

REPORT ON PARTICIPATION IN

INTERNATIONAL SOURCING EXPO

AUSTRALIA

AT

MELBOURNE CONVECTION & EXHIBITION CENTRE

SOUTH WHARF VIC, MELBOURNE,

AUSTRALIA 3006



HANDLOOM EXPORT PROMOTION COUNCIL

(MINISTRY OF TEXTILES, GOVT. OF INDIA)

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Brief about ISE 2018

Name of the Fair	:	International Sourcing Expo (ISE) Australia
Organiser	:	International Exhibition & Conference Group Pty Ltd Level 1, 197 Bay Street Brighton VIC 3186, Australia T: +61 3 9596 9205
Venue	:	Melbourne Convention & Exhibition Centre (MCEC) 2 Clarendon Street SOUTHBANK VIC 3006, Australia
Duration	:	3 days (20-22 November 2018)
No. of HEPC participants	:	19 Nos. + Central Promotional Stall for HEPC
<i>Participants Feedback: -</i>		
Products Displayed	:	Handloom Table place mats, Table Covers, Runner, Cushion Covers, Scarves, Stoles, Shawls, Beach towel, Bed sheet, Womenswear Apparels, Ladies Garments, Kitchen linen, Table linen, Napkins, table runners, Towels, Beach towels, Quilts, Bags, bath towel, Rugs, bathmats, bath rugs & Cotton Durries
No. of Visitors in HEPC stalls	:	250
Visitors from	:	Australia & New Zealand
Spot Orders	:	Rs.93.60 lakh
Enquiries Generated	:	Rs.3.63 Crore

India –Australia:

India and Australia have several commonalities, which serve as a foundation for closer cooperation and multifaceted interaction. Both are strong, vibrant, secular and multicultural democracies. Both the countries have a free press and an independent judicial system; the English language is an important link.

Handloom products export to Australia:

During 2017-18, Australia imported Rs.74.82 crore worth of handloom goods from India and there was a decline to an extent of 16.23 % as compared to Rs.89.32 crore during 2016-17. Top 5 handloom products being exported to Australia during 2017-18 include Carpet and floor coverings (Rs.24.16 crore), other furnishing articles (Rs.18.36 crore), Cushion covers (Rs.15.70 crore), other made-ups (Rs.6.29 crore) and other fabrics (Rs.4.61 crore).

About International Sourcing Expo:

International Sourcing Expo (ISE) is one of the key sourcing trade fair in Australia for Apparel, accessories & Textiles sector. It provides unique opportunity for international manufacturers with Australian brands and buyers across the fashion and textile product categories. ISE offers unparalleled opportunities for international manufacturers seeking to access the growing Australian market.

International Sourcing Expo also offers a unique opportunity to access Australia and New Zealand trade buyers who are mainly interested in garments, fashion accessories, madeups, footwear, home textiles, fabric and handicrafts. This fair provides immediate access to a strong trade buying audience focused on connecting and contracting with international suppliers. As Australia is a large, growing and stable economy, with strong import growth in fashion and textiles, this fair is organised by one of the world's leading exhibition organisers viz. International Expo Group, Australia who claim to have established a professional platform for connecting with all levels of the Australian fashion and textiles market. ISE is co-located with the Footwear & Leather Show & China Clothing Textile Accessories Expo 2018.

Highlights of Fair reported by Fair Authorities:

Visitor Attendance:

Total Visits: 4,380 (10.2% higher than prior year)

Unique Visits: 3,623 (13% higher than prior year)

With visitor numbers 10.2% higher than previous year, and more VIP buyers in attendance, the expo delivered more than ever before.

Exhibitor Participation from around the world:

China, India, Pakistan, Bangladesh, Hong Kong, Indonesia, Vietnam, Malaysia, Singapore, United States, Fiji, Australia, Turkey, South Africa, Taiwan, Nepal, Serbia, Italy, Thailand.

