



Monthly Newsletter

HANDLOOM EXPORT

Vol. I No.11 Rs. 50

February 2019



THE HANDLOOM EXPORT PROMOTION COUNCIL

Proposed Calendar of Events 2019 - 2020

Sl. No.	Date / Month	Name of the Event proposed	Product profile / Focus product
1	20-23 April 2019	Hong Kong International Home textiles & Furnishing Fair, Hong Kong	Home textiles and Clothing Accessories
2	1-9 June 2019	Global Indian Festival, Kuala Lumpur	IHB products
3	15-18, July 2019	Intermoda, Mexico	Fashion and clothing accessories
4	17-19, July 2019	30 th India Home Furnishing Fair/40 th India Garment Fair	Hometextiles / Clothing accessories, Garments
5	22-24 July 2019	Hometextile Sourcing / Apparel Sourcing Expo, New York, USA	Home textiles
6	24-26 July 2019	India Trend Fair , Tokyo	Hometextiles / Clothing accessories, Garments
7	11-14, Aug' 2019	Sourcing at Magic, Las Vegas, USA	Clothing Accessories
8	28-31. August 2019	Inter textile SHANGHAI home textiles, Shanghai, China	Home textiles
9	6-9, Sep 2019	WHO's NEXT , Paris	Clothing Accessories
10	6-10, September 2019	Maison & Objet, Paris, France	Home textiles, Clothing Accessories.
11	10-12, Sep 2019	GOTEX, Brazil	Home Textiles
12	15-18, Sep 2019	MIPEL, Milan Italy	Fashion Accessories and leather
13	17 -19 Sep 2019	Heimtextil Russia	Home Textiles, Floor Coverings
14	17-19 Sep 2019	INDEX Design Series Dubai International Fair	Blinds and curtains, carpets & Rugs, soft furnishings and textiles, art, accessories & Décor
15	Oct 2019	India Textile Sourcing Fair, Delhi	All textile products
16	27-30, October 2019*	Global Sources Life Style, Hong Kong	Hometextiles / clothing accessories
17	October 2019*	IndoMalaysia Trade Expo (Deepavali Carnival)	All handloom products
18	31 st Oct- 4 th Nov 2019	125 th China Import and Export Fair, Phase 3, Guangzhou	Hometextiles and multiproduct
19	12-14, November 2019	International Sourcing Expo, Melbourne, Australia	Home textiles, Clothing Accessories
20	07-10. Jan 2020	Heimtextil 2020	Hometextiles
21	10-13, January 2020	Domotex, Hannover, Germany	Floor Coverings
22	January 2020	WHO's NEXT, Paris, France	Clothing Accessories
23	11-14, February 2020	Texworld, Paris	Fabrics and fashion
24	7-11, February 2020	Ambiente, Frankfurt, Germany	Home Textiles and Fashion accessories
25	February 2020*	Spring Fair, Birmingham	Hometextiles
26	March 2020*	Domotex Atlanta	Floor coverings
27	21-23, Mar 2020	Seoul International Sourcing Fair, South Korea	Fashion, houseware, Life Style products, multi products



HANDLOOM EXPORT

Newsletter of Handloom
Export Promotion Council
February 2019 Vol.L No.11



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ANNUAL SUBSCRIPTION

Non Members : Rs. 1000/-

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Dear Members,

It is my pleasure to share with members of the Council that Council had organised India Textiles Sourcing Fair 2019 at Delhi during 16-18 Feb'19 successfully. Apart from Council invited buyers, around 29 walk in buyers were visited the fair. The Exhibitors of this fair opined that the turnout of the buyer was satisfactory and part of them emphasised to organise next edition of the fair during October 2019.



Council in its maiden participation in Ambiente, Frankfurt, Germany during 8-12 February 2019, as per feedback from HEPC participants', spot order worth Rs.1.54 cr. & enquiries worth Rs.4.94 cr. generated. The event was participated with 10-member exporters under National Handloom Development Program Scheme (NHDP), Ministry of Textiles.

As per the provisional export data received from DGCIS, export of handloom products for the period April'18-Jan '19 was Rs.1971.99 crore/US\$283.65 million as against Rs.1934.17 crore/US\$ 300.43 million over the corresponding period of last year April 2017-Jan'18 witnessed positive growth by 1.95% in rupee terms and negative growth by 5.59% in dollar terms.

Export of handloom products for the period April 2018-Dec'18 was Rs.1757.96 crore/US\$ 253.38 million as against Rs.1748.01 crore/US\$ 271.18 million for April 2017-Dec 2017 registering positive growth by 0.57% in rupee terms and negative growth by 6.56% in dollar terms. Though the share of handloom fabrics export is 7.39% to the total handloom export for the period April'18-Dec'18, the percentage growth witnessed by 50.05% in rupee term when compared to the corresponding precious year. Similarly, the other product segment viz. Floor coverings and clothing accessories witnessed positive growth by 3.01% and 30.92%. The madeups segment which contributes around 52.47% to the total handloom export had witnessed negative growth by 7.42% which is concerning. Council has continuously pursued with the ministry to increase the RoSL rates and the Government has introduced new scheme to rebate of state and Central embedded taxes with increased rates to replace RoSL scheme to support the textile sector. It is a welcoming move from the Union Government which will have impact in the export of makeup items and is the need of the hour.

With warm regards,

Dr. K.N. Prabhu,
Chairman

INDIA TEXTILES SOURCING FAIR - PRE EVENT NETWORKING MEET

Handloom Export Promotion Council has organised a Pre Event Networking Meet with Buying Agent Association (BAA) on 02, February 2019 in connection with organising India Textiles Sourcing Fair (ITSF) to be held during 16-18 February 2019 at Leela Ambience Convention Hotel Delhi to brief the buying agent members about ITSF 2019.

