facilitate the handloom manufacturers of this region make their products suitable for export market.

Ministry has asked us for suggestions/views regarding mid-term review of with suggested changes, basis for changes/impact of changes. Hence, I request all of you to send your suggestions/view/changes required so that the same can be taken up with the Ministry for making necessary amendments to .

With warm regards,

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

V. Kumar,  
Chairman



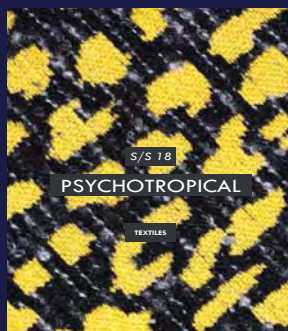
# TEXTILE FORECAST

## SS/18

*This section of newsletter is devoted to the forecast and trend analysis of Spring/ Summer 2018 from the vision of WGSN. We have highlighted the different trend directions that are expected to take over the market in SS18. We will be covering the forecast with SS18 in this edition and the following series of news letter.*

*The current edition of newsletter will give a brief insight to four themes of Psychotropical, Kinship, Youth Tonic and Slow futures which will be covered in detail in the upcoming issues.*

Trend Direction source - WGSN  
Visual References - WGSN / Brands through free sources available on the net



Interpreted by National Institute of Fashion Technology team  
Dr. Shalini Sud, Ms. Anu Sharma, Ms. Jasmine S. Dixit, Ms. Priya Jyoti, Ms. Tannayee Mishra

# KINSHIP

## INTRODUCTION

Kinship reveals the fusion of multicultural heritage and tradition across the globe. Textile designs under this theme are inspired from symbols of native America, Middle East decorations and African batik. The motifs and composition involve paisley, tile, geometric patterns developed using bright shades, macro-scale repeats, twisted and blurred designs and monochrome tones. Using these techniques three dimensional surfaces are created through fraying, tufting, tasselling, frayed edges and loose stitches. It also offers textiles adorned with traditional techniques, complex weaves and crochet knits.

## WHAT TO LOOK FOR ?

The direction can be used to create modern traditional textiles through prints and complex weaves. Geometric designs, jacquard weaves, faded tile prints, embroidered and puff printing creates tactile surfaces. Tufted, frayed, tasselled and crocheted textiles offer handmade finish.



KINSHIP



<https://www.goodearth.in/zubeida-collection/s-180>







Urban Outfitters

### MOOD & COLOUR

The palette is a mix and match of rich hues inspired from the global craftsmanship. The colors range from Fuchsia, to indigo and shades of browns.



@hannahfostertextiles

### COATED PANTONE PALETTE



18-2525 TCX



17-1644 TCX



19-1656 TCX



15-1050 TCX



11-4300 TCX



19-1218 TCX



19-3929 TCX



19-4023 TCX

KINSHIP



Gunjan Aylawadi



Anthropologie



## GLOBAL MIX

ARABESQUE AND MOROCCAN GEOMETRICS | AFRICAN BATIK | INDIAN PATTERNS | WORN OUT AND FADED INTRICATE TILE MOTIFS | MIX AND MATCH PRINTED AND WOVEN TEXTILE



Rozemarjin Brancovich



Hamideh Jafari



@famillieribeaucourt



Wayfair

## MONOCHROME FOLK

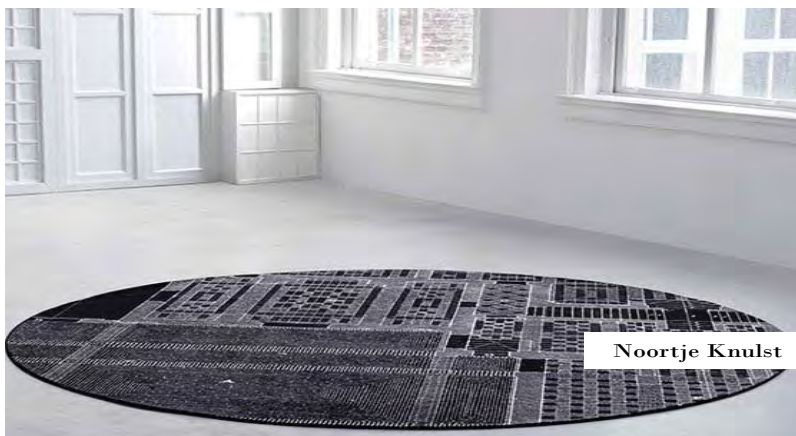
TRADITIONAL FOLK PATTERNS | MONOCHROME TONES | GEOMETRIC DESIGNS | FADED TILE PRINTS



Maison Numen Rug



Indie Home Collective



Noortje Knulst

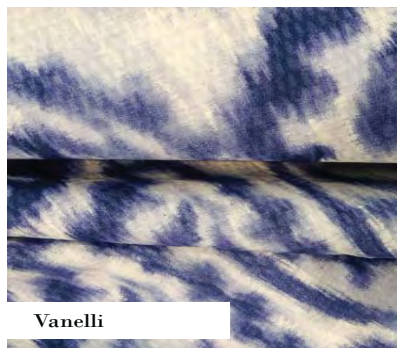


Nordal Mao

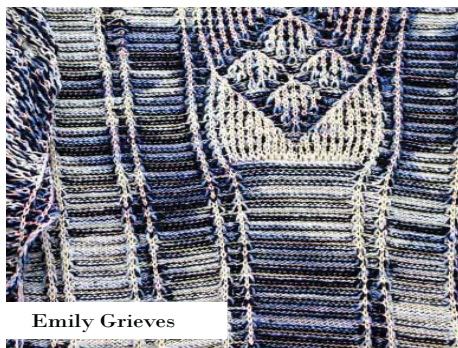


## INDIGO WASH

*INDIGO DYES / BATIK / TIE-DYE / DIP-DYE / IKAT / NATIVE AMERICAN*



Vanelli



Emily Grieves



Ralph Lauren

## COMPLEX CONSTRUCTIONS

*CLASSIC WINDOWPANE CHECKS / FINE GRID LINES / SIMPLE GEOMETRIC / ERASED CHECKS / STRIKING GRAPHIC PATTERN*



Philippe Model Maison



Studio Brieditis&Evans



Sheila Hicks

## TUFTED & FRAYED

*TUFTED / FRAYED / TASSELLED / CROCHET / SMOOTH SHEERS AND AGED COTTONS / FABRICS STITCHED WITH THICKER YARNS*



Anthropologie



Anthropologie



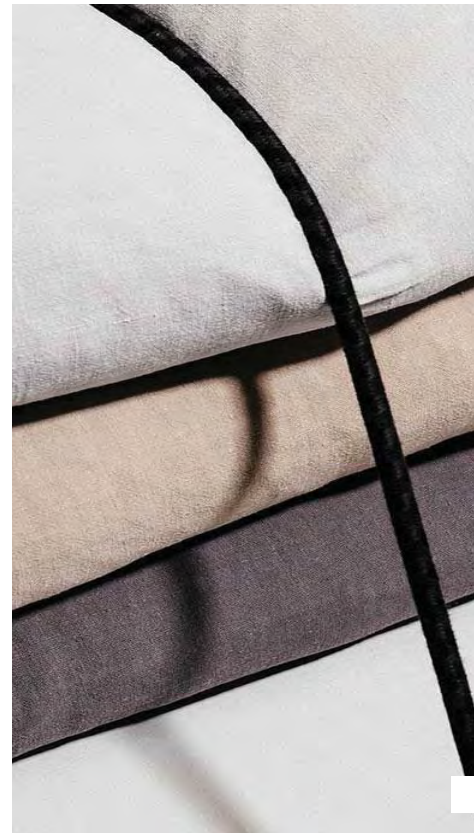
# SLOW FUTURES

## INTRODUCTION

Ranging from lived-in cottons to sleek metallic jacquards; Slow Futures focuses on minimalist and tactile textiles. This direction is a mixture of inspiration drawn from nature as well as technology. The key feature includes crafted textures made of crushed cottons, linens, synthetic metallic jacquards and transparent voiles with shiny velvets, reversible silks, plush rugs and supple suedes for smooth and shiny surfaces.

