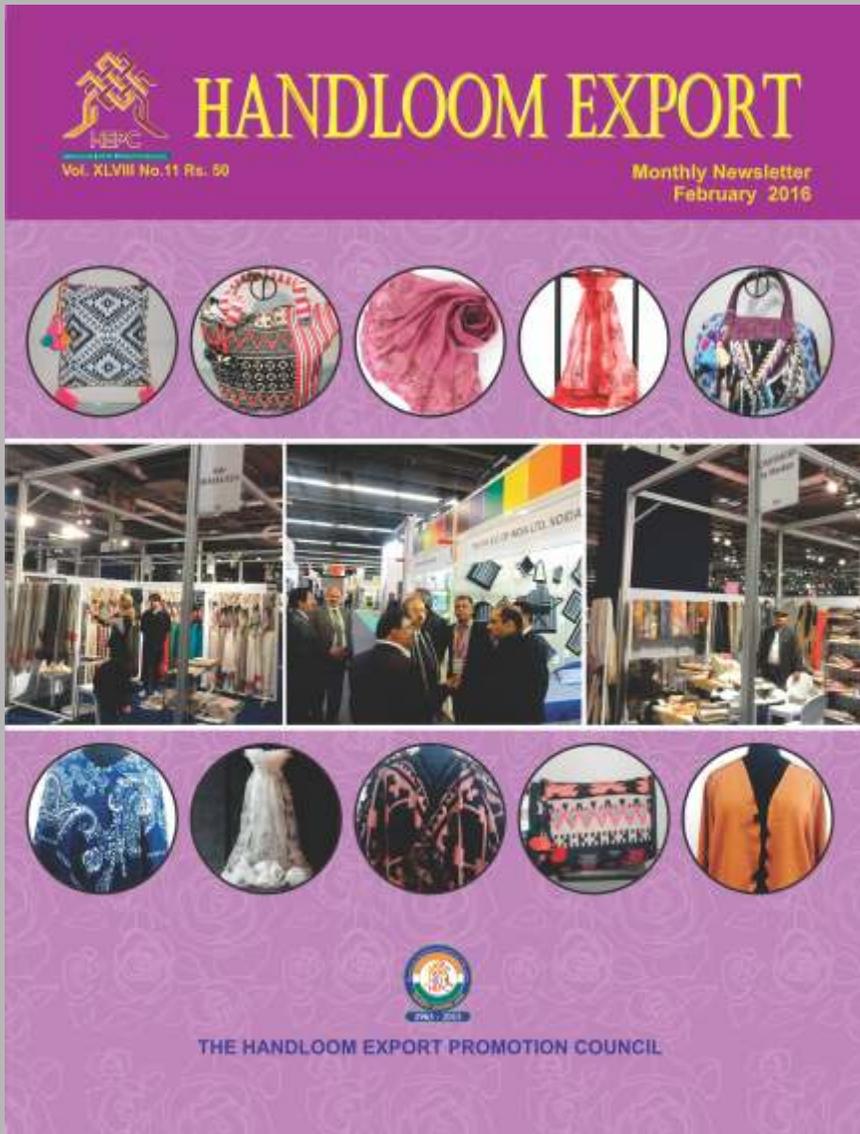


# FEBRUARY 2016



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## Chairman's Column

Dear Members,

I would like to point out that in Union Budget for 2016-17 announced on February 29, 2016 no special schemes have been announced for the Handloom sector.

Though the overall trade is witnessing tough period due to global economic dynamics, handloom sector is able to sustain the challenges and has been witnessing growth continuously during this FY 2015-16. As per DGCI&S, Kolkata data, export of Handloom products reached Rs.1568crore/US\$243 million during April-November 2015 as against Rs.1424crore/US\$ 233million during April-November 2014 registering growth of 10% in rupee terms and 4% in dollar terms. I, therefore request Members to aggressively pursue measures so that Handloom sector achieves the target of US\$ 421 million during the current year.



I would like to share with member exporters that Articles of Association and election rules have been amended providing e-voting procedure as per the directives issued by the Department of Commerce. Council is now in the process of conducting elections to the Executive Committee, Chairman and Vice Chairman after which Council will be eligible to continue as Registering Authority.

As you are aware, Ministry of Textiles has launched "India Handloom Brand" on 7<sup>th</sup> August 2015 for branding of high quality handloom products and it helps in earning trust of customers by endorsing the quality of handloom products in terms of raw material, processing, embellishment, weaving design and zero defect product, use of safe non – carcinogenic dyes by ensuring social and environmental compliances in their production. I am happy that so far we have 121 Empanelled Label Suppliers under IHB registration. Ministry has also identified IHB Partnership Retail Stores for the handloom products and so far 51 stores have been identified for marketing the products that carry IHB certification.

I once again request member exporters to participate in large numbers in IIHF 2016 and make the event a grand success.