Number of Exhibitors:

International Sourcing Expo - 242 (237 in 2017)

Footwear & Leather Show – 125 (108 in 2017)

China Clothing Textiles Accessories Expo – 362 (366 in 2017)

Total number of exhibitors: 729* (711 total exhibitors in 2017) - *130 Indian exhibitors in 2018

Gross Floor space: 16,500 sq.m

Participating International Trade Bodies & Supporters:

Federation of Indian Export Organisations, India
Handloom Export Promotion Council, India
Apparel Export Promotion Council, India
Wool and Woollen Export Promotion Council, India
Council for Leather Exports, India
South Africa Footwear and Leather Export Council, South Africa
Textile Clothing and Footwear Council, Fiji
Export Promotion Bureau, Bangladesh
Trade Development Authority of Pakistan
Taiwan Textile Federation, Taiwan
Serbian Chamber of Commerce, Serbia
Taiwan Footwear Developing Association, Taiwan
Vietnam Textile Apparel Association, Vietnam
Italian Chamber of Commerce and Industry, Italy
Australian Fashion Council, Australia
Australian Retailers Association, Australia

Visitor Catchment

Victoria 71.7%
NSW 13.4%
QLD 7.3%
Rest of Australia: 4.7%
International 2.9%

International Visitor Attendance

New Zealand, China, India, Hong Kong, United States, Bangladesh, Romania, South Korea, Indonesia, Pakistan, Sri Lanka, Vietnam, Western Samoa, Fiji, Bolivia, United Kingdom, Singapore, South Africa, France, Denmark, Brazil, Australia, Italy, Malaysia, Anguilla, Antigua and Barbuda, Germany.

Key Trade Visitor Type:

Distributor/Wholesaler 17.3%
Manufacturer 12.8%
Importer 11.3%
Independent Retailer 15%
Hybrid (incl. online) 27.7%
Retail Franchise/Chain/Department Store 4.8%
Agency 4.8%

Global Runway

A highlight of the 2018 event was the launch of Global Runway, where emerging and established designers from Indonesia, China and Australia showcased their collections on the runway. Positioned on the show floor, the runway shows were supported by Australian Fashion Council and enjoyed by strong crowds across two days.

“Global Runway was an energetic addition to our successful and established program. The designers brought their collections to life on the runway and feedback from our visitors has been very positive. We are always looking for new ways to showcase the incredible breadth of the expo’s exhibitors and we are delighted to have introduced Global Runway to highlight some of the vast talent and craftsmanship on the show floor,” Marie Kinsella, CEO, IEC Group Pty. Ltd.

Visitor business profile

The visitors business profile of ISE 2018 include Wholesalers, Distributors, Chain Stores, Hotel Industries, Education, Government/Peak Body Importer, Manufacturers, Media, Retail Chain/Franchise, Retail Online, Retailer, Trade Supplier.

Product profile

International Sourcing Expo features a diverse range of products including Accessories, Apparel, Millinery, Leather goods, Lingerie and intimate apparel, Sportswear, outdoor and sporting goods, Womenswear and menswear, Footwear, Workwear/uniforms, Streetwear, Embroidery, trims, **Home textiles**, handicrafts and **handlooms**, Luggage, bags and wallets, Giftware, Eyewear and headwear, Small leather goods, Jewellery, Denim, leather, , silk, embroidery, yarn and knitwear, Swimwear, Textiles and Ready-made garments/made ups.

About HEPC's participation in ISE 2018

Handloom Export Promotion Council, under National Handloom Development Programme of Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India, organised participation of 19 members besides Central Promotion stand for HEPC in the International Sourcing Expo, held during 20-22nd November 2018 at Melbourne Convention and Exhibition Center, Melbourne, Australia in an area of 207 sq.m.

Member participants displayed wide range of products viz. handloom madeups, table cloth, runner, placemats, scarves, stoles, shawls, bath mats, cushion covers, cushions, terry towels, home textiles, quilts, table linen, bed linen, Womenswear Apparels, durries and floor coverings.