## WHAT TO LOOK FOR ?

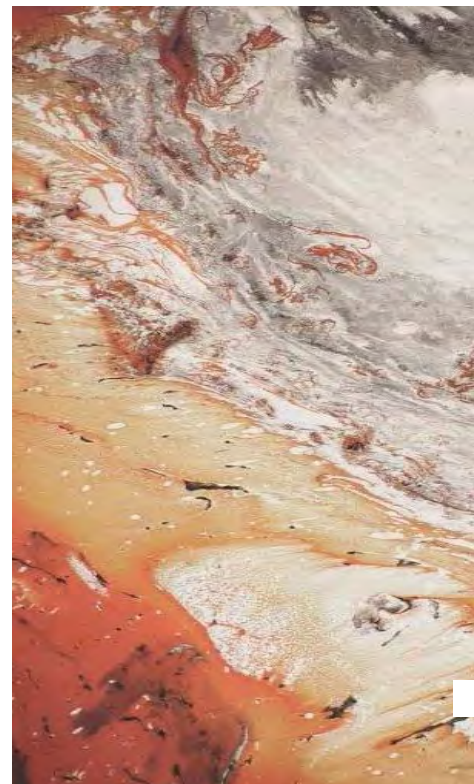
The print patterns and tactile surfaces take inspiration from rippling layers of sediment to fractured surfaces, geological world and natural cracks. The designs are inspired from digital inspired patterns and textures which are created using delicate stitch-work and overlays. Drop stitches, open knits, loose jacquard weaves, crochet structures are used to create loose constructions.



SLOW FUTURES



Arrhov Frick



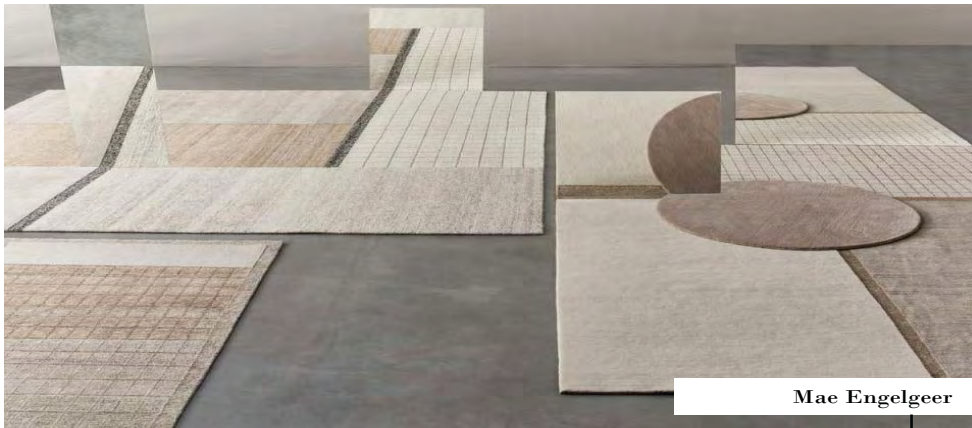




Need Supply

### MOOD & COLOUR

The colour palettes ranges from tinted neutrals to warm earthy tones with soft blue as an accent to bring balance to these colours.



Mae Engelgeer

### COATED PANTONE PALETTE



18-1426 TCX



19-3900 TCX



11-4300 TCX



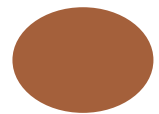
15-4502 TCX



13-4804 TCX



11-1305 TCX



17-1340 TCX

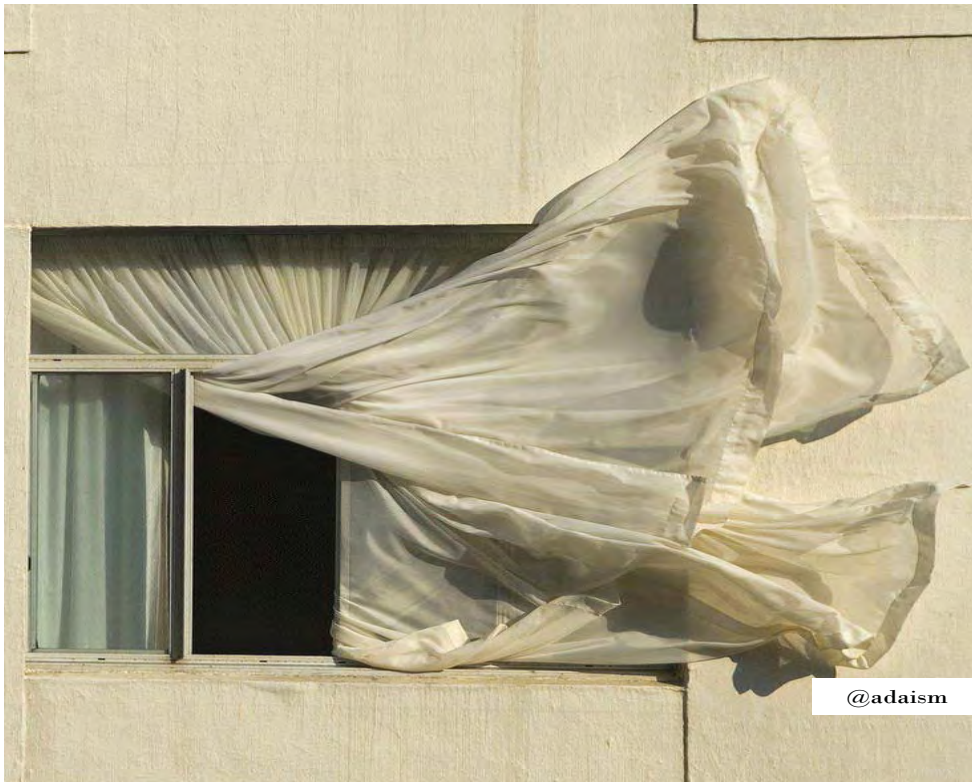


8460 C

SLOW FUTURES



Chris Puen



@adaism

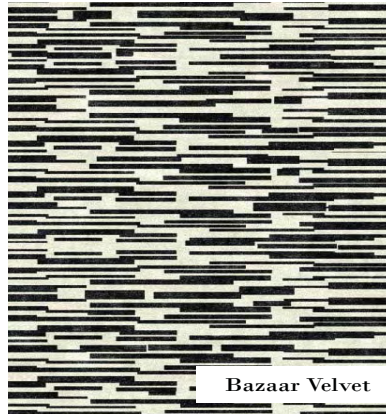


## DIGITAL DIMENSIONS

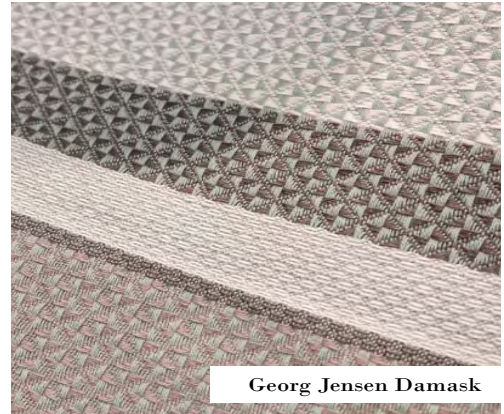
*DIGITAL AGE / DISTORTED LINES OF CODING AND RIPPLING / PIXELLATED OPTICAL EFFECTS / SHEER TRANSPARENCIES / DENSE OPTICAL EFFECTS*