Warm regards,

Gagan Raj,  
Chairman

## HEIMTEXTIL 2016, FRANKFURT, GERMANY

P. Rangasamy, Export Promotion Officer,  
S. Johnson Samuel, Assistant

Council organized participation in Heimtextil 2016 held at Frankfurt, Germany during 12-15, January 2016 along with 54 member exhibitors under Market Access Initiative Scheme of Ministry of Commerce & Industry.

### About Heimtextil

Heimtextil is the biggest international trade fair for home and contract textiles and the global benchmark for quality design textiles of innovative functionality. The event is organised every year in January and is the annual starting buying season for manufacturers and trade visitors from all over the world. With its foremost global orientation, the event attracts visitors / exhibitors from all over the world. The event is organised by Messefrankfurt.

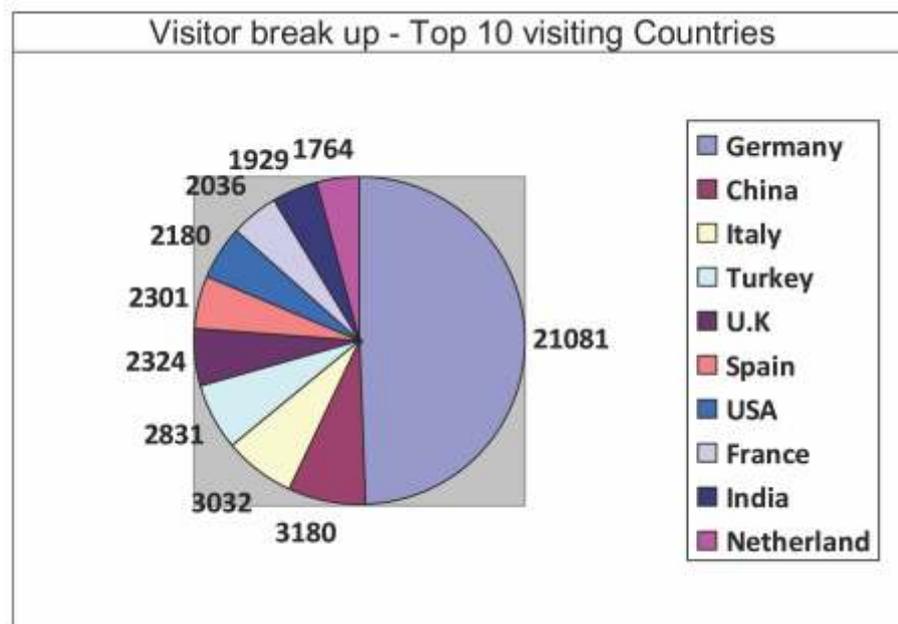
The globally- leading trade fair for home and contract textiles presents the world's widest range of hometextiles such as table linen, bed linen, kitchen linen, bath linen, carpets, curtains & cushions and upholsteries.

### Global outlook of Heimtextil

Heimtextil in Frankfurt is by far the most visited international event of its kind. 'From northern Europe to South Africa, from America to Asia: visitors to Heimtextil come from across the world and all of them want to see what the latest trends in the textile market are'. As was the case last year, 68 per cent of trade visitors came from abroad. There was an increased number of visitors from Italy, Spain, Sweden, Russia, Japan and South Korea in particular at Heimtextil 2016.

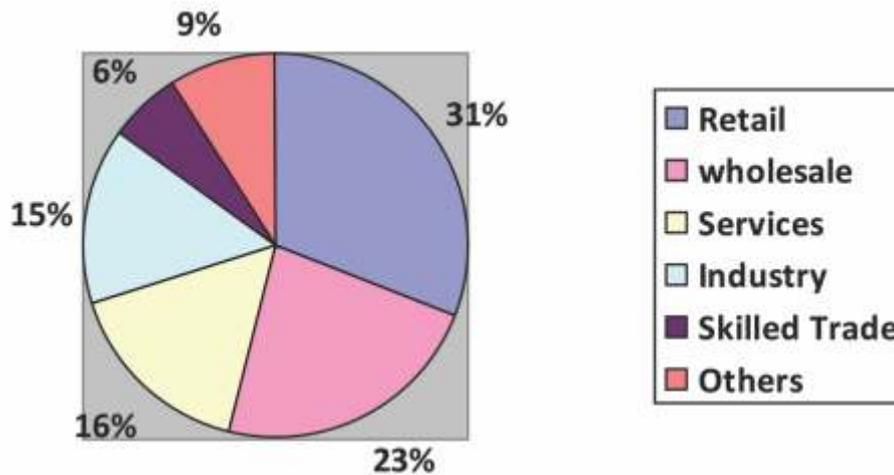
Over 69,000 trade visitors (2015: 67,861) and 2,866 exhibitors (2015: 2,723) from across the world travelled to Frankfurt from 12-15 January to start the economically promising 2016 business and trade fair year together. The positive economic indicators also boosted discussions between suppliers and purchasers. Heimtextil has thus impressively consolidated its position as the top global meeting place for the industry.

