

**Report on Sourcing at Magic, held at Las Vegas, USA,
from 12th to 15th August 2018**

Overview :

Organiser	: Magic International 2501 Colorado Ave., #280 Santa Monica, Ca 90404 T(310)857-7653 F(310)943-2720
Venue	: Las Vegas Convention Center, North Hall,3150 Paradise Road, Las Vegas, NV 89109
Duration of the fair	: 4 days (12 th to 15 th August 2018)
Scheme	: National Handloom Development Programme under Ministry of Textiles
No. of HEPC participants	: 10 + HEPC stall
Products displayed	: Baby Products, Scarves, Bag, Men & Ladies garments (Women wear, beach wear, Night Wear,Shirts,etc), Stole, Shawl, Table Linen, Kitchen Linen
Exhibited countries	: India, Bangladesh, China, Colombia, Egypt, Ghana, Gautemala, Haiti, Hong Kong, Italy, Japan, Mexico, Pakistan, Peru, Philippines, Portugal, Singapore, South Korea, Taiwan, Tanzania, Turkey, United States, Vietnam, Kenya, Thailand, Germany, Rwanda
Buyers from	: USA, Canada, Mexico, Spain, etc
Spot orders generated	: 0.69 crore
Enquiries generated	: 8.97 crore

About Sourcing at Magic

SOURCING AT MAGIC was a link to the entire global supply chain. This incredible source of inspiration, education, innovation and resources is what keeps fashion moving. With 27 countries represented, destination attracts designers, brands and retailers alike to discover what they need to move their business forward. This events cover all major fashion categories from men's, women's, and children's apparel, accessories. UBM Fashion is the leading producer of world-renowned fashion tradeshows such as MAGIC, COTERIE, PROJECT, FN PLATFORM and CHILDREN'S CLUB. As per the organiser, fair welcomed a total of 11,556 attendees and

1198 exhibitors. Attendance among mature markets such as USA, Canada, Mexico, Spain, etc, This edition of the Sourcing at Magic Fair featured quality textiles from a number of Indian textiles organisations, which received a good attention from buyers.

An impressive line-up of group pavilions India, including three textile industry associations from India, namely the Handloom Export Promotion Council (HEPC), Apparel Export Promotion Council (AEPC) and Council for Leather Exports (CLE), participated this year. Group pavilion also included Chinese Mainland.

Exhibitors from India, Bangladesh, China, Colombia, Egypt, Ghana, Gautemala, Haiti, Hong Kong, Italy, Japan, Mexico, Pakistan, Peru, Philippines, Portugal, Singapore, South Korea, Taiwan, Tanzania, Turkey, United States, Vietnam, Kenya, Thailand, Germany, Rwanda, had displayed their products. The Indian Pavilion for Sourcing at Magic consisted of 10 participants from HEPC (Handloom Export Promotion Council), around 60 participants from AEPC (Apparel Export Promotion Council) and 10 participants from CLE (Council for Leather Exporters).

Handloom product Exports to USA :

USA is the major import market for Indian Handloom Products and stands 1st position with an annual export of 93.10 USD mn during 2017-18. The major handloom products exported are

- a. Mats and Mattings
- b. Other Furnishing Articles
- c. Cushion covers
- d. Toilet Linen and Kitchen Linen, of Terry Towelling
- e. Table Cloth and Table covers

As per DGCI&S data the export of handloom products to USA registered negative growth of around 7% during 2017-18.

Handloom Export to USA (Top 12 products)			Value in USD million				
S.No	HS Code	Commodity	2015-16	2016-17	2017-18	% grwth 2016-17	% grwth 2017-18
1	57050042	MATS AND MATTINGS INCLUDING BATH MATS, WHERE COTTON PREDOMIN	22.06	27.99	27.19	26.90	-2.88
2	63049291	OTHER FURNISHING ACRICLES OF HANDLOOM	11.51	13.98	17.81	21.50	27.37
3	63049281	CUSHION COVERS OF HANDLOOM	7.63	7.50	7.44	-1.69	-0.80
4	63026010	TOILET LINEN AND KITCHEN LINEN, OF TERRY TOWELLING OR SIMILA	4.50	5.92	5.45	31.52	-8.04