Devilla



Bazaar Velvet



Georg Jensen Damask

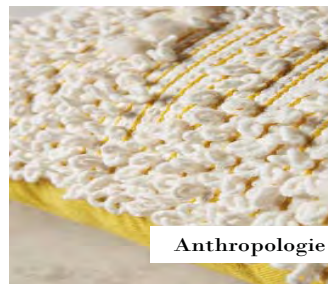
## LIVED IN

*CRUSHED, WORN AND LIVED IN FABRICS / NATURAL PLAIN COTTONS / PALE PASTEL JACQUARDS / SILK METALLIC YARNS / MINI FRINGE*

SLOW FUTURES



Poppy & Co



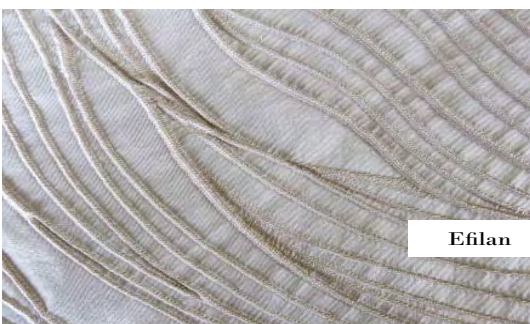
Anthropologie



Jetske Visser

## EARTH'S STRATA

*RIPPLING LAYERS OF SEDIMENT TO FRACTURED SURFACES / GEOLOGICAL WORLD / NATURAL CRACKS / DECONSTRUCTED SURFACES / SUBTLE RELIEF / STRATA IN GREY AND BROWNS*



Efilan



Prestigious



## VOLUMINOUS TRANSPARENCIES

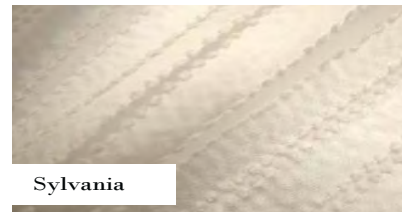
*FINE GRAPHIC LINES | DELICATE STITCH-WORK | SUBTLE TACTILITY | TRANSPARENCY | CHEVRON CUSHIONS | SUBTLY SHIMMER*



Designers Guild



Olmetex



Sylvania

## TACTILE SURFACES

*PEACH-TOUCH RUGS | SUEDE CUSHIONS | VELVET-SHEEN CURTAINS | SUBTLE INDENTATIONS | MOHAIR KNIT TROWS*



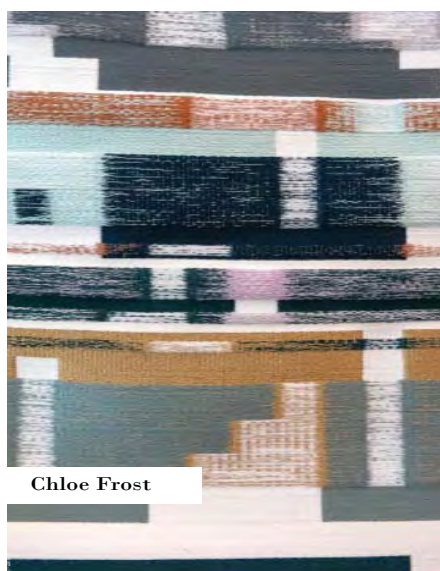
Chloë Frost



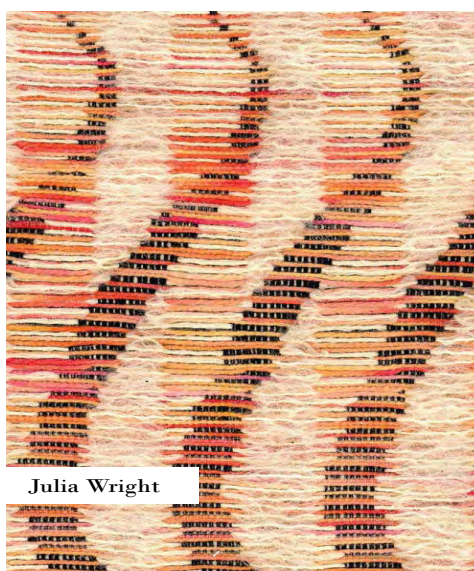
Teseo Tessitura Serica Di Olmeda

## LOOSE CONSTRUCTIONS

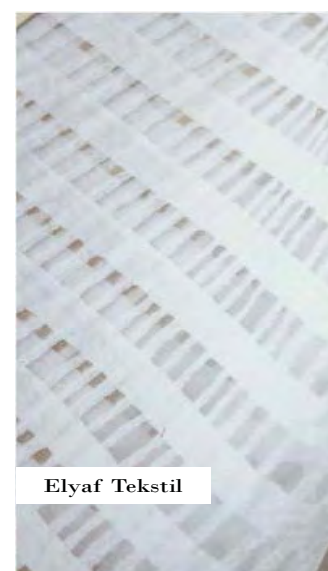
*DROP STITCHES | OPEN KNITS | GEOMETRIC REPEATS | JACQUARD WEAVES | CROCHET STRUCTURES | LOOSE CONSTRUCTIONS*



Chloe Frost



Julia Wright



Elyaf Tekstil



# YOUTH TONIC

## INTRODUCTION

This theme displays the youthful individual spirit and strength of today's generation. The designs in this theme have 'mix and match' patterns with play of 'geometric' motifs displaying the fun elements through colors and patterns. The inspiration also comes from the wide field of 'art' having brush strokes to graffiti, solid bold geometric patterns and blending of colors through 'ombre' technique cascading dynamism of the theme's spirit.

## WHAT TO LOOK FOR ?

The following key directions can be implied for the complete theme's design development for Weave, Print and Surface Ornamentation in textiles. Solid Stripes, Bold Patterns, Space Dyed Yarns, Ombre Technique, Shaded Effect, 3 D Motifs, Mix and Match of Solid Patterns, Different Weaving Techniques, Quilting, Padding, Embossing Techniques.



YOUTH TONIC



Masquespacio







Sunny Todd Prints



Collect Scotland

## MOOD & COLOUR

The colors of this theme exhibit the enthusiasm and liveliness of youth, where colors range from electric pastels to bold pink, yellow and blue integrating urban tones of navy and black.



Adam Frezza & Terri Chao

### COATED PANTONE PALETTE



13-4308 TCX



12-0312 TCX



16-1529 TCX



937 C



17-1553 TCX



11-0601 TCX



17-4139 TCX



19-4005 TCX

YOUTH TONIC



## DYNAMIC OMBRE

*OMBRÉ TONES / BOLD SOLID GRADIENTS / TEXTURED CHALKY PASTEL HUES / BOLD TONES / COMPLEMENTARY CONTRASTING HUES*



Joan Salo



Shane McAdams



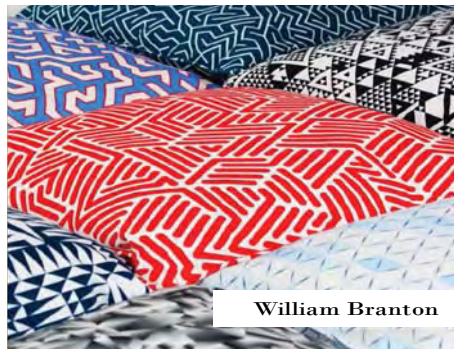
Joan Salo

## MIX 'N' MATCH

*SIMPLE GEOMETRICS / HAND-DRAWN MOTIFS / DROP SHADOWS / OVER-PRINTING / THREE-DIMENSIONAL FEEL / MULTICOLOUR STRIPES / BROKEN UP STRIPES*