Out of 69000 visitors from 137 countries, the breakup of visitors from top 10 countries is given below

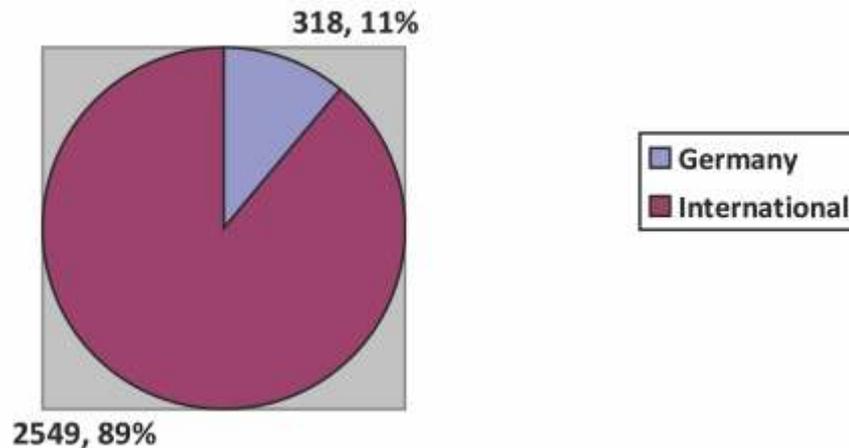


# Fair Report

## Visitors Segmentation



## Exhibitors profile



Out of 2867 exhibitors, Germany had 318 exhibitors and remaining 2549 were from overseas countries thus constituting about 89% international participation. This year's Heimtextil saw a growth in exhibitors from Europe, in particular Turkey, Italy, the Netherlands and Belgium, as well as global exhibitors from many countries including Brazil and the USA.

### Growing product segments

In terms of products, Heimtextil was able to considerably expand its portfolio in various

segments. For the fast-growing segment of décor and upholstery materials, hall 4.0 was even equipped with a new, additional hall level, where primarily high-quality exhibitors from Italy showcased. Digital printing is one of the most important growth segments in the industry. Textile digital printing with all the market leaders such as Epson, Hewlett Packard, Kornit, Mimaki and Zimmer was also considerably expanded in comparison to last year. The product group “bed” with bed linen, bedding, covers, decorative pillows and mattresses was also added to.

## Theme Park

As the world's leading trade fair for home and contract textiles, Heimtextil has a special function as a barometer for trends and measure of quality textiles with design and innovative functionality.

As a highlight of the event, the "Theme Park" at the event provided an opportunity for trade visitors to see bold designs and hot trends. This spectacular trend area at Heimtextil, which was given a dedicated hall (Hall 6.0) for the first time this year, proved to be a magnet for all those seeking inspiration and an overview of global trends. The Theme Park explored and depicted these trends in a vivid way in the form of a Trend table created by six

internationally renowned design studios. The theme of the 2016 Theme Park was "Well-Being 4.0". In present living environment, we are bombarded with information and stimulation and in which we can be contacted day and night. Therefore, we want our home to be an oasis of peace where textiles, designer products and furniture create an inviting feel-good atmosphere and enhance our quality of life. The designs and materials on display at Theme park were characterized by a holistic approach that places the human aspect in the foreground and speaks to all senses. The American agency WGSN was responsible for implementing the trends at the trade fair and creating the Trend book.



## Furnishing Trends

The following are the findings of Management Report titled "Textiles in Hotel Design" - Hotel Furnishing Success Factors' published by Messe Frankfurt on the occasion of Heimtextil 2016 and the same is shared with our members for a better understanding of market.

- *Textile furnishings important for 88 percent of upmarket hotels*
- *Quality and sustainability are the most important furnishing trends*
- *Fairs are the most valuable source of information and inspiration for hoteliers.*

In the study, 200 decision makers from German first-class hotels provide new insights into textile furnishing with details of procurement channels, trends, sources of inspiration and information & buying criteria.

### The results in detail:

The most important textiles for furnishing hotels: Many guests rate the quality of their hotel room in accordance with the quality of the bed. Therefore, bed linen and mattresses are considered to be particularly important by 84 and 80 percent of hoteliers respectively. In the case of city hotels, the figure for mattresses rises to not less than 95 percent. Bedding, with 69 percent rate as being important, is also a significant factor for textile furnishing. However, towels are perceived as being even more important (78 percent). Rounding off the top-five list of the most important product categories for the hotels polled is table linen with 61 percent. By contrast, curtains rank among the five most important products for country hotels (57 percent).

Textile furnishing decision makers: Generally speaking, two different departments are responsible for selecting textile furnishings in hotels: in 76 percent of cases, it is the purchasing and house-keeping departments (51 percent). In individual hotels, however, many of which are owner run, the owner (or

leaseholder) is the usual co-decision maker (67 percent) alongside the specialist purchasing department. Also, external experts, such as architects of interior-furnishing specialists, play a more important role for country hotels than for city hotels and hotel chains.