The Seminar was chaired by Dr. K.N. Prabhu, Chairman HEPC, Ms. Christine E. Rai, Chairperson, BAA, Ms. Anchal Kansal, General Secretary, BAA, Shri T V Chandrasekaran, Vice Chairman, HEPC & Dr. S.B. Deepak Kumar, Executive Director.

Executive Director, has delivered welcome address sought members of BAA to extend full support to ITSF in bringing buyers to source Textiles products from 150 exhibitors comprising manufacturers, merchant exporters, weaving societies are participating in India Textile Sourcing Fair 2019.

Chairman HEPC in his address stated that it is great pleasure to be here with you all for this historic event initiated by the Council. Chairmen thanked for the support extended by Buying Agent Association to HEPC in assembling buyers for India Textiles Sourcing Fair 2019. Further, he has mentioned that an effort to increase the professionalism in organising the trade fair, by joining hands with BAA members, this year Council has taken many steps to popularise and make the foreign buyers to attend the fair. He has also stated that it would lay a foundation for the sustainable growth of the industry.

Ms. Christine E Rai, Chairperson of BAA has congratulated HEPC for organising ITSF & assured all the support.

Shri R.P. Rajalingam, Consultant , HEPC has made a power point presentation & explained to BAA members about the ITSF 2019 participants, Venue, Facilities & travel claim reimbursement procedure etc.

Ms. Anchal Kansal, General Secretary, BAA has also made a presentation and explained the BAA activities, Membership & events.

Shri T V Chandrasekaran, Vice Chairman, HEPC has delivered Vote of thanks

About 20 members of BAA has participated & few queries have been clarified during the event.



CREATING SYNERGY FOR MSMEs IN TEXTILE SECTOR

Prime Minister, Narendra Modi, had launched the support and outreach 100 days programme for MSMEs on 2nd November 2018, identifying one hundred districts in various sectors across the country. Amongst these, thirty-nine districts were identified for textiles sector - 12 for handloom, 19 for handicrafts and 8 for powerloom. Under the support and outreach 100 days programme, various activities were undertaken in identified districts for creating synergy for MSMEs in textile sector like holding camps for Mudra loan in collaboration with local bank, enrolment of beneficiaries on e-dhaga, distribution of tool kits to beneficiaries, registration and distribution of Pehchan cards to artisans and weavers, popularization of 24x7 help line, quality certification and social security.

District level events were organized to consolidate progress under the programme in each identified district on 9th or 10th February, 2019. Exhibitions of handloom, handicrafts and powerloom products were also organized in the State Bhavans of the identified districts in Delhi on 11th & 12th February, 2019.

The National Conclave “Creating Synergy for MSMEs in Textile Sector” held on 13.02.2019 to hold interactions with the stake holders to help them avail the support and outreach for 100 days programme announced by the Prime Minister. Minister of Social Justice & Empowerment, Dr. Thawar Chand Gehlot was the Chief Guest and Minister of Textiles, Smriti Zubin Irani presided over the function. Minister of State for Textiles, Ajay Tamta was also present.

Minister of Textiles, Smriti Zubin Irani, said that during the outreach programme the Government has ensured that the relevant information related to the Central Government schemes reaches beneficiaries. She said that Rs. 6500 crore Mudra loan was sanctioned to Textiles sector MSMEs. The Minister said 2.6 lakh weavers and craft persons were brought under the social security network during the 100 days outreach programme. Textiles Minister informed about the Pradhan Mantri Shram Yogi Mandhan Yojana for providing pension of Rs. 3000 per month to people working in unorganized sector on payment of small premium.

Secretary Textiles said that in view of the crucial role played by MSMEs in the creation of jobs and promoting inclusive economic growth, the textiles Ministry is implementing various schemes and programmes for small business in textiles and handicrafts sectors. He said during the outreach programme Textiles Ministry officials worked in coordination with state and district administration. Textiles Secretary said exhibitions were held in targeted districts to promote sales of their products, MUDRA loans were mobilized by involving public sector banks. Twenty thousand new applications were received from craft persons for credit under MUDRA scheme. Technology upgradation assistance was provided to 12,776 craft persons in 31 districts. Over 1.30 lakh Pehchan ID cards have been issued to weavers and artisans to facilitate them to claim the benefits and services they are entitled to. Other services such as yarn pass books marketing support, social security coverage were also extended to the handloom weavers through outreach camps. Secretary, Ministry of MSME, Dr. Arun Kumar Panda and Secretary, Department of Financial Services, Rajeev Kumar, also addressed the National Conclave.

Council in coordination with Weavers Service Centres has identified clusters/societies to sign MoUs for cooperation in the area of skill development, organising clusters/societies participation in international exhibitions, etc. During the event held on 13.02.2019, Executive Director, HEPC signed 7 MoUs with stake holders as identified and approved by the ministry.