Sangrika Sundaram



William Branton



Emdal Studio

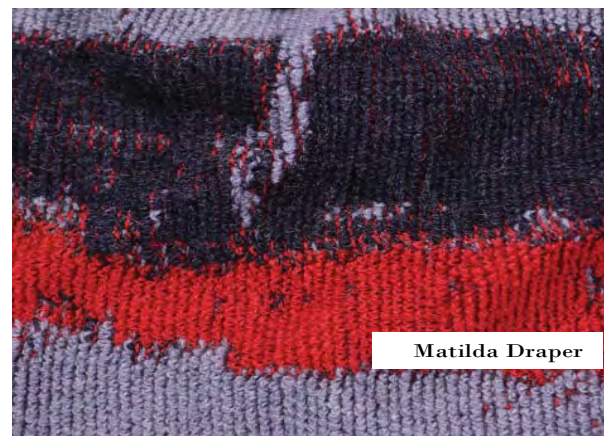
YOUTH TONIC

## URBAN SPACES

*GRAFITTI SPRAY-PAINT / LAYERED GRAPHICS / PAINTERLY BRUSH MARKS / DIGITAL PHOTOGRAPHIC PRINTS / HAND-DRAWN DOODLES / DECONSTRUCTED STRIPES*



Amelia Ayerst



Matilda Draper



## SOFT F

*TACTILE SPONGE | QUILTED | EMBOSSED | DEBOSSSED | GRAPHIC PATTERN | CAMO*



Wujiang Fuhua Weaving Co.



Redaelli Velluti

## WINDOW

*CLASSIC WINDOWPANE CHECKS | FINE GRID LINES | SIMPLE GEOMETRIC | ERASED CHECKS | S  
GRAPHIC I*



Zara Home



Habitat

## FLAT C

*FLAT GEOMETRY | COMPLEX SPLICED LINES | RANDOM C*



@rrreepppeeeaaattt



Eloise Holmes



# PSYCHOTROPICAL

## INTRODUCTION

Inspired from wild foliage and exotic animal skin; Psychotropical is an amalgamation of vibrant tropical prints and patterns. It encompasses physical and digital surface patterns reflecting interesting nature through printed, woven or embroidered surfaces on textiles.

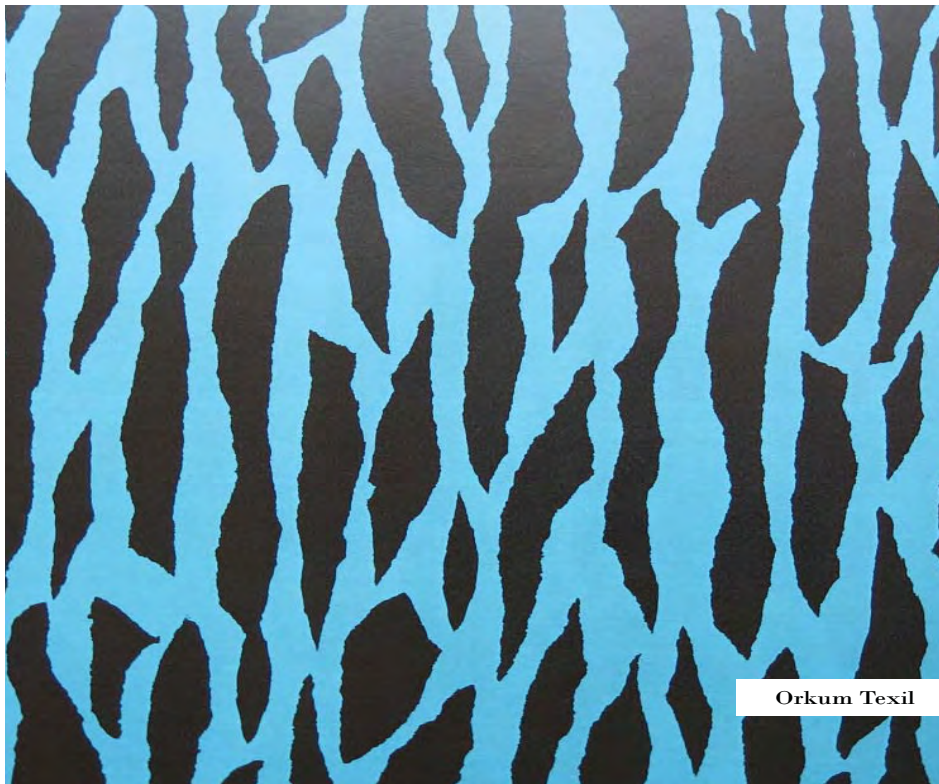
The direction reflects photographic printed cushions, woven chevron throws, open structured mesh and jacquard woven rugs.

## WHAT TO LOOK FOR ?

Tropical foliage with exotic fauna is depicted through prints, appliqué overlay and subtle jacquard weaves. Undulating waves, ripples and distortions, ombre dye, chevrons, curvilinear stripes, transparencies are created through appliqué, beading, embroidery and laser cutting techniques. Loops of yarn & tufting techniques are used to generate tactile surfaces. Net, crochet, jacquard fabrics are widely seen in this direction.



PSYCHOTROPICAL



Orkum Texil







CB2

## MOOD & COLOUR

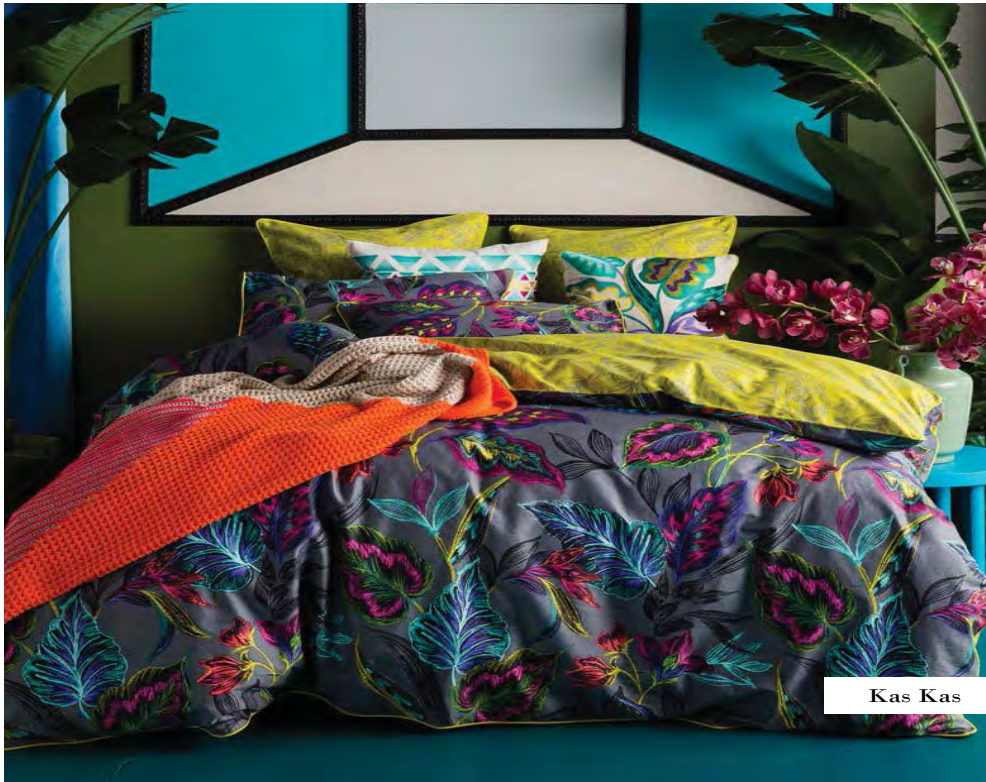
Inspiration from tropical and lush vegetation, the palette is created with bright and tonal forest greens and blues with Metallic glints of underwater life.