Purchasing criteria: Quality is the most important criterion when it comes to purchasing for 93 percent of hotels. Ease of care and cleaning are highly rated by 82 percent. Only 49 percent regard the price as a decisive criterion and certainly less important than sustainability, which is mentioned as one of the five most important criteria by 53 percent of all respondents. For country hotels, the long-term availability of products is a major factor (54 percent) compared to only 31 percent for all hotels. The question of country of origin is also an issue, especially for city hotels (42 percent).

Current trends: Asked about anticipated trends, 42 percent of hoteliers said that quality was most important. Sustainability is a trend in the city (46 percent). 34 percent of respondents believe that sustainability will also play a leading role as a future trend. Around 28 percent who see a greater design orientation as a trend spoke of concepts such as 'Vintage', 'Baroque', 'Laura Ashley' and 'modern designs with clear lines and sharp edges'. The fourth significant trend is towards product qualities, such as easy care and allergy friendliness.

Sources of inspiration and information: 43 percent of hoteliers attend fairs and congresses to gain inspiration and gather information. 40 percent use the traditional catalogue. This is followed by internet research on the manufacturers' websites (32 percent), as well as blogs and online communities (27 percent). Moreover, the study revealed significant differences in the patterns of usage in the city and in the country. Thus, country hotels tend to orientate themselves towards their competitors (22 percent) or ask an interior-decoration specialist (31 percent) or architect (28 percent) while city hoteliers are more likely to visit a trade fair such as Heimtextil

## About HEPC's Participation

HEPC has been taking part in the event for more than two decades. Heimtextil 2016 participation by HEPC was organised under Market Access Initiative Scheme

of Ministry of Commerce & Industry. 54 exhibitors exhibited their products under the aegis of Council in an area of 964 sq.mtrs. The exhibitors were placed in Hall 6.3 (24 participants in 346 sq.mtrs) & 10.3 (30 participants in 618 sq.mtrs).

### Standard Booth



### Customised Booth



### Branding on-Site



## Fair Report



The exhibitors were from all over India and predominantly from important exporting centres like Karur, Panipat, New Delhi and Kannur. Majority of the participants (30 Nos) had taken raw space and constructed their own customized booth. Remaining participants (24 Nos) had taken standard booth from the Council. This included many first time exhibitors and also repeat participants. Some of the notable participants under state agencies included Co-optex International, Kerala Handlooms (6 primary Cooperative Societies), Handicraft and Handloom Export Corporation of India Ltd., etc, The product range of our exhibitors included Table linen, Kitchen linen, Bedlinen, Carpets & Floor coverings, Upholsteries, curtains & Cushions,Throws, etc.

During the interaction with Shri. Anil Raj Kumar, Addl. Development Commissioner (Handlooms), the participants opined that there was a downfall in terms of number of visitors to their booth. However, the quality of the visitors improved.

Most of the Council's participants opined that the new event schedule (Tuesday, Wednesday, Thursday and Friday) introduced for the first time in Heimtextil 2016 paved way for quality visitors even during last day of the event.

In general, the response for Table Linen had slowed down. The global economy is still under recessionary trend with a less economic activity in developed

market including EU countries which has shrunk the order volume. However, such small order volume requirement is apt for handloom industry in particular for its economic production as handloom sector is known for its small production run with a possible variation in design, color etc for each production run, thereby matching the demand and supply requirement

As per the feedback from the HEPC's participants, business worth around Rs.70.20 crore was generated (Rs.15.12 crore – spot order and Rs.55.08 crore – business enquiries) during the event. 979 trade visitors visited Council's participants booth. Our participants reported that they had visitors from Italy, Spain, Brazil, South Africa, Morocco, Singapore, France, Ireland, U.K, Mexico, Israel, Sweden, Denmark, Poland, USA, Bosnia, Tunisia, Russia, Chile, Germany, Australia, New Zealand, Holland, Belgium, Canada, Latvia, Austria, Romania, Greece, Portugal, Turkey etc. This is a testimony to the popularity of the event among trade fraternity across the globe.

Shri. Subhash Chand, Consul from Consulate General of India visited the event and inaugurated India Handloom Pavilion along with other officials from the Ministry of Textiles which included Shri. Anil Raj Kumar, Addl Development Commissioner (Handlooms), Shri.Ram Singh, Director and Shri. A.K.Sharma. Deputy Secretary.

Shri.Gagan Rai, Chairman and Shri.R.Rajendiran, Vice Chairman, HEPC had a meeting with fair authority

Mrs.Meike Kern, Director and Mrs.Almut Kwetkus and discussed with them regarding the scope for increasing the space allocation to HEPC in Heimtextil 2017 and also space for participation in Ambiente during 2017-18. The fair authority informed that they would consider it against any withdrawal and subject to space availability.



Council organized Exhibitors Meet on 3<sup>rd</sup> day of the event to ascertain the feedback from Council's participants. Shri.Gagan Rai, Chairman, and Shri.R.Rajendiran, Vice Chairman of the Council welcomed the participants. The Ministry officials who visited Heimtextil also attended Exhibitors Meet.

