

51st IHGF Delhi Fair - Virtual 19-23 May 2021

Sourcing continuity and new products identification highlight success



The 51st edition of IHGF Delhi Fair, held virtually from 19-23 May 2021, concluded after connecting its 700+ exhibitors with 2400 buyers from 110 countries as well as volume retail buyers and buying agents from within India. A total of 15 virtual halls at the show had stalls confirming to 12 well-defined categories offered plenty to choose from. Theme Pavilions of Jammu & Kashmir and India's North East Region with substantial representation of artisanal products added to the sustainability

quotient. Live demonstrations of regional craft forms by National and International Awardees were among distinguished features while informative webinars offered plenty of insight on topical issues relevant to trade in the present times. While the enthusiastically planned physical show had to be cancelled in light of the second surge of the pandemic in India, this virtual edition with several engaging onsite experiences continued the sourcing cycle for buyers uninterrupted and helped capture global opportunities for manufacturers in India.

Products on Display

Gifts and Decoratives; Furniture & Accessories
Home Furnishings; Houseware; Carpets and Rugs
Fashion Jewellery, Accessories & Bags
Lamps and Lighting; Christmas and Festive Décor;
Bathroom & Bath Accessories; Garden and Outdoors
Handmade Paper Products & Stationery
Eco Friendly / Natural Fibre Products
Candles, Incense & Potpourri

Organisers of the fair, Export Promotion Council for Handicrafts (EPCH) set a new order for sourcing amid the pandemic by going virtual. Following the success of its 49th edition held in mid-July 2020 and the 50th edition in November 2020, the 51st edition planned as a physical show initially, took the virtual route owing to a second surge of the pandemic. "Considering all circumstantial challenges owing to present travel restrictions globally, yet driven by its pressing objective of bringing exhibitors and buyers together, EPCH continued its fair in the virtual mode," said Mr. Ravi K Passi, Chairman, EPCH.

Product offerings in a wide variety of categories in line with the lifestyle changes given the new normal comprised the ever popular soft and hard goods that exude the latest international design trends alongside those that boast of unique traditional workmanship & techniques. There was a wide variety and new innovations in Gifts, Decoratives, Furniture & accessories, Houseware & Utility, Lamps & Lighting, Christmas & Festive Décor, Carpets, Rugs & Floor Accessories, Garden & Outdoor, Handmade Paper Products and Stationery, Candles, Incense & Potpourri, Leather Bags & Cases, Fashion Jewellery & Accessories and plenty of Sustainable as well as responsibly manufactured products and new introductions - artistically crafted face masks and face covering accessories as well as artisanal products. The fair presented the Indian handicrafts sector's resilience in the Covid era.



Shri Narendra Modi
Hon'ble Prime Minister of India

The virtual show concluded with EPCH felicitating exhibitors for best virtual display at the fair in various categories, women entrepreneurs and associates as well as organisations for their significant contributions. The fair concluded with announcement of IHGF Delhi Fair - Autumn '21 dates; 16-20 October 2021.

The fair was inaugurated with a message from the Hon'ble Prime Minister, Shri Narendra Modi who conveyed his best wishes for the success of the fair. In his message he appreciated the richness and diversity of Indian handicrafts which has been a unique feature of nation's culture and heritage. Generations of artisans and craftsmen from different regions have enhanced the appeal, adding colour and vibrancy to the products. He further mentioned that the fast changing times, powered by digital technology have helped the handicrafts sector to further enhance

Hon'ble Prime Minister of India sends his good wishes



MESSAGE

It is a pleasure to learn about the '51st IHGF Delhi Fair – Virtual 2021' being hosted by the Export Promotion Council for Handicrafts from May 19-23, 2021.

The richness and diversity of our handicrafts has been a unique feature of our nation's culture and heritage. Generations of artisans and craftsmen from different regions have enhanced the appeal, adding colour and vibrancy to the products.

The fast-changing times, powered by digital technology have helped the handicrafts sector to further enhance its resilience. The up scaling of durable, user-friendly products will help the sector expand and deepen its outreach.