CB2



Julia Wright



Kas Kas

## COATED PANTONE PALETTE



19-5414 TCX



19-4324 TCX



19-4053 TCX



15-4502 TCX

PSYCHOTROPICAL



16-1462 TCX



18-1945TCX



12-0738 TCX



10287 C

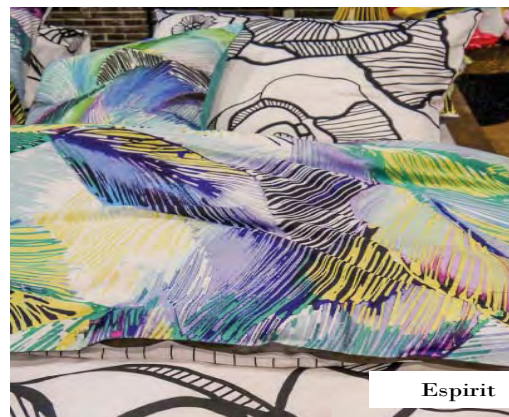


## LUSH RAINFOREST

*EXOTIC PLANTS | PEACOCK FEATHERS | OVERSIZED PALMS | NAIVE HAND | PAINTERLY PRINTS AND WEAVES | ABSTRACT MIRRORED COMPOSITIONS*



Shenzhen Zhongsheng Lida Textile Co

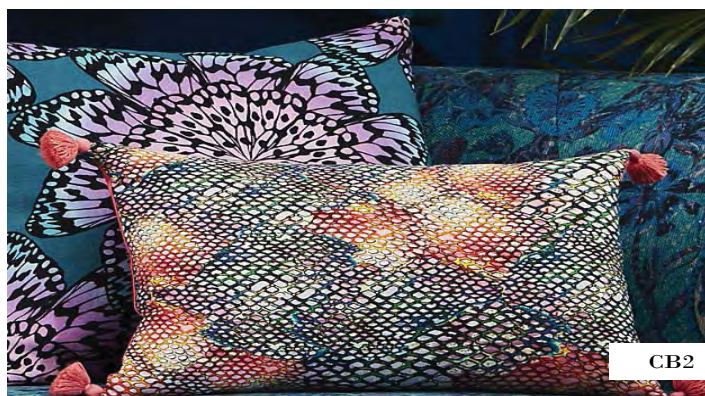


Espirit

## EXOTIC SKINS

*TIGER PRINT | SNAKESKIN | BUTTERFLY WINGS LEOPARD SPOTS | FISH SCALES | COMPLEX SURREAL PATTERNS | MIX AND MATCHED SKIN*

PSYCHOTROPICAL



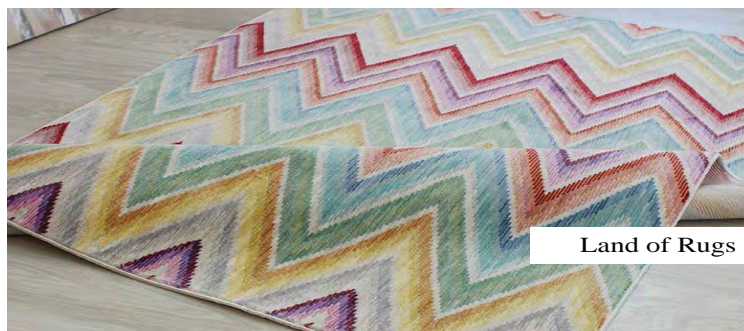
CB2



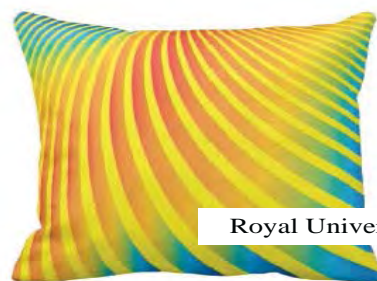
Ellie Mac

## UNDULATING WAVE

*UNDULATING WAVES, RIPPLES AND DISTORTIONS | OMBRÉ DYE | CHEVRONS | CURVILINEAR STRIPES | TRANSPARENCIES*



Land of Rugs

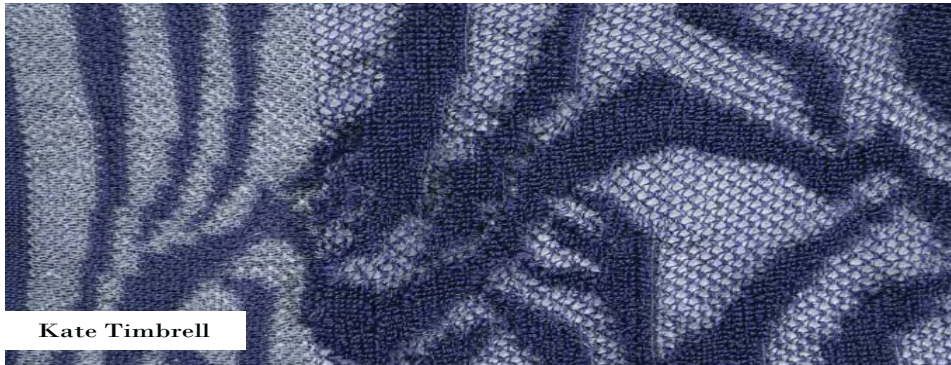


Royal Universal Lace

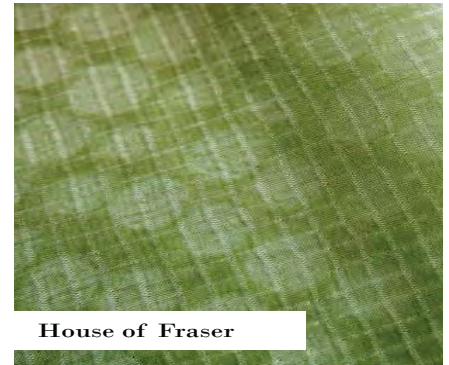


## ORGANIC ME

*NET | MESH | CROCHET | JACQUARD FABRICS | BOTANICAL GREENS AND DEEP BLUE SEAS | APPLIQUÉ  
OVERLAY | FUSE MESH FABRICS AND KNITTED STRUCTURES | MICROSCOPIC VIEWS OF TRO  
FOLIAGE | SUBTLE GEOMETRICS JACQUARD W.*