Considering the response for new event schedule, the fair authority informed that the next Heimtextil - an international trade fair for home and contract textiles, will take place from 10-13 (Tuesday – Friday) January 2017 in Frankfurt am Main thus retaining the revised schedule experimented during 2016.

P. Ranganamy, Export Promotion Officer,  
S. Johnson Samuel, Assistant,  
HEPC, Chennai



### HONG KONG FASHION WEEK, HONG KONG

Lakshmi Narayanan, Superintendent

The 47<sup>th</sup> edition of the Hong Kong Fashion Week was inaugurated at the Hong Kong Convention and Exhibition Center, Hong Kong from 18<sup>th</sup> to 21<sup>st</sup> January 2016. The event was organized by Hong Kong Trade Development Council (HKTDC).

According to the fair organizer, over 1,500 exhibitors from 21 countries displayed all kinds of fall/winter clothing, fashion & clothing accessories, garment related products, active wear & swim wear, cashmere & wool, fabrics, yarn etc. This year companies from

## Fair Report

Myanmar, New Zealand, Romania, Uzbekistan and Vietnam joined the fair for the first time. The Hong Kong Fashion Week for fall/winter presented over ten themed areas in an exhibition space of 30,000 square meters. Due to popular demand of winter clothing in Asia “Knitwear” and “Women’s Wear” were also added. More than ten fashion shows, presentations to constitute a platform for upcoming designers as well as brands to present their collections were held during the fair. The HKTDC also organized a series of seminars and forums, with experts of market intelligence, while renowned fashion advisory institutions WGSN and Fashion Snoops presented “forecast and analyses of major trends for the 2017 Spring/Summer season”. With the theme of “Fashion of Music”, a fashion avenue was created with different thematic decoration. Thermal Clothing and Down Jacket products displayed in pop style area (Hall 1B), infant & children’s garments featured in music hall (Halls 1A-B) while knitwear,

fashion accessories, sewing supplies and fabrics displayed in Hall No.3 B to E.

In the current edition, a couple of things have changed. The previously simultaneously held World Boutique, Hong Kong, would now take place from 7-10 September, 2016, and go by the new name Centre-stage.

According to press release, the HKTDC organized 90 buying missions from 43 countries and regions. More than 5,000 buyers, including representatives from fashion brands, major chain stores, and distributors from ASEAN and other emerging markets, such as Malaysia, Singapore, UAE and Thailand have participated in the fair.

As per IMF data, the GDP of Hong Kong during 2013-14 was USD275 billion and projected to be USD289 billion during 2014-15 and USD310 billion during 2015-16. The GDP per capita during 2013-14 was USD38059 and projected to be USD39871 and USD42437 during 2014-15 and 2015-16 respectively. As per DGCI&S data, export of handwoven textiles to Hong Kong has declined from Rs.3.78 crore (2011-12) to Rs.2.14 crore (2013-14). As a strategy to target the market potential of this region, Council has participated in this event with 13 EUPEA (Eastern Uttar Pradesh Exporters Association) members from Varanasi under Comprehensive Handloom Cluster Development Scheme of the Development Commissioner for Handlooms, Ministry of Textiles. All the participants were accommodated in Hall No.3D.

Shri Karun Bansal, Consul (Commerce, Political & Media), Consulate General of India, Hong Kong visited the fair on 18.1.16 and interacted with our member participants.





Shri Karun Bansal, Consul (Commerce, Political & Media), Consulate General of India, Hong Kong interacting with member participants



Shri Karun Bansal, Consul (Commerce, Political & Media), Consulate General of India, Hong Kong interacting with member participants and Council's representative



As per feedback received from Member participants, 193 business visitors visited their booths. Total business generated through participation in this edition is US\$ 384683 (spot orders US\$ 155865 enquiries US\$ 228818). Most of the participants have shown their interest to repeat the participation through HEPC.