During the times of the Corona pandemic, the Virtual Fair provides an ideal platform to the artisans and craftsmen to showcase their products to global institutions, exhibitors and buyers. The participation of craftsmen from across the country, including Jammu & Kashmir and North-Eastern states is admirable. The organisation of webinars and craft demonstrations through online pavilions and booths will help our artisans reap the benefits of technology upgradation.

Best wishes to all the participants and stakeholders for all success of the '51st IHGF Delhi Fair – Virtual 2021'.

(Narendra Modi)

New Delhi
बैशाख 22, शक संवत् 1943
May 12, 2021

Shri R. K. Passi
Chairman
Export Promotion Council for Handicrafts
EPCH House, Pocket 6&7
Sector-C, L.S.C, Vasant Kunj
New Delhi - 110070



its resilience. The upscaling of durable, user friendly products will help the sector expand and deepens its outreach, he said.



Mr. U P Singh, IAS, Secretary Textiles, Ministry of Textiles

The 51st edition of IHGF Delhi Fair-Virtual 2021 was inaugurated by Mr. Ravi K Passi, Chairman, EPCH, in the virtual presence of Vice Chairmen, EPCH-Mr. Raj K Malhotra and Mr. Kamal Soni; Dr. Rakesh Kumar, Director General, EPCH; Mr. R K Verma, Executive Director, EPCH; members of the Committee of Administration, exhibitors and buyers.

Mr. U P Singh IAS, Secretary Textiles, Ministry of Textiles extended his wishes on the organisation of 51st edition of IHGF-Delhi Fair virtual amidst Corona crisis, reflecting the indomitable spirit of the handicrafts exporting fraternity to continue furthering their efforts to strengthen the sector. He wished all the exhibitors to have a very successful show and congratulated EPCH for holding the several virtual editions of IHGF during the current

pandemic since June'2020. He further said that this edition of the virtual fair will help in giving a much needed push to the exports of handicrafts and generating additional employment in this cottage sector of Indian economy.

Mr. Shantmanu, IAS, DC (Handicrafts) in his address



Mr. Shantmanu, IAS, DC (Handicrafts)

welcomed all the buyers and exhibitors including artisans from North Eastern States and Jammu & Kashmir and urged them to take benefit of the sourcing opportunity provided by this virtual platform.





Mr. Ravi K. Passi, Chairman, EPCH

Mr. Ravi K. Passi, Chairman, EPCH welcomed everyone to the virtual platform in order, for over 700 exhibitors of home, lifestyle fashion, furniture and textile products to transact business with a large

number of overseas buyers, domestic volume buyers and buying representatives. He mentioned that with an extensive publicity campaign undertaken by EPCH, a large number of overseas buyers, wholesalers and retailers pre-registered to visit the show.

While speaking on the occasion **Mr. Raj Kumar Malhotra, Vice Chairman, EPCH**, mentioned that it has been proved once again by the Council that with sheer hard work and dedication one can always overcome difficult times and convert challenges into opportunities. "The virtual edition of the IHGF Fair provides a



Mr. Raj Kumar Malhotra, Vice Chairman, EPCH

viable marketing option to the exhibitors and buyers," he said and added that with an extensive publicity campaign undertaken by EPCH, a large number of overseas buyers, wholesalers and retailers pre-registered to visit the show.



Mr. Kamal Soni, Vice Chairman, EPCH

Dr. Rakesh Kumar, Director General, EPCH shared that the 51st edition of IHGF could not be held in physical form but the virtual option provides the visitors with an option to chat with exhibitors in various international languages, attend webinars, witness craft demonstrations, network or talk live. The virtual platform also provides exhibitors with booth performance detailed reports consisting of data such as the number of participants, booth visits & sources driving the audience to the event, thereby helping them with efficient tracking of leads and development of business strategies for future customer engagements.