Kate Timbrell



House of Fraser



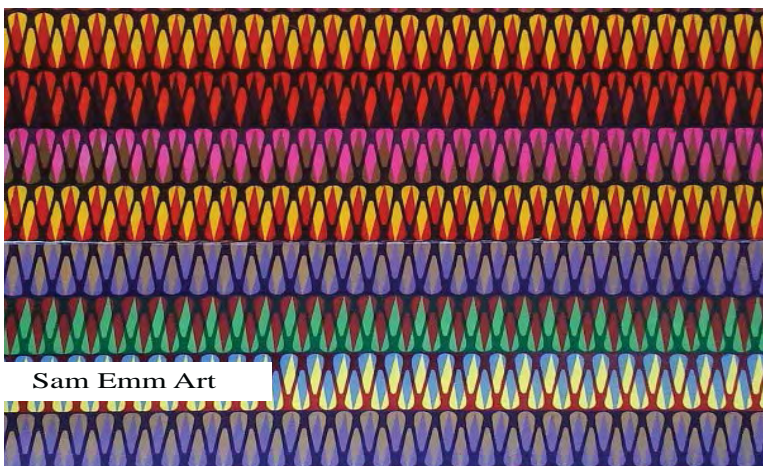
Royal Universal Lace



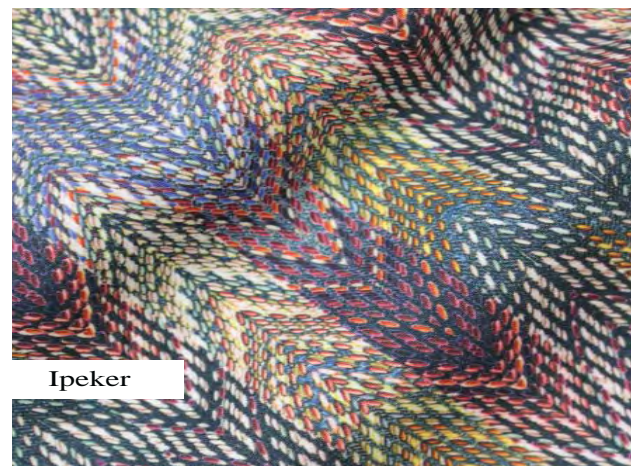
Toray International Europe

## TACTILE SURFACES

*APPLIQUÉ | BEADING | EMBROIDERY AND LASERCUTTING | EMBROIDERED TRANSPARENCIES | LOOP  
OF YARN AND CONTRASTING MATERIALS | TUFTING TECHNIQUES*



Sam Emm Art



Ipeker



## Heimtextil 2017, Frankfurt, Germany

Heimtextil is the biggest and most important international trade fair for Home Textile products, organised by Messe Frankfurt. This year it was held at Frankfurt, Germany from 10<sup>th</sup> January to 13<sup>th</sup> January 2017. 2963 exhibitors from 67 countries presented their new textile products and designs in the fair visited by more than 70,000 people from different parts of the world. Around 300 exhibitors from India exhibited their products in this world class fair. The fair also had Theme park “Explorations” along with Conference Centre at Hall 6.0 and Green Village with Speakers Corner at Hall 8.0.



The Indian Pavilion for Heimtextil 2017 consisted of participants from HEPC (Handloom Export Promotion Council), Texprocil (Cotton Textiles Export Promotion Council), and direct participants. Shri. Raveesh Kumar, Consul General of India at Frankfurt inaugurated the Indian pavilion in the presence of Shri. Puneet Aggarwal, Joint Secretary, MOT, Govt of India, Shri. Sarvepalli Srinivas, MD, NHDC and other delegation members of Govt. of India, Council representatives and Indian exhibitors.



### HEPC participation

HEPC, under Market Access Initiative (MAI) Scheme of Ministry of Commerce, participated in Heimtextil with 50 member exporters, under a common branding “Incredible Textiles of India”. HEPC exhibitors were given space in halls 6.3 & 10.3 and wide range of products in Cushion covers, Kitchen linen, Bed linen, Floor Coverings, Home Furnishings, Durries, Made ups etc. were showcased in the stalls for the buyers. The member exporters exhibited their range of products in the raw space and standard booths given by HEPC.





### Cluster participation

As a part of HEPC initiative to provide international exposure to handloom clusters, for Heimtextil 2017, two clusters; Artfed, Assam and Chennimalai, Tamilnadu participated with the funding under National Handloom Development Program and they were allotted a stall at Hall 10.3. The clusters exhibited their range of products like kitchen linen, stoles, home furnishing products and had good response from the visitors. The products made from eri silk material of Artfed cluster had good response. The clusters together had spot orders worth Euro 12,000 (Rs 8,76,000) and enquiries worth Euro 72,000 (Rs 52,56,000)



### Incredible Textiles of India Branding

For Heimtextil 2017, Ministry had given a uniform branding for all stalls “Incredible Textiles of India”. HEPC had undertaken this branding for all its participants in the signage of their stalls

### Road show

A Road show was jointly organised by Texprocil, HEPC, EPCH and Pedexcil on 12.1.17 as directed by Ministry of Textiles. About 40 buyers, Indian participants and Shri.Raveesh Kumar, CGI, Frankfurt and the Indian officials led by Shri.Puneet Aggarwal, Joint Secretary, MOT attended the Road show.

### India Handloom Brand promotion

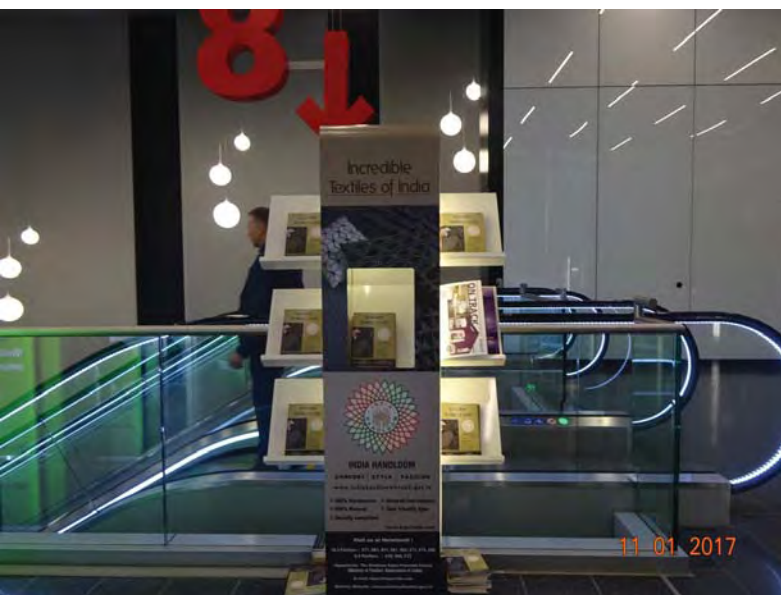
A 36 sq.m stall for IHB branding promotion and product display at Hall 6.3 C72C was coordinated by HEPC. IHB products, banners to educate buyers regarding IHB branding and its benefits were displayed in this stall, along with the promotional materials for IHB. Two hostess were engaged to explain regarding IHB to the visitors and many were eager to know about the branding given for Handloom. The list of IHB registered holders in Home Furnishings was also distributed to the visitors.

Promotion materials for IHB and Printed Brochures regarding the HEPC participants’ stall details and leaflets were distributed by the hostess. Audio Visual film was run in the stall about Indian Handloom Brand.

### On site Advertisements

One of the eye-catching feature of Heimtextil was the numerous onsite advertisements for IHB, titled Incredible Textiles of India which has surely propagated the brand. The advertisements were in the form of slim box, window advertisement, triangular tower, lumio, optimo, e-poster etc.





## Exports to Germany

Germany lists among the top 5 export markets for Handloom products and the exports of Handloom products to Germany was Rs 100.59 Cr in 2015-16. The exports to Germany for 2014-15 was Rs. 155.12 Cr and for 2013-14 was Rs 151 Cr. The potential products exported to Germany are Home Textiles like Kitchen Linen, Toilet Linen, Floor Coverings, Bed linen, Made ups etc.

## IIHF Promotion

IIHF promotion also was done during the Heimtextil fair. IIHF promotional bags which had a set of all the promotional materials of IHB and IIHF was a major hit in Heimtextil. Many visitors appreciated the bag and desired to carry it with them.



## Seminar at Heimtextil 2017

A seminar “Sourcing of high quality hand woven from India” was presented by Shri. R. Anand, Executive Director, HEPC at the Speakers edge in Hall 8.0 on 12<sup>th</sup> January 2017, 4 pm. The benefits of India Handloom Branding, procedure for getting the branding, testing parameters, IHB products, Products made from IHB etc were presented in detail.



## Report



### Meetings

A meeting was held with Messe Frankfurt fair authorities, Ms.Meike Kern, Director and Ms.Maria Lopez, Sales on 11.01.2017. Showcasing India in trends forum, Additional space requirement, Premium location for Indian exhibitors, free space for live demonstration of handloom weaving during Heimtextil 2018 etc. were some of the key points discussed during the meeting.