Lakshmi Narayanan, Superintendent, HEPC RO, New Delhi

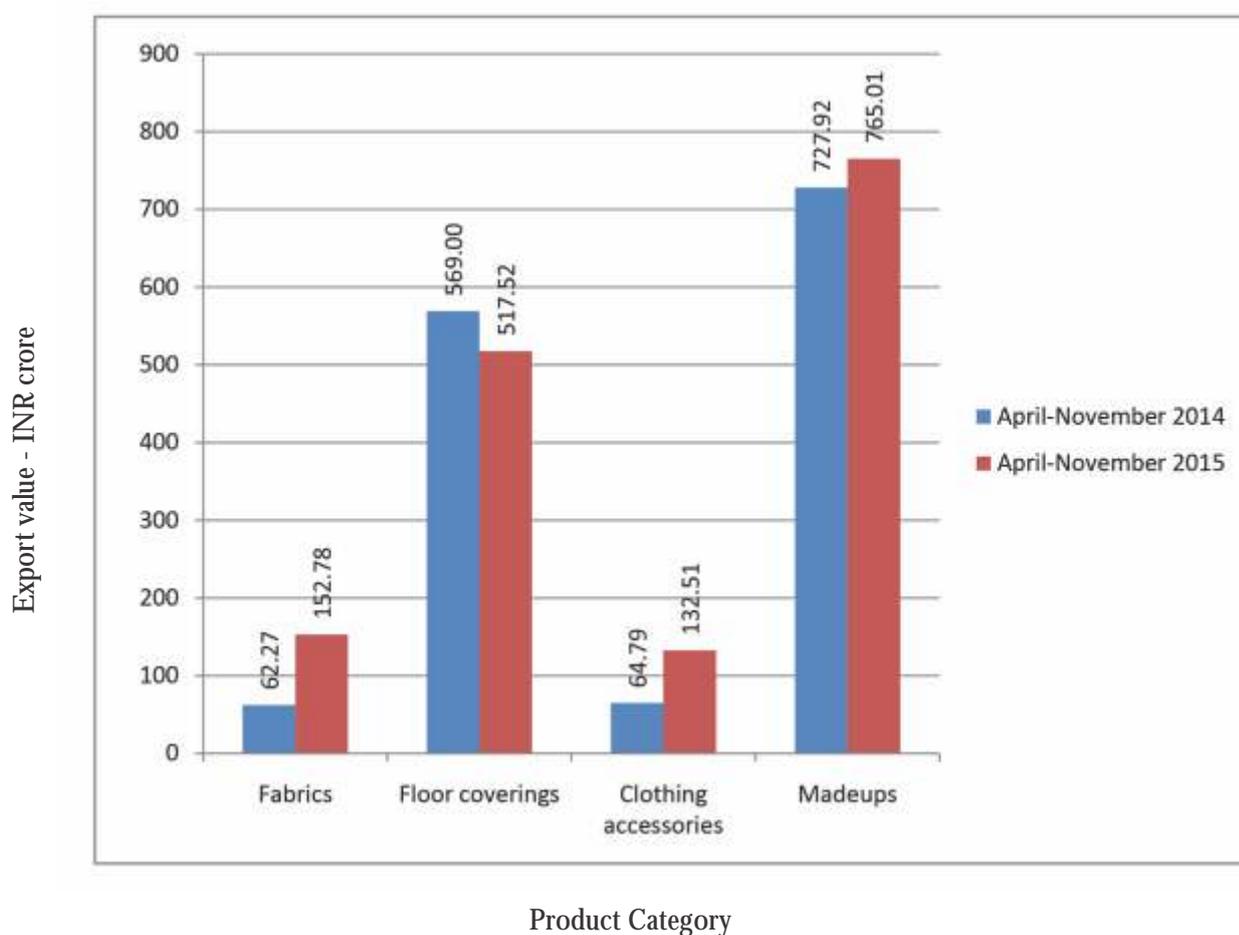
## Export Data Analysis

Export of handloom products during the period April-November 2015 reached Rs.1568crore/US\$243 million as against Rs.1424crore/US\$ 233million during April-November 2014. Export has registered growth of 10% in rupee terms and 4% in dollar terms.

The actual increase in export during this period is Rs.144 crore and this increase is due to the increase in export of Fabrics followed by Clothing Accessories and Madeups categories.

Fabrics has shown an increase of Rs.90.51 crore thereby registering growth of 145% during the period April-November 2015. Similarly, Clothing Accessories has increased by Rs.67.71 crore thereby registering growth of 105% followed by Madeups which has increased by Rs. 37.09 crore and has registered growth of 5% during this period. However, export of Floor Coverings has declined by Rs.51.48 crore and has registered negative trend of 9% during the period April-November 2015.

Graph showing export of handloom products during April-November 2015 vis-a-vis April-November 2014



## THE MAGIC BOX OF CREATIVITY / INSPIRATION

Sampath Kasirajan

In the previous article we discussed at length the significance of “value” and why the Handloom sector should keep its focus trained on this single element to spin out of the marginal existence it finds itself in at present.

Value is a factor of market sentiment. The market here could be one person, one small group or one entire population contained in one location or spread densely or sparsely over a larger geographical definition. Value is also not an absolute term but rather an amorphous object with several dimensions which are in perennial state of flux & instability, living a very ephemeral existence for the most part of their life relying on contextual references, ruling fad and the ability of a human mind to comprehend the “spirit, skill and endeavour” that might have gone into creating such values. For instance, Vincent Van Gogh, the famous impressionist died in pecuniary and the irony is, today, not many in the world can afford his paintings.

However, before one dives headlong into creating value, handloom entities have to gain a clear perspective on four market level contexts.