Shri.Rajesh Kumar Sahu, Addl. Development Commissioner for Handlooms, Ministry of Textiles, Govt. of India visited the fair to study the market trends & also to make an assessment of existing export strategies by interacting with member participants, importers & other stake holders in the industry to enhance the export trade of Indian handwoven textiles to Oceanic countries.

HEPC had set-up a Central Promotional Stall during the 3 day event & distributed brochures and pamphlets. Publicity was given for India Handloom Brand through brochures and posters. Apart from promotion of handwoven products from India, Central Promotional Stall was also utilised as one point contact for buyer's mobilisation for the India Textiles Sourcing Fair 2019. Council also arranged continuous audio video display of Handloom products,

pictures & information about India Handloom Brand, Handloom mark, Handloom week, Kalamkari, etc. The visitors who expressed their interest to participate in the India Textiles Sourcing Fair 2019, were provided with necessary information and their email address/business cards were also collected.

Apart from HEPC's participation, Federation of India Exporters Organisation (FIEO) along with Apparel Export Promotion Council (AEPC) and Wool & Woollens Export Promotion Council (WWEPC) organised group participation in the event. FIEO led the delegation, with a large representation from India to this fair.

The following member exporters showcased their products during the 3 days event: -

Sl. No.	Company Name and address	Name of the representative	Product details	Booth No.
1.	Rauny Exports 6/92, Sector-2, Rajender Nagar, Sahibabad, Ghaziabad -201005, Uttar Pradesh, India	Mr.Kapil Jain, Marketing Manager	Scarves	E21
2.	Maliks Company W-21, Okhla Industrial Area, Phase-2, New Delhi -110020,	Mr.Gurraj Singh Malik	Womens wear, Beaded Made-ups, Garment washes.	E11
3.	R.R.Apparels & Accessories N-21, Block N. Road No.28, Site-V, Surajpur Industrial Area, Noida -201310, Uttar Pradesh,	Mr.Arpit Prakash Sadh	Garments & Scarves	E13
4.	Inka Homecrafts E-25, B-1 Extn. Mohan Cooperative Industrial Estate, Badarpur, New Delhi -110044,	Mr.Balram Jindal	Home Furnishing Textile & Yoga products	E15
5.	Pacific Garments Pvt. Ltd. D-65, Hosiery Complex, Phase- II Extn., Noida-201305, U.P.	Mr.Rakesh Gupta	Assorted Garments & Made-ups	D14
6.	K.U.M. Original W-101, Greater Kailash-1, New Delhi – 110048, India	Mr.Kapil Sadh, CEO	Fashion Accessories & Garments (Shawls, Scarf and Kaftan)	D18
7.	GSM Plus India 10, Ayyanar Kovil, 5 th Street, Sellur (Extn.), Madurai – 625002 Tamil Nadu, India	Mr.P.Rajesh, Manager	Terry Towels, Apron, Home Textile products	D20
8.	Luxury Home Furnishings Plot No.05, Sector-29, Huda, Panipat -132103, Haryana, India	Mr.Amit Goel, Partner	Bath Mats, Rugs, Throws, Cushions, Quilts, Bed Spreads & Duvets, etc.	D22
9.	C.B.Tex No.72, Erode Main Road, Vadivel Nagar, Karur -639002,	Mr.C.B.Karthic, CEO	Home Textiles	D06
10.	Thirumoorthy Textiles 30/1, Gowripuram Extension, Karur -639002, Tamil Nadu,	Mr.A.Natarajan, Partner	Home Textiles	D24
11.	Manju Exports 44, Ramakrishnapuram East, Karur -639001, Tamil Nadu,	Mr.P.Arjuna, Managing Partner	Bags, Baby Products, Muslins, Kitchen Linen, Table Linen, Living	D10
12.	East India Company	Mr.Manish Shah,	Home Furnishings- Bed	E01