Name of the Event : **Ambiente-2019**
 Organizer : **Messe Frankfurt**
 Venue : Messe Frankfurt Exhibition GmbH
 Ludwig-Erhard-Anlage 1
 60327 Frankfurt a. M.
 Germany
 Hall No. : 10.1
 No. of exhibitors through HEPC : 10 Member exporters+ 1 HEPC Stall

Ambiente - a leading international trade fair:

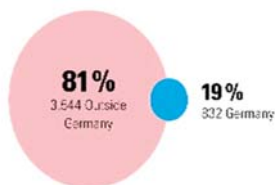
Ambiente is the leading international trade fair and the world’s number one in products associated with dining, cooking, house hold items, furnishings and ornaments, interior design, gifts, jewellery and fashion accessories. It is “The Show” for the entire industry. Ambiente is the world’s most important consumer goods trade fair that both exhibitors & buyers will experience all the latest ideas and products at first hand – from the global market spectrum to industry trends and future visions. Good response than last year, since Ambiente 2019 Occupying an exhibition space of **306, 500 square metres (gross), 4,451 exhibitors from 92 countries, visited by around 136,000 buyers from 166 countries** comparing about Ambiente 2018 featured 4,376 exhibitors and attracted 133,582 trade visitors from 168 countries, presenting classic and innovative products over five days. Significantly more exhibitors reached their targets for the trade fair this year, making more contacts than the year before. This most important global consumer goods exhibition offers a wide range of events, programmes for newcomers, trend presentations and award ceremonies, all at the same time.

Background information about Messe Frankfurt

Messe Frankfurt is the world’s biggest trade fair, convention and event organiser with its own premises. It employs a workforce of 2,400 at 30 sites and generates an annual revenue of around EUR 669 million. Thanks to far-reaching ties with the relevant sectors and an international sales network, the Group provides effective support for its customers and their business interests. By offering a wide range of services, both on site and online, Messe Frankfurt gives its global customers a consistently high level of flexible support in planning, organising and running their events. This wide range of services includes renting exhibition premises, trade fair construction and marketing, human resources and food services. The Group has its head office in Frankfurt am Main and is owned partly by the City of Frankfurt (60%) and partly by the State of Hesse (40%)

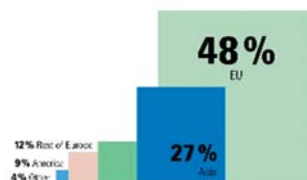
Ambiente 2019- facts & figures:

4,376 exhibitors from 88 countries



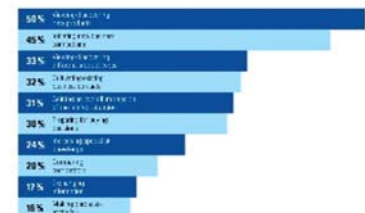
Source: Messe Frankfurt, KfW, Prognos AG 2019

Economic region excluding Germany



Source: Messe Frankfurt, Messe System, 2019

Objectives of trade fair visit

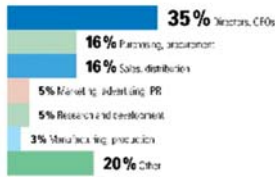


Source: Messe Frankfurt, Messe System, 2019

Source: Messe Frankfurt, Messe System, 2019

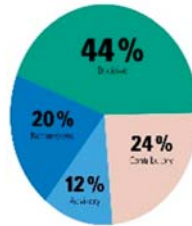


Area of responsibility



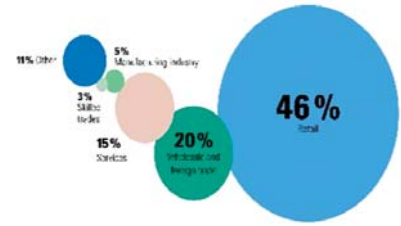
Source: Messe Frankfurt, Market Research, 2018

Decision-making authority



Source: Messe Frankfurt, Market Research, 2018

Economic sector



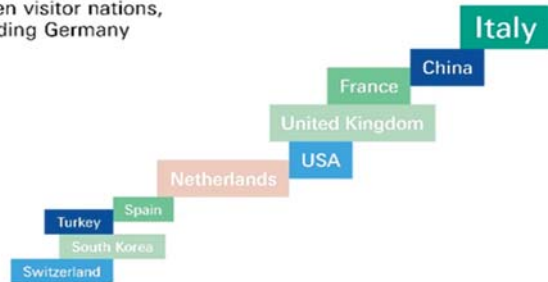
Source: Messe Frankfurt, Market Research, 2018

A total of 133,582 trade visitors from 168 countries



Source: Messe Frankfurt, Market Research, 2018

Top ten visitor nations, excluding Germany



Source: Messe Frankfurt, Market Research, 2018

The top ten visitor nations after Germany were Italy, China, France, the UK, the Netherlands, the United States, Spain, Switzerland, Russia and South Korea. Satisfaction ratings among visitors remained at a high and robust level of 94 per cent.

Outstanding increases in visitors were recorded from the entire world this year, particularly from South America, with countries such as Brazil, Ecuador and Mexico, from Europe with the UK, Spain, the Netherlands and Russia, and from Asia, with China, Thailand and India.

Ambiente 2019 partner country—India:

This year's partner country provides a lively mix of many facets, traditions, creative visions, talents – and a fascinating presence. Main slogan is HAND MAKE IN INDIA

In Galleria 1, **Hand Make presentation by Ayush Kasliwal** combines traditional production methods with contemporary aesthetics and redefines the concept of handmade manufacturing. In this gallery setting, you can expect to encounter unique objects – from traditional originals to products that reflect latest aesthetic standards. They all have one thing in common: they're hand-made.



These objects provide an insight into established and up-and-coming Indian craft entrepreneurs, their products and techniques. “‘Handmade’ is one of India’s major strengths”, according to Ayush Kasliwal, who curated and designed this special presentation.

Sandeep Sangaru’s “Starry Night Café” (Hall 4) gathers bamboo furniture under a starry sky, inspired by rural life in India’s north-eastern states. It’s night time, and the area is bathed in deep blue. Woven bamboo light fittings make a canopy overhead that looks like the branches of a tree where people relax at a typical village meeting place.