- a) Whether the value an entity is creating or it can create has a ready demand for it in the market place, collectively described as a trend or market sentiment. If the entity is not in a position to see any visible sentiment or trend, the next thing to do is to find out if there exists a latent/dormant demand for the value it creates, If neither exists, then the options left are, to either look at a new value that would sell, or wait for markets to evolve for the value the entity is in a position to create or simply create trends / sentiments by extolling the virtues of the value convincing the customers why they should experience this value. The third option is easier said than done as it requires some deep pockets and brand presence.
- b) Secondly, a value is only as good as the compensation customers are willing to pay for it. In other words, an entity should be careful not to overdo its value part if the compulsions to experience the value created are

not strong enough. But there is also a point below which the value should not be dropped. One may hesitate to pay Rs.25 for a bottle of water in a railway station, yet the willingness to buy one at any cost skyrockets the moment one finds himself/herself in a parched desert with very little water left in the canteen.

- c) Thirdly it is not good enough for just one or few customers who might be ready to pay an equitable compensation for the value the entity creates. There has to be a reasonable number to turn this into a commercially viable endeavour.
- d) Finally , it is not good enough to know that there are enough numbers awaiting to experience this value for the commercial viability can take a deep plunge despite all factors being in place, if the cost of harvesting these compensations are likely to be more than what they return

In marketing parlance, values translate into value propositions when they gain commercial significance, the scale of which is determined by the size and strength of market sentiments, finally translating into top and bottom line results for an enterprise.

This brief lesson is important for the simple reason, we often tend to describe and evaluate values from our own perspectives and personal beliefs but getting the value propositions right calls for some skill and very deep understanding of market dynamics around the 4 market level contexts on the demand side. History is littered with many examples of value propositions going awry, failing to evoke the response that they were expected to produce at the market place and in many cases the reasons were found to lie in the approach and methodologies used in arriving at Value Propositions. This is not to discount the impact the vagaries of market have on even well thought out plans, but even in such cases, the impacts are likely to be lot lesser than “wild shot” propositions that come from the speculative end of the entity's “thinking” spectrum.

On the supply side, it is a different approach that becomes necessary for a handloom entity to stay focused on the job of keeping its product lines relevant and totally in line with what is trending or likely to trend in the following seasons. The key words here are “focus & direction” and that’s where things end up turning fuzzy because “process driven structures” and “freewheeling creative work” do not go hand in hand. Perhaps, a certain “template” driven approach could help matters to a significant extent in helping the product team get some very good clarity on the market directions to take and the value elements to focus on, so that both are aligned from the very beginning. This “template” could function like a magic box that offers unlimited number of permutations and combinations for an R&D to choose from.

To get an idea of how this Magic Box works, think of “cryptex”, a tool that is generally used for locking and unlocking vaults that hold secrets. A very illustrious reference would be the Cryptex used in Dan Brown's movie, the Da Vinci Code. At a more mundane level they exist as combination locks on travel bags. Like a number lock this magic cryptex will have dial comprising the key value dimensions and the value elements under each of those value dimensions. For example, Textile Design is treated as a value dimension and a particular construction could be defined as a value element under this dimension. Likewise, “Material” would fall in the category of Value Dimension and the value elements under this dimension would be tussar, muga, khadi, cotton and so forth. With these two definitions in place, a handloom entity could commence the job of building this Magic Box by setting any number of value dimensions & value elements it wants to consider for its Research & Development team. The team with this magic box of creativity / inspiration will have the liberty to use the combinations it deems fit for a season. This magic box is nothing but a simple excel template with several rows and columns of Value Dimensions and Value Elements. (Pl see sample template at the end of this article). This magic box canvas of creativity could prove to be a handy tool that facilitates the process of translating heritage values into contemporary expressions, enabling tradition to stay

relevant at all times, both present and future. This magic box of creativity cannot be complete without a final component that embeds two critical parameters and they being, “Pedigree” and “Proprietary”. Their inclusion is necessary to ensure that tradition and heritage do not get lost or diluted in the din of contemporary expressions. Pedigree is the “constant” here to which “free wheeling” Proprietary expressions are tethered to (draw inspiration from).

A handloom entity can start with some very limited number of core value dimensions and progressively increase the number of dimensions and elements allowing the magic box to evolve into a more diverse and complex canvas with new insights & innovations broadening the creative contours for the R&D team to work with. The Magic Box of Creativity/ inspiration allows a creative team to start with a canvas of any size as the permutations and combinations it can use would run into hundreds & thousands, if not millions. It may be appropriate to call it a blank canvas but with many prompts for an artist to start work even as it introduces a certain structure to the creative process of identifying and creating new value propositions for the market. From a management perspective, the task of engaging with the creative side of operations get lot easier as discussions and analysis would get sharper as quantification becomes possible. For instance, the team would be able to articulate the key dimensions and elements that are in focus and the number of proprietary ideas they have come up with to harvest a ruling trend or market sentiment.

The diversity of techniques that Indian handloom and handcrafts have to offer to the world is unparalleled. These textile traditions have been around for many decades enthraling audience the world over with its grandeur & aesthetics and they continue to remain a source of huge inspiration for the global design fraternity even now. Allowing these traditions to slip into obscurity is like letting one major part of the history of mankind vanish. Handloom is timeless, it is up to our creative ingenuity to keep it alive.