### Feedback from the participants

As per the member exporter's feedback, the first day started slow but second and third day the footfall of buyers in HEPC exporter stalls were better. Around

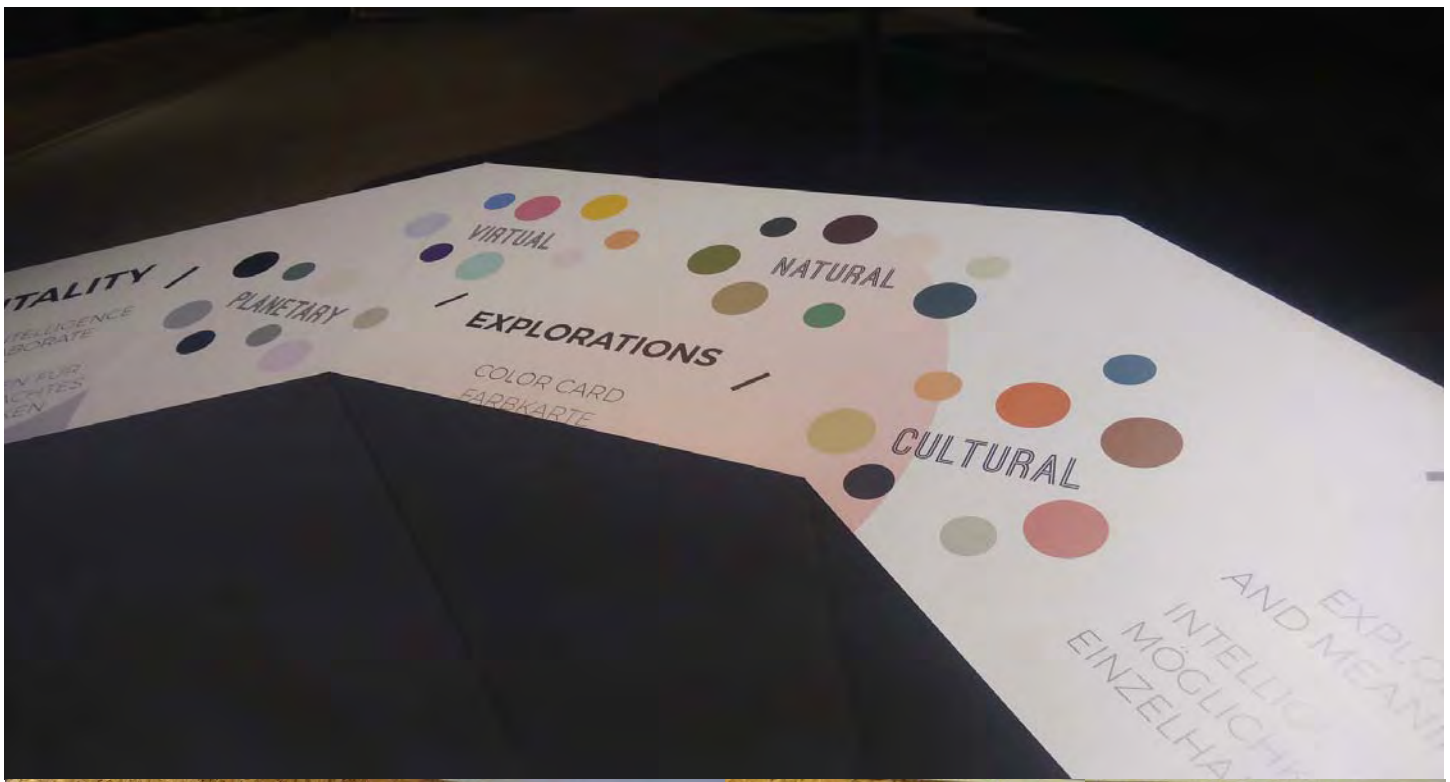
1000 buyers had visited HEPC participant stalls and this has enabled them to enter into new markets like Sweden, South Korea, Canada, Europe, U.S.A., Argentina, China. Most of the participants were satisfied with the performance of the fair and have expressed their desire to participate again through the Council. Member exporters have received about total spot orders worth Rs.16.20 crore & enquiries generated were to the tune of Rs.56.50 crore.



### Heimtextil Trends

The Theme Park was situated in Hall 6.0 and this year's motto "Explorations" took visitors on a spectacular journey of a variety of innovative materials, textures and new patterns. The main attraction was the Digital printing factory and the sewing machines which converted the digital printed fabrics to made ups and accessories.





Heimtextil is not only a platform to showcase one's strength of business and business capital, but the fabrics speak out the forthcoming trends of the season. A quick passing through the Halls 4, 8, 10,11 teaches us the textile trends for Home textiles. Digital printing was the main trend and simple fabrics in plain, Huck a Back, mat weave, cords etc. decorated these halls. The colour trends varied from shades of beige, grey, pink to earthy colours and then to dynamic bright shades, particularly for towelling. Bed spreads were mostly in printed, soft fabrics. Surface ornamentation particularly in Cushion was mainly with fabric tessellations, simple printed.





- R P Rajalingam & Jini Varghese



HEPC welcomes Mr.Sundar Murugesan, M.Tech., M.B.A., M.A. - Public Administration, (Ph.D), who has recently joined the Council as Deputy Director.

He has experience of around 30 years in export promotional activities related to Textiles & Handlooms.



## WHO'S NEXT, PARIS, FRANCE

### Overview - France Market:

Organiser	: WSN Developement, Paris, France
Show Venue	: Viparis-Port de Versailles, 75015 Paris, France
Show dates	: 20-23 January 2017
Show timing	: 9.00 am to 7.00 pm
HEPC's Stall No.	: 511
No.of HEPC Participants	: 22 + HEPC promotional Stall

### About the Event

More than 20 years after its creation, WHO'S NEXT has become the leading international fashion trade show for Womenswear in Europe. In January and September, the event welcomes 40,000 visitors through its doors at the Porte de Versailles Exhibition Centre in Paris, with around 700 French and international

ready-to-wear brands there for them to discover. The Who's Next trade show brings together French and International ready-to-wear collections across 5 different FAME, PRIVATE, TRENDY, URBAN, STUDIO.

**FAME 200 brands:** For 10 years running, designers and brands, from undiscovered to world-famous, reach out to international buyers.

**PRIVATE – 175 brands:** A selection of creative womenswear brands with strong commercial potential and international renown.

**TRENDY – 85 brands:** Womenswear collections that capture the spirit of the times at affordable prices.

**URBAN – 65 brands:** Brands with a mix of denim and streetwear.

**STUDIO – 175 brands:** Must-have women's ready-to-wear pieces regrouped by brand.





## Economic Relations

France is the 5th largest economy of the world with a total GDP of €2.1 trillion in 2015 with a GDP growth rate of 1.1% in 2015. It had a Per Capita GDP (PPP) of €34,144 in 2015. France is an important member of the G-8, OECD and G-20.

India's main exports to France include: Textile & textile articles (23.5% share); mineral fuels & oils (17.54%); machinery & mechanical appliances and electrical equipment (11.73%); chemical & allied products (9.5%); animal, vegetable & food products (6.8%); vehicles & aircraft (4.9%); footwear (4.7%); metals & articles thereof (3.75%); leather articles (3.5%); gems & jewellery (2.9%).

Top French exports to India include: Machinery & mechanical appliances and electrical equipment (27.47%); vehicles & aircraft (19.58%); chemical & allied products (14.63%); optical, photographic, cinematographic, measuring, checking, precision, medical or surgical instruments and apparatus; parts and accessories thereof (10.05%); metals & articles thereof (8.77%); plastics, rubber and articles thereof (5.26%); animal, vegetable & food products (3.1%).