In ideal conditions, bamboo can grow over a metre a day, so it’s certainly renewable. But bamboo is not just sustainable, it’s also particularly versatile. Many people in India use it for bridge building, houses, and baskets or to shelter from the rain. Mr. Sandeep Sangaru uses bamboo to make avant-garde furniture. Mr. Sandeep Sangaru’s “Starry Night Café” gathers bamboo furniture under a starry sky, inspired by rural life in India’s north-eastern states. It’s night time, and the area is bathed in deep blue.



Hall 4.1



Stepwells are sunken water wells from northern India which impressively illustrate centuries-old, sustainable technology and pure design – as well as traditional Indian handiwork. As such, they underscore the ethos of this presentation, which displays products and their manufacture in an interactive environment. Come and explore the interface between form and function.

Foyer-Hall 9.0 Karawan

The combination of contemporary and historical objects in a light, airy atmosphere is reminiscent of the early travelling traders. Goods were transported in caravans and presented in market tents. This ‘caravan’ takes you on a journey through time to experience India’s distinctive aesthetic.

Foyer- Hall 10.1

Stay up to date

To add to the grandeur of the event, the Republic of India is this year’s partner country.

Presenting an assortment of consumer products from different fields of cooking, dining, houseware and leisure as well as gifting, interior design and interior furnishing, 95% of the Ambiente space has already been booked for the event.

“After Japan, India is the second partner country from the Asia which is the proudest thing for the country. We are getting the 130 m sq. ft. open space in the fair in which our top 10 popular artisans will get the opportunity give the live demonstration of their handicrafts skills. India is known for its plethora of handicrafts products and designs and Ambiente 2019 is one of the best International platforms where our designers will show the Indian specialty in handicrafts. Also, it will open up the opportunities for the sourcing and investment in India which will help in increasing the employment in the country benefiting the manufacturers and exporters and the long-term

sustainable partnerships of Indian industry with the value chain across the world.”

Senior Vice President, Messe Frankfurt Exhibition GmbH, Stephan Kurzawski, said, “I am very pleased that we were able to win the Republic of India as a partner country for Ambiente-2019.

India has an incomparable diversity, a rich culture and also a tradition of art and craft. It is also among our absolute top countries in terms of exhibitors. I’m confident that its presentation will be a real highlight at Ambiente 2019 for visitors and exhibitors from all over the world. “Curating the Partner Country project will be Ayush Kasliwal from Jaipur and Sandeep Sangar from Bengaluru, two of India’s renowned designers.

Ayush Kasliwal will be in charge of the presentation by partner country and will explore a wide range of products by traditional crafts and artisans. An alumnus of National Institute of Design, Ahmedabad, and Kasliwal is the Co-founder and Creative Director of AKFD & Anan Taya, along with his wife Geetanjali. His presentation showcased in Galleria 1.

Designer Sandeep Sangaru will be designing the café of Hall 4.1 to create an escape for the visitors from the hustle and bustle of the event. This café will be entirely based upon India, just like several other exhibits in the event. A designer, educator and entrepreneur Sangaru studied Industrial design and has specialized in furniture design from the National Institute of Design, Ahmedabad, with a background in Mechanical Engineering. His studio, Sangaru Design Studio, has always been involved with the Craft Sector by working actively with local raw material and people to create products on a global level.

In addition to India’s involvement in presentation and the café, the Monday of the fair has been assigned for the traditional theme day where the Partner Country Reception will conclude the day. Several numerous trend and product presentations, awards ceremonies, promotional areas will also take place at Ambiente apart from the very much-awaited Partner Country programme.

PRODUCT SEGMENTS :

Ambiente is organised into three separate product segments: Dining, Giving and Living. The offering within these areas is clearly structured for the various forms of trading platform and distribution channel.

Dining

Dining is the major stage at the fair for everything designed to make cooking and home management easier and the eating experience more special: from glass, porcelain and innovative kitchen accessories to small electrical appliances. HoReCa buyers will find inspirations here from new gastronomy and customising concepts

Gianluca Colonna, CEO, Rosenthal GmbH

“Ambiente has been and continues to be an extremely important platform for us to present innovations and trends, to cultivate existing contacts from all over the world and to meet prospective customers in person. This year we particularly met with a lot of enthusiasm among customers when they saw our innovative Bauhaus-style products, and we had numerous designers who were available for interesting chats at our stand. In all, it was a highly successful start to the year.”

Peter Dijk, Chief Commercial Officer, Brabantia

“As always, Ambiente 2019 was a fixture in our marketing calendar and helped us increase awareness of our brand. The large number of visitors at our stand was very satisfactory, and so was Hall 12 as a new venue for Houseware & Storage. We were able to welcome existing and new customers from many countries. The international orientation of Ambiente is of special interest to us, as Brabantia is very much a global player.”

Living

WilloBlome, CEO, Blomus

“Having repositioned Blomus as a premium lifestyle brand, we've also seen a change in our customer structure, as expected. So the change to the Living area was one of the best decisions ever. My expectations of Ambiente 2019 were quite ambitious, but they were greatly exceeded at our new position in Hall 8.0. Even halfway through Ambiente, it had become obvious that we were going to double the results we had in 2018. Ambiente is just the top-of-the-range event. The quality of this year's visitors was outstanding, both in terms of internationalism and for the actual quality itself.