Dr. Rakesh Kumar, Director General, EPCH

Mr. R K Verma, Executive Director, EPCH thanked the Hon'ble Prime Minister for his good wishes and also the Ministry for Textiles as well the Office of DC (Handicrafts), Ministry of



Mr. R K Verma, Executive Director, EPCH

Textiles, for their support and promotion of the handicrafts sector. On behalf of team EPCH, he thanked the Chairman, EPCH; the Committee of Administration; the dynamic and visionary Director General, Dr. Rakesh Kumar for

giving a new direction & opportunity to the handicrafts trade in trying times; and the team at EPCH for helping member exporters transition smoothly to the technology of the virtual platform. He also thanked the media & press, Indian Missions and Embassies for their support in promoting the show in their respective markets. He thanked all the exhibitors and the buyers for showing their trust & confidence in EPCH and the IHGF Delhi Fair in its virtual edition.

700+ exhibitors share platform with 2400 overseas buyers

The five days of IHGF Delhi Fair -Virtual 2021 saw a good traffic of buyers. Their footfall was testimony to the fact that the world is open for business in the 'new normal' with the markets gradually opening up and that this show ticks all boxes for many buyers. Approximately 2400 overseas buyers from 110 countries, buying agents and domestic volume retail buyers visited the show on virtual platform to source home, lifestyle, fashion, furniture and textiles products.

Buyers represented at the show were from 2XL Furniture & Home Décor, The Cotton Basket and Redtag from UAE; Barak Importaciones S.A., from Argentina; Boyd Blue pty ltd., Florabelle Imports Pty Ltd. and Bed Bath n Table from Australia; My Ocean Ltd., from Bahamas; TJX, D.O.T. Furniture Ltd, Home Depot, Blue moon emporium, Creative Design Ltd and Frankly Scarlet Designs Ltd. from Canada; Myris Trade Ltd. from Czech Republic; Casablanca GmbH & Co. KG, Kangaroo KG, Crispe home & garden and Atlas GmbH from Germany; Zara Home from Spain; London Ornaments from United Kingdom; Tomo Corporation from Japan; as well as Ashley Furniture Inc, Benzara Inc, ELK Home, Walmart and Homeroots from USA, among others.



Virtual Booths



Besides, major domestic retail volume buyers from India too pre-registered and visited the virtual platform. Some of them are, Hometown - Praxis Home Retail Ltd.; Westside; @Home; Furniturewalla; Chumbak; Reliance

Retail Ltd; Onestop Retail Pvt Ltd, Godrej; Shoppers Stop; and Grasim Industries Ltd.

Speaking about buyer response, Chairman, EPCH, Mr. Ravi K Passi, said, "the fair, though in a virtual mode, was a success, both in terms of exhibitor participation as well as buyer visits and subsequent business generated." Reflecting on the success, Dr. Rakesh Kumar, Director General, EPCH, shared, "the pandemic has driven people to rethink their indoor spaces, and consequently there is renewed interest and inclination towards furniture, home furnishings, décoratives and garden products. Also, as the situation is easing out in major sourcing markets of Europe and USA, overseas retailers are keen to replenish their stores and step up their sourcing."

Among products, there was a promising assortment of creations in art metal ware, EPNS ware, wood carvings, furniture

& accessories, glassware, fashion jewellery & accessories, hand-printed textiles, shawls, stoles & scarves, embroidered goods, lace, toys, houseware, decorative, gifts & general handicrafts, home textiles and home accessories, candles & incense, pottery, terracotta & ceramics, nautical instruments, Christmas and floral decorations, dry flowers & potpourri, handmade paper products, crafts made of leather, lacquer, marble, etc. Unparalleled craft tradition and flourishing ideas have led to Indian products gaining eminence in the international marketplace. The unique blend of traditional & cultural elements with contemporary design & functional sensibilities in product offerings make IHGF Delhi Fair and India a one of its kind, supreme sourcing destination. Innovative product lines have fascinated many buyers who have made India their prime sourcing base as they always find something new. ■

Dates for next show announced: 16-20 October 2021