## THE MAGIC BOX OF CREATIVITY TEMPLATE

Dimension	Value Dimensions	Value Elements	Pedigree (Traditional Techniques & Methods) **	Proprietary (Re-inventions & Re-Interpretational)**
1	Material	Khadi, Tussar, Moga, Malkha, felt		
2	Textile Design	Maheswari, Chanderi, pochampally, Ikat,		
3	Surface Embellishments	Mirror, Chikankari, Applique		
4	Dyeing and Processing	Tie & Dye,		
5	Motifs Impressions	Kalamkari, Hand Block, Screen printing		

\*\* The user could indicate whether the core, skill, technique, methodology and material are pedigree in nature or proprietary in nature.

We could add more to the list above, such as spinning, textures and finish, equipment & tool, Style and Pattern, setting a template that could be used for peeling new layers of value propositions from a blend of traditional and contemporary styles, skills, material and concept.

Sampath Kasirajan, Edge Hydra

# Fair Report

## WHO'S NEXT, PARIS, FRANCE

P. Rangasamy, Export Promotion Officer

### ABOUT THE EVENT

Twenty years after its creation, today WHO'S NEXT is the leading international fashion trade show for womenswear in Europe. In January and September, the event welcomes 50,000 visitors through its doors at the Porte de Versailles Exhibition Centre in Paris, with around 800 French and international ready-to-wear brands for them to discover.

Who's Next takes place alongside PREMIERE CLASSE, the leading accessory trade show. Every season, Who's Next commissions talented artists to create the visuals of the communication campaign to share its inspirations.

The Who's Next trade show brings together French and International ready-to-wear collections across 5 different areas: FAME, PRIVATE, TRENDY, URBAN, STUDIO.

**FAME 200 brands:** A must-see for over 10 years for ready-to-wear brands and designers. FAME features a selection of young talent as well as more couture designers, under the label ATELIER.

**PRIVATE – 200 brands:** A selection of creative, internationally renowned womenswear brands with strong commercial potential.

**TRENDY – 75 brands:** Current and affordable on trend womenswear brands.

**URBAN – 75 brands:** A mix of menswear and womenswear brands showcasing denim and streetwear.

**STUDIO – 200 brands:** The must-have women's ready-to-wear arranged by brand category.

# Fair Report

## BUYER ATTENDANCE

The January edition of Who's Next and Premiere Classe+ trade shows welcomed a total of 48,684 visitors an 18% increase on the previous shows in September 2015. Despite a small decline in the number of visitors compared to January 2015, the event had a large group of professionals in the fashion sector as ever to create the ideal environment for trade and business.

Visits by VIP buyers (+4% from last January) came in the form of returning guests, those who had attended previous editions of the trade shows, as well as the arrival of new high-end labels like the Ukrainian store Villa Gross, the renowned Korean concept store Rare Market, and KaDeWe, the major department store from Berlin.

Large Japanese groups sent representatives from leading select-shops and department stores, for example, Tomorrowland, Baycrews, Estnation, HP France, Isetan Mistukoshi, Takashimaya and Hankyu department store, as well as the fashion divisions from Sogo Seibu. Concept stores such as American Rag, Ron Herman, Barney's Japan and the high-end brand 1LDK were spotted in the trade shows' aisles.

Similarly all the big influencers in Korean distribution were present: for example, Lotte department stores, Handsome for Space Mue and Tom Greyhound, and Shinsegae for Boon the Shop.

The rest of Asia held its own with visits from leaders in HongKongese distribution, for example Kapok, Harvey Nichols, On Pedder and Joyce, and on a wider scale, store chains like Artifacts from Taipei and various malls like Melium group (Malaysia), Tang (Singapore) and The Mall (Thailand).

## ECONOMIC REPORT

As per monthly economic report from Embassy of India, Paris, in 2015, India France bilateral trade stood at € 8.54 billion (+7.91%) as compared to the previous year. India's exports to France increased by 2.96% during this period with a rise in exports of all top product categories (except minerals fuels & oils (-14.7%): articles of apparel & clothing accessories (+3.7%); machinery and mechanical appliances (16.23%); organic chemicals

(3.23%); electrical machinery & equipment (6.3%); footwear (10.64%); footwear (11.63%); vehicles and accessories (25.88%); leather goods (6.76%); and gems & jewellery (28.23%).

Among top 10 products of French imports from India, articles of apparel and clothing accessories not knitted or crocheted ranks 2nd with an import value of about 555 Million US\$ (Jan – Dec 2015). With a growth of 6.56% over the corresponding period of Jan-Dec 2014, these products have a share of 9.31% in over all French import of Indian goods. India ranks 6th in supply of these products to French market competing with top 5 countries namely China, Italy, Bangladesh, Morocco & Tunisia. There has been a strong growth in apparel and clothing accessories and better quality of Indian products will ensure better exports.

## COUNCIL'S PARTICIPATION IN THE EVENT

As per the Directorate General of Commercial Intelligence & Statistics (DGCI&S) under the Department of Commerce, export of handloom products was Rs.2246 crore (US\$ 369 million) in 2