	Unit No.1, First Floor, J.V.Patel Compound, 38, Elphinstone Road, Mumbai -400013,	Partner	Linen, Cushion covers, Duvet covers, Curtains, Rugs, Placemats, Napkin	
13.	East Exxim Agencies LLP 16 A/B, Old Anjirwadi, Mazgaon, Mumbai – 400010, Maharashtra,	Mr.Urmi Shah, Partner	Textile Lamps, Organic table linen.	E03
14.	Vasulal International Azhikode, Cannanore – 70009,	Mr.P.Sudhakaran, Managing Partner	Home Textiles, Made-ups & Garments	E19
15.	Anand Textiles Mooppanpara, Kannur - 670 010, Kerala, India	Mr.C.Pradeep Kumar, Partner	Home Textiles products	E09
16.	Indhu Fashion S.F.No.362/2, 13 th Cross, North Sengunthapuram, Karur -639002, Tamil Nadu,	Mr.R.Thangaraj, Managing Partner	Bedding, Table Linen, Kitchen set, Home Furnishing, Textile products	D16
17.	Classic Coir Factory Valavanad, Pollethai PO., Alleppey – 688522, Kerala, India	Mr.T.P.Shan, Proprietor	Jute Rugs, Coir mats, Rubber mats	D02
18.	Lakshmi Impex Plot No.15, 16 & 16A, SIDCO Industrial Estate, Athur – Village, Vennaimalai Post, Karur	Mr.Vignesh, Merchandiser	Scarves & Stoles	E17
19.	Vanita Overseas 633/2, BLOCK-RZ, Street No.4, Upper Anand Parbat, New Delhi	Mr.Parveen Khurana, Proprietor	Cushion covers, Curtains, Quilts, Pillows	D12

In addition to the above, one more exhibitor namely M/s.Today Handloom, Panipat did not participate in this event due to VISA problem.

Feedback from participants: -

HEPC participants informed that the overall turnout of buyers was good, and they were able to penetrate into new markets, viz. Australia & New Zealand.

As per the feedback received from HEPC participants, there were 250 business visitors who placed spot orders worth Rs.93.60 lakh & made business enquiries worth Rs.3.63 crore.

The visitors were mainly from Australia and New Zealand. Spot orders were received for scarves & shawls, towel, table linen, mats, cushion covers, garments and floor coverings, and business enquiries were generated for table linen, kitchen linen, bed linen, bath linen, cushion covers, carpets and floor coverings, fashion accessories, towels, scarves & shawls, placemat, runners.

All the member exporters participated through the Council expressed their satisfaction over the business generated, and almost all of them evinced interest to participate again in the next edition. During the 3 days of the fair, seminars were also organized. A large number of visitors to the fair were retailers and manufacturers who are looking to source products. Only a few wholesalers visited the event. The fair was suitable for HEPC exporters and also to small firms

who are stepping into international trade. HEPC's participation was coordinated by Shri.S.Ramesh, Senior Executive.

Observations at the fair:

The locations of HEPC's stalls were in an advantageous position. This enabled our participants to showcase their products in a vibrant and pleasing way to the visitors. Many of the visitors of the fair were retailers and manufacturers who are looking to source products, but not in high quantities. This fair is very suitable for budding exporters and small firms who are stepping into international trade. Many of the visitors in this fair are looking for small quantity only.

Conclusion:

Overall this is well established exhibition which will benefit mainly the upcoming and small and medium exporters. The main visitors to this fair being retailers from Australia and New Zealand, it is worthwhile to participate in this fair but not expecting orders in large quantities. The quality of the buyers is fairly good. With better preparation and a little market knowledge about Australia and their choice of products, an upcoming exporter would find this fair very beneficial. This fair would either provide him with good business or make the participant aware about the expectations of the Australian Buyer.

Next Edition:

The next edition of International Sourcing Expo will be held during 12-14 November 2019 at Melbourne Convention and Exhibitor Centre, Melbourne, Australia.

Few Photographs taken during Show:

Few photographs of ADCH visit to our member participant's stall & meeting with Fair authority







Few photographs our member participant's stall





Photograph for HEPC stall



D04

HANDLOOM EXPORT PROMOTION COUNCIL