5	63049241	TABLE CLOTH AND TABLE COVERS OF HANDLOOM	5.92	4.90	5.12	-17.34	4.53
6	63049231	PILLOW CASES AND PILLOW SLIPS OF HANDLOOM	3.61	5.04	4.84	39.49	-3.89
7	57024230	CARPETS, RUGS AND MATS OF HANDLOOM	9.77	8.62	4.67	-11.83	-45.85
8	63025110	OTHER TABLE LINEN: OF COTTON, HANDLOOM	3.42	2.38	4.31	-30.48	81.37
9	57050024	COTTON DURRIES OF HANDLOOM (INCLUDING CHINDI DURRIES, COTTON	8.39	7.90	3.47	-5.80	-56.06
10	63049221	NAPKINS OF HANDLOOM	3.46	2.84	2.87	-17.94	1.10
11	63041940	BED SHEETS AND BED COVERS OF COTTON, HANDLOOM	10.40	2.71	2.81	-73.99	3.73
12	63029110	OTHER BED LINEN, TABLE LENEN, TOILET LINEN, KITCHEN LINEN: O	2.78	3.02	2.68	8.60	-11.35

HEPC's participation

Council participated for the first time in Sourcing at Magic with 10 member exporters under financial assistance from National Handloom Development Programme of Office of the Development Commissioner (Handlooms), Ministry of Textiles. Council provided constructed booth with basic display accessories, including furniture and lighting. Council also put up a central promotional stall and showcased the brochures, posters, samples of Indian Handloom Brand. An Audio Video display of India Handloom Brand was also made in Council's booth and visitors were explained about the benefits of India Handloom Brand.

On the first day, Dr. K.N.Prabhu, Chairman of HEPC, inaugurated the HEPC pavilion in the presence of President, Director of International sales of Magic International (fair authority) and participants.

The following member exporters participated through the Council for the current edition of the fair:

Sl.No	Name of the firm	Stall No.
1	Shri Salasar Realtech Pvt. Ltd., Jaipur	63010
2	Sopra Overseas, Jaipur	62911
3	Modak Dyeing and Printing Co. Pvt. Ltd, Ludhiana	63109
4	Vrishti Impex Pvt. Ltd, Gurgaon	65314
5	Shree Dayal Exports, Jaipur	63011
6	Avadh BeharKi Khanna & Bros, Jaipur	62909 &

		62910
7	Cannon Industries Pvt. Ltd., Ludhiana	63108
8	Paradigm International, Karur	62908
9	Surbhi Enterprises, New Delhi	63009
10	Subbarow Apparels, Chennai	62809

The display of products includes Table Linen, Kitchen Linen, Baby Products, Scarves, Bag, Men & Ladies garments (Women wear, beach wear, Night Wear, Shirts, etc), Stole, Shawl, etc.

A meeting with fair organizer i.e. Mr. Bob Berg, Senior Sales Manager & Chairman, HEPC, was held on 15th August 2018 at HEPC's booth and discussions were held regarding the promotional activities to be undertaken for HEPC's participation in next edition of Sourcing at Magic and also about the location of HEPC's pavilion. The fair organizer assured their necessary support for participation in the next edition and requested Council to bring more participants for the event in the next edition. Also, Chairman, HEPC, had a meeting with the fair authority of "Apparel sourcing" fair to be held at New York during 2019 and discussed about Council's participation in this fair. They will be sending a detailed proposal of the event shortly. Another meeting was held with the fair authority of Sourcing at Magic to be held at Japan and Chairman proposed that the same may be included in the next year calendar of events of the Council for handloom garment exporters.

Business outcome:

The flow of visitors during the first day was nominal but the second and third day witnessed better flow of visitors. Overall, most of participants got serious enquiries and few got spot orders. As per feedback received from member participants 123 business visitors visited their booths, mainly from USA, Canada, Mexico, Spain, etc. Out of 10 companies, 8 companies have informed that they would repeat their participation through HEPC for the next edition.

Business generation	
Particulars	Rs. in crore
Spot orders	0.69
Enquiries	8.97
Total	9.66

Council was represented by Shri V.Ratheesh. The next edition of the Sourcing at Magic will be held at USA from 4th to 7th Feb 2019.

IMPORTANT CLIPPINGS OF THE EVENT

Inauguration of Council's pavilion



Meeting with fair authority



Buyers visit to participant's booth