Stefan Verheyen, CEO, Dôme Deco

“We are very pleased with the results we achieved at the trade fair, and 2019 showed us yet again that there is quite simply no alternative to Ambiente for the German market. We are a concept supplier with a clear identity. At Ambiente, we reach exactly the right customers for our high standards – professionals looking for comprehensive solutions. **Giving**

Michael Grasnick, Sales Manager, Mags

“We are very pleased with Ambiente 2019, especially because the quality of international visitors was amazingly good. Another great development was the large number of visitors from countries like Italy, UK and the Benelux countries, which suits us well, because our focus is on the European market. We find the new concept highly persuasive. The harmonious product mix attracts totally new visitors' groups from a variety of industries, who also have a major affinity to our products. As a result, we've never gained as many new customers as we did at this year's trade fair.”

Liudger Böll, CEO, Troika

“The new Hall 11.0 is really good, particularly when it comes to the quality and internationalism of visitors. Those who came were almost exclusively decision-makers, both from Germany and other countries, and they were highly interested and motivated. We are very pleased with the new concept.

Hall 11.0 offers a well-planned, heterogeneous mixture that provided us as exhibitors with totally new groups of visitors. Ambiente is becoming increasingly important in its function as the leading event in the consumer goods industry. In the gifts industry it is the main trade show of the year for us, particularly for our international business. You just have to give it to Frankfurt: “This is the place where all the vital business takes place.”

Exhibitors and visitors like the new structure

In Living and Giving, Ambiente featured a completely new structure. Retailers discovered products for their core ranges, while also being able to find out about suitable additional ranges and then to actually place orders. This is all about the increasing global trend towards concept stores.

In the Dining area, the Houseware & Storage segment presented the latest household gadgets and other helpful items, situated for the first time in the new Hall 12. The structural innovations at Ambiente 2019 met with positive acceptance among exhibitors and visitors alike, bringing new groups of visitors to the stands in each of the halls.

Giving celebrates the diversity of gift ideas. This area of the fair offers an exciting, cross-sector product mix for all events and lifestyles: from gift items and personal accessories to watches and jewellery. Living brings to life the future of interior design, furnishings and decoration. Solutions for all interior concepts and styles are

showcased here. The area also offers a platform for furniture design, classic furnishing ideas, outdoor accessories, lights and decor trends.

An overview of Ambiente trends 2019-20:

The design studio Stilbüro bora.herke.palmisano has researched the styles that will reflect the feel of the times for 2019-20, and will be showcasing those styles for Ambiente. “Every trend is based on a social development.

It’s an attitude to life which expresses itself in new, rediscovered and modified shapes, patterns and also functions. It takes the form of valuable stimuli for buyers, though also for manufacturers, who can specifically prepare for the year ahead at Ambiente.

Three trend worlds for 2019

For 2019 the design studio has selected three thematic trends viz.  Tasteful Residence,  Quiet Surroundings and  Joy-Filled Ambience.

Tasteful Residence – timeless elegance

A trend which stands for perfect craftsmanship and which creates a comfortable yet sophisticated atmosphere using specially chosen showpieces and unique items. The preferred materials will be hardwood, leather and Bouclé, in addition to velvet, velours and porcelain. Other special highlights will be coloured glass and polished surfaces.

Quiet Surroundings – a place to withdraw to

Plain products that are close to nature, soft colours and respect for the original material create a natural environment that is ideal for anyone longing for a stress-free daily life that is full of peace and tranquillity.

Natural materials such as wool, silk, hemp, wood, stone, clay and ceramics are combined. There is joy in experimenting and in applying traditional craft techniques. Recycling often plays a role.

Joy-Filled Ambience – styling as a form of self-expression

A happy, colourful trend world with bold combinations of colours and the charm of randomness: Diverse materials, an eccentric mix of patterns. This refreshingly unexpected style is dominated by botanical themes, geometric and oversized décor and vintage prints, to name but a few.

Council’s participation at Ambiente-2019

Council first time organized participation in this event for its member exporters by availing financial assistance under NHDP scheme of DC-Handlooms office under Ministry of Textiles, Govt. of India.

India's presence at the fair, for the first time at Ambiente, more than **500 Indian exhibitors** are participating at this international trade fair compared to **386 in 2018**, making India one of the top participants at the global fair. Textiles Ministry, Govt. of India along with Messe Frankfurt India has launched a global campaign called Hand make in India at the fair to promote local Indian handicraft products.







It is estimated that Rs 1,200 crore on spot business by over 500 Indian participants and another Rs 2,000 crores of business enquiries were generated during Ambiente 2019.

INDIA's pavilion was inaugurated by Consul General Smt. Pratibha Parkar & Mr. Shantamanu IAS, Development commissioner Handicrafts in the presence of other important dignitaries from MESSE group. Later entire team accompanied the Consul General visited the booths of our participants as well as other Indian Exhibitors, and interacted with them.