Exports of apparel and clothing material from India to France registered an increase of 3.7%, boilers and machinery (16.23%), organic chemicals (3.23%), electrical machinery and equipment (6.3%), vehicles, other than railways and parts (25.88%), footwear (10.64%), leather goods (6.76%) and gems and jewellery (28.23%) also registered an increase in exports to France.

## Export Trends

Table detailing export of handloom products to France during 2013-14, 2014-15 and 2015-16

S.No	Category	2013-14		2014-15		2015-16	
		INR CR	US \$ M	INR CR	US \$ M	INR CR	US \$ M
1	Fabrics	1.13	0.19	0.33	0.05	3.20	0.48
2	Floor Coverings	28.19	4.66	28.23	4.62	28.74	4.39
3	Clothing Accessories	1.47	0.24	1.89	0.31	3.11	0.49
4	Madeups	55.71	9.21	60.26	9.86	50.89	7.77
	<b>Total</b>	<b>86.49</b>	<b>14.30</b>	<b>90.71</b>	<b>14.84</b>	<b>85.93</b>	<b>13.13</b>

## About HEPC Participation



Handloom Export Promotion Council (HEPC) is participating in this event since 2010. HEPC participated in January 2017 edition with 22 member participants by taking a total space of 264 Sq.mts. Out of which 12 members participated under National Handloom Development Programme scheme and the remaining 12 participated without grant. Varanasi Mega Handloom Cluster also participated in this event. HEPC, ISEPC and some Indian exhibitors were placed in "FROM" section in Hall 3.

HEPC set up a central promotional stall to promote India Handloom Brand wherein publicity elements like posters, products registered under India Handloom Brand, Video promoting the India Handloom Brand were displayed. Also, posters of India International



Handwoven Fair (IIHF), Sourcing Directory, Handloom Atlas, India Handloom Brand Leaflet and brochures were distributed at the HEPC stall. Buyers were informed about the India Handloom Brand and India International Handwoven Fair. Council engaged a hostess to brief the buyers in their local language.



### About Cluster Participation

Council organised participation of following handloom clusters.

1. Varanasi Mega Handloom Cluster, Varanasi
2. Eidgah Handloom Cluster, Jammu & Kashmir

Of the above, the representatives of Edigah Handloom Cluster did not attend the event due to the denial of VISA for the applicant. Under the circumstances, one of the participant under Varanasi Handloom Cluster had displayed their products. The products on display included stoles, dupatta, dress materials. Cluster participants received enquiries from visitors from

countries like France, Poland, Spain, Japan & USA.



### Feedback

440 buyers visited our member participants stall. HEPC member participants had spot order worth Rs 8.65 crore and enquiry worth Rs 12.92 crore. Most of the participants want to participate in the upcoming editions through HEPC and are satisfied with the coordination of the event.





## 1<sup>st</sup> North East Investors' Summit



Ministry of Textiles and Ministry of DoNER jointly organised the first ever Investors' Summit exclusively for North East Region during 29 & 30 January 2017 at Shillong.

The summit was inaugurated by Hon'ble Minister of Textiles in the presence of the Chief Minister of Meghalaya, the Union Minister of State (IC) for DoNER, Union Minister of State for Home Affairs, Vice Chairman of NITI Aayog, among others. Following the inauguration, around 20 Memorandum of Understandings (MoUs) were signed by the Development Commissioner (Handlooms), Development Commissioner (Handicrafts), AEPC, EPCH, CEPC, etc., to facilitate the products of North East Region to enter into domestic and global markets.





On the sidelines of the Summit, an exhibition of Handlooms and Handicrafts products of North East Region was organised, in which 60 artisans/clusters/societies had put up their stalls. 14 member exporters of HEPC along with exporters of other Councils like AEPC, EPCH, CEPC, etc., participated in the Buyer Seller Meet (BSM) as Buyers.



A direct marketing portal for handloom weavers and handicraft artisans ([Indiahandmadebazaar.com](http://Indiahandmadebazaar.com)) was launched by Hon'ble Minister of Textiles on 29<sup>th</sup> January, 2017 in Shillong during the 1st North East Region Investors Summit. The portal has been set up with the objectives

- (i) To provide direct market access facility to genuine handloom weavers and handicraft artisans and
- (ii) To provide updated information about handloom and handicraft producers and their products to retail customers, e-commerce players, wholesalers and exporters.

Weavers and artisans registered with the Development Commissioner for Handlooms, Development Commissioner for Handicrafts or other participating Government of India Ministries and their agencies shall have access to the portal on the basis of their registered mobile number in respective data base.

During the visit to the Exhibition, HMoT desired that HEPC may provide proper hand-holding to Handloom weavers/societies of the North East so that their products can be made suitable for export markets. For achieving this, it was desired that HEPC may have a help desk at Guwahati to coordinate various activities related to linking the North East Region products to exporters and to export markets.

Later, during the panel discussion, Secretary (Textiles) indicated that a Trade Facilitation Centre/Help desk will



be set up in Guwahati and this centre will have one representative each from HEPC, EPCH, CEPC, etc., so that products from North East Region are made suitable for export and find a place in the export market.



Many dignitaries representing the Industry as well as authorities of North East States and the Govt. of India participated in the panel discussion. The topics covered during the panel discussions include

- a. Showcasing opportunities in textiles,
- b. Entrepreneurship development & startups,
- c. Enhancing the reach of North East textiles through design & marketing,
- d. Ease of financing for textiles industry in North East,
- e. Improving infrastructure in North East regions,

The Summit ended on a positive note in all stakeholders understanding the potential of North East Region and the feasibility of the products of North East Region being suitable for both domestic as well as export market through appropriate investments.

- R.P.Rajalingam



## Seminar on REX system for export into EU

The Registered Exporter (REX) system is the system of certification of origin of goods that will be applied in the Generalised System of Preference (GSP) of the European Union as from 1<sup>st</sup> January 2017. It is based on a principle of self-certification by economic operators who will make out themselves so-called Statement on Origin. To be entitled to make out a Statement on Origin, an economic operator will have to be registered in a database by his competent authorities. The economic operator will become a "registered exporter".



The REX system was introduced in the GSP rules of origin by amending Regulation (EU) No 1063/2010 in the context of the reform of the GSP rules of origin in 2010. While the other elements of the reform have taken their effect as from 1<sup>st</sup> January 2011, the application of the REX system has been deferred to 1<sup>st</sup> January 2017, to give enough time to the GSP beneficiary countries to be ready.

The REX system will progressively and completely replace the current system of origin certification based on Certificates of Origin issued by governmental authorities and on invoice declarations made out under certain conditions by economic operators.

To create an awareness on REX system, a seminar on Registered Exporters (REX) system for export into EU countries was organized at Karur on 27-01-17. Dr. Prabhu, Vice Chairman of the Council delivered welcome address wherein, he highlighted the importance of understanding the system considering market significance of EU. Shri.S.Raju, Asst. Director, Textiles Committee made a presentation detailing the necessity, guidelines and procedure for registration.

The occasion was also utilized by HEPC to present about upcoming edition of India International Handwoven Fair. Further, the audience were also briefed about the significance of different mode of digital payment system and inturn were requested to create more awareness among their employees, work force and other stake holders so that employees use digital transaction mode.

The seminar had an attendance of about 90 exporters.

Shri. Sundar Murugesan, Deputy Director underlined the need for product diversification using new fibres like banana fibres, bamboo fibres and similar other non traditionalfibres which are having good market scope.

Shri. V.C.Selvan, EC member of HEPC delivered vote of thanks.

- P. Rangasamy





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Website of Ministry of Textiles: [www.ministryoftextiles.gov.in](http://www.ministryoftextiles.gov.in)