The 10 exhibitors under HEPC were from all over the country representing all product ranges catering to hometextile segments. Total 374 buyers visited HEPC participants booths and placed order

Events & Meetings:

During the event, Council official had meeting with following fair organizers and discussed on future strategies for making the participation more effective with Messe Frankfurt group

-  Meeting with fair authority –Ms. Ivanaplesa from Messe Frankfurt Germany, Ms. KimDlima from Messe Frankfurt INDIA office In-charge of Ambiente fairs
-  Meeting with Mrs. Daria Viatchina from MOKKA Expo group LLC organizer of IEC Crocus Expo, Moscow, RUSSIA
-  Meeting with Mr. Robert Sapwell – springfair / autumnfair UK organizer
-  Meeting with Mrs. Dholaikia Khusboo from COMASIA ltd - fair organizers

PARTICIPANTS FEEDBACK :

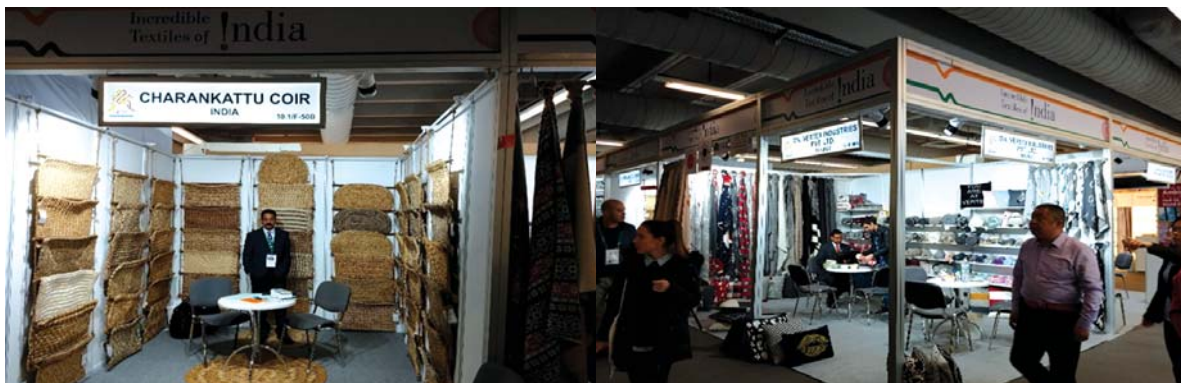
Our member participants had a total of **374** visitors mainly from UK, USA, Austria, Spain, Bulgaria, Poland, Canada, South Africa, Slovakia, Australia, China, Korea, France, etc, apart from host Country Germany. Every participant was satisfied with the quality of buyers visited. During the first day & last day of the fair, the flow of the visitors was not encouraging, however, during the second and third day & fourth day of the fair, the flow of the visitors increased and generated spot orders and good enquires. The quality of visitors was satisfactory as could be seen from the volume of spot orders booked and business enquiries generated. Visiting buyers were quite interested in sourcing products from our member participants, and our member participants received inquiries for products viz. Table Linen, Kitchen Linen, Bed Linen, Bath Linen, Curtains, Cushion covers, Throws, Bath mats, Furnishing fabrics, Rugs, etc.

As per the feedback received from ten member participants, **spot order of Rs. 1.54 crore** and trade enquiries to an extent of **Rs. 4.94 Crore** were generated from a total of **374 buyers** who had visited our exhibitors.

Council had put up a central promotional stall with a AV display of video on India Handloom Brand and distributed event brochures and India Handloom brand brochures hand carried by council official. Further, the opportunity was utilised to mobilise new members for the council. Ambiente 2020 edition of the trade fair will run between the **7th to 11th of Feb. 2020** at Messe Frankfurt with over 140,000 visitors and nearly 4500 exhibitors from around the world. The event participation was coordinated by **Shri Sundar Murugesan, Jt. Director**

Inauguration of INDIA pavilion by Mrs. Pratiba Parkar, Consul General & DC Mr. Shantmanu IAS

INDIA Partner Country Theme Pavilion – DC Handicrafts and Consul General meet





- Shri Sundar Murugesan, Jt. Director

INDIA TEXTILES SOURCING FAIR, DELHI - 16-18th Feb 2019

1. India Textiles Sourcing Fair



Having organized six successful editions of India International Hand-woven Fair in Chennai and Textiles India in Ahmedabad, HEPC organised “**India Textiles Sourcing Fair**” a Reverse Buyer Seller Meet (RBSM) of similar nature for the first time in Delhi coinciding with other important fairs around same time in Delhi and neighboring region.

India Textile Sourcing Fair (ITSF) was organized during **16 to 18th February 2019** at The Leela Ambience

Convention Hotel, Delhi a valuing financial assistance under **Market Access Initiative Scheme of Ministry of Commerce & Industry**.



2. Inauguration

An inaugural session was held on 16-03-19 with a lighting of lamp by dignitaries followed by welcome address by **Dr. Deepak Kumar, IAS., Executive Director**, key note address by **Dr. K.N.Prabhu, Chairman, HEPC** and special address by Guest of honor **Smt. Christine E Rai, Chairperson, Buying Agent Association**. As a highlight of the inaugural event, a video message from **Shri Suresh Prabhu, Hon'ble Minister of Commerce & Industry and Civil Aviation** was screened to the gathering which had the attendance of hosted buyers from 33 countries and exhibitors from all over India. An exclusive exhibitors' catalogue brought out for the event was released on the occasion by the dignitaries and distributed to the visitors. **Shri T.V.Chandrasekaran, Vice Chairman, HEPC** delivered vote of thanks.

Subsequently, India Textiles Sourcing Fair was declared open for business transaction with a ribbon cutting by the dignitaries.



3. Exhibitors' Profile :

India Textiles Sourcing Fair provided an ideal platform for the display of the vast range of Indian Hand-woven textiles from all parts of the country, in product segments such as Table, Kitchen, Bed linen, Curtains & Cushions and other Made up, Rugs, Floor covering, Stoles, Scarves, Garments, Fabrics and accessories.

A total of 140 exhibitors participated in the event. Tamil Nadu (53Nos), Haryana (24 Nos), Kerala (18 Nos) had major share of participants. The participants from other states included Uttar Pradesh, Karnataka, Maharashtra, West Bengal, Madhya Pradesh, Himachal Pradesh, Jharkhand, Jammu & Kashmir, Telangana, Manipur and Assam. The participants had displayed handloom products unique in technique, design and craftsmanship reflecting the diversity, depth and spirit of Indian Handlooms.

Apart from merchant exporters from important handloom export centres such as Karur, Panipat, Kannur etc, the event had the participation of cooperatives / clusters and few of these cooperatives had exposure in meeting international trade visitors for the first time. This exhibitor's mix offered variety on product collections for the visitors to choose the products from different region. Some of the cooperatives / clusters who exhibited in the event included the following:

- BRAWFED, Assam - Bodoland Regional Apex Weavers & Artisans Cooperative Federation Ltd
- The West Bengal State Handloom Weavers' Coop Soc Ltd, (Tantuja), Kolkatta
- M.S. Handlooms Corporation Ltd, Nagpur
- J&K State Handloom Development Corporation Limited, Jammu
- Nandai Handloom Cluster Development Society, West Bengal
- Kashmir Silk Producers Co.op Ltd, Jammu & Kashmir
- Manipur Awas, Manipur
- NC Hills tribal Weaves Co.op Society, Assam

The exhibitors under the aegis of following departments / institutions had also participated in the event.

1. Directorate of Handloom & Textiles, Govt. of Kerala (10 Nos)
2. National Bank for Agriculture & Rural Development (6 participants)
3. Silk Mark organisation of India (4 Nos)
4. Directorate of Handloom, Handicrafts & Sericulture, Tripura (2 Nos)

The event had the participation of 11Nos. of India Handloom Brand registered holders from across the country which included participants like Himalayan Bodh Women's Galicha HL&HC - Kullu, Bhutti Weavers Co-operative Society Ltd, Kullu, Go Coop-Bengaluru, Five P Ventures-Erode, Diamond Silk Cooperative society-Varanasi, REHWA society-Maheshwar etc.

The event also had the participation service providers like Amazon Global Selling (E-Commerce), Shuttles in Needles (computerised controlled handlooms). A live demonstration on weaving of Pashmina kani fabric from Kashmir was also undertaken by Jammu & Kashmir State Handloom Development Corporation Limited, Jammu.

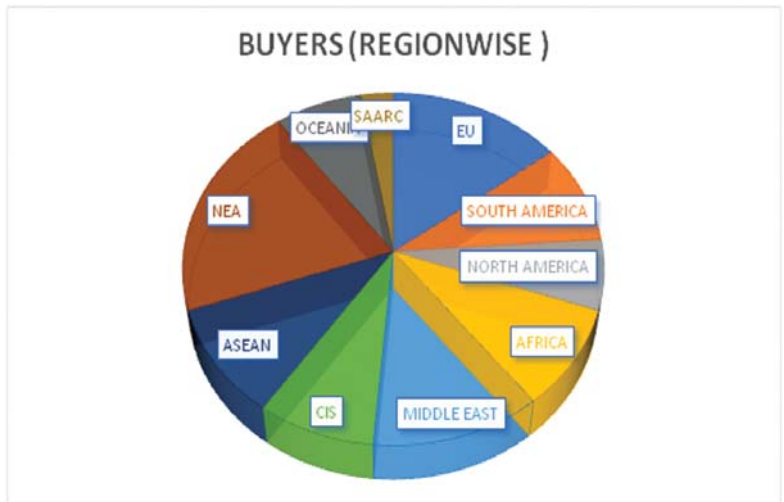
4. Product Profile

The product range included of home textile products, Floor coverings & fashion accessories were displayed by the exhibitors. (Table linen, Cotton mats, Kitchen linen, Floor coverings, Bed linen, Designer bags, Living

room & outdoor linen, Jute shopping bags, Placemat, Linens, Runner, Decorative accessories, Cushion, Jute wall hangings, Mitten, Hotel slippers, Potholder, Portfolio bags, Apron, Jute blended fabrics, Bread basket, Silk fabrics, Glove, Scarves, Handwoven sarees, Lungies, Stoles, Dhoti, Duppattas, Bed & Table range in Tassar silk & Ikat, Rugs)

5. Buyers' Profile :

HEPC for the first time partnered with **Buying Agents Association of India** in mobilising the visit of Buyers. As the event was organised for the first time in Delhi, a curtain raiser event was held in Delhi on 02-02-2019 inviting the members of Buying Agents Association. Further, as a measure to publicise the event, Council had undertaken airport advertisement at Indira Gandhi International Airport, New Delhi, placed hoarding advertisements around the city and also released newspaper advertisement. Further, the office of the Indian Mission abroad were contacted for mobilising buyers visit to the event. Buyers from Vietnam, Russia, Ghana, Tajikistan had visited the event with an active coordination support from Indian Mission in these countries. A total of **109 overseas trade**

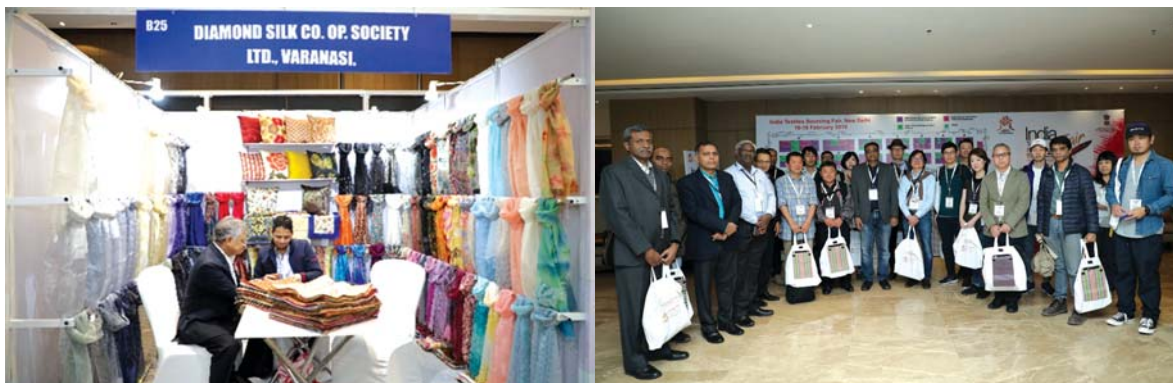


visitors from 33 countries visited the event. This included the visit of delegation of 13 buyers from Japan coordinated by Japan India Industry Promotion Association (JIIPA) in line with the objectives as envisaged in MoU signed between Handloom Export Promotion Council and JIIPA. Besides, about **50 buying agents** visited the event and their visit was coordinated by of Buying Agents Association.









6. Event Outcome:

ITSF 2019 fetched **spot order of about Rs. 0.86 crore and business enquiries of Rs. 23.35 crore of enquiries.** The contacts established during the event provides scope for further increase in volume of business upon finalisation of enquiries under negotiation in due course of time.

7. Value added services:

- A prefixed meeting with buyers were organised for the exhibitors who had registered for availing such services by registering their participation well in advance within the stipulated time.
- A complimentary Interpreter service for Japanese, Spanish and Russian languages were arranged.

8. Other concurrent Activities:

- A Business Networking Meet was organised on the inaugural day of the event. The event had the participation of exhibitors and buyers. Networking meet provided an opportunity for the exhibitors to present themselves, their product ranges among the gathering of overseas trade visitors. Further, the networking meet also provided an opportunity for the overseas buyers to present their product requirement. **National Bank for Agriculture and Rural Development** apart from organising participation of 6 exhibitors under its aegis also co-sponsored the Networking Meet event. During Networking Meet, as a measure to encourage better product presentation during exhibition, Best Display Awards were presented to 3 best stalls as selected by Jury members comprising of officials from National Institute of Fashion Technology and Weavers' Service Centre. Further, a special display award was also presented to one of the exhibitors as per the choice of Executive Committee of the Council.
- A seminar session was also held on the inaugural day on the following topics inviting guest speakers:
 - **“Enabling B2C Export through E-commerce”** – by Mr. Barjinder Singh, Amazon Global Selling, Bangalore
 - **“Cyber Risk and Safety”** – by Mr. Anuj Tewari, Vice President, YES Bank
 - **“Interventions in Off-Farm Sector”** by Mr. Mahmood Hussain, NABARD

- P. Rangasamy, Deputy Director

BANGLADESH: BTMA MAKES ROBUST PLANS FOR FUTURE GROWTH

Mohammad Ali Khokon was recently elected president of Bangladesh Textile Manufacturers Association (BTMA) for a two-year term (2019-2020). As the President of BTMA, Khokon plans to work in the woven and knit sectors by filling demand gaps. Besides pushing the government to announce weaving as a separate sector and provide special incentives for it. BTMA also plans to work in the denim sector. As Bangladesh currently faces scarcity of raw materials, technological inefficiency and skilled manpower, the association has urged the government to take the initiative in growing raw materials and efficient workforces.

The cotton that BTMA imports from India and China is not even original. It is very difficult to get original cotton from these countries. African countries can be a good alternative for cotton import. If Africa produces more cotton, it will be helpful for Bangladesh. Currently Bangladeshi mills source cotton from countries like India, the United States, and Africa. The country sources around 20.88 per cent of its total cotton demand from African countries. BTMA is urging the government, to give it policy support to import more cotton from Africa. BTMA also plans to combat the issue of illegal import of Chinese and Indian yarn and fabrics under bond licenses that are illegally sold in the domestic market at low prices. To overcome this situation, the association will inform the matter with NBR.

Source: www.fashionatingworld.com

BANGLADESH: RISE OF NON-TRADITIONAL MARKETS FUELS APPAREL EXPORTS

As per Export Promotion Bureau (EPB) data, in the July-December period of the current FY2018-19, Bangladesh's apparel shipments to new export destinations like Australia, Brazil, Chile, China, India, Japan, Korea, Mexico, Russia, South Africa and Turkey posted a robust growth of 36.21 per cent in the first half of the current fiscal year, riding mainly on enhanced cash incentive and initiatives of exporters to diversify their markets.

Trade experts and industry stake holders cited policy support measures from the government and increased cash incentives against export to non-traditional markets as the main drivers for the sharp rise in export earnings from new export destinations. As Mohammad Hatem, Managing Director, MB Knit Fashion revealed apparel exporters now enjoy 4 per cent cash incentives against export to non-traditional markets, which encourages them to explore new destinations for their products. Additionally, these incentives allow apparel makers to practice competitive pricing in the global market. Bangladesh's government raised cash incentives against export to non-traditional markets to 4 per cent this fiscal year from 3 per cent in FY2017-18, with an aim to boost exports to new markets.

Source: www.fashionatingworld.com

PAKISTAN, GOVERNMENT EXEMPTS TAX AND DUTY ON COTTON IMPORT The Economic Coordination Committee (ECC) of the Pakistani cabinet approved in mid-January the withdrawal of the 3% customs duty, 2% additional customs duty and 5% sales tax on import of cotton effective from 1 February to 30 June this year. The decision was aimed at ensuring sufficient cotton supply for the textile industry, particularly the export segment.

Source: www.fibre2fashion.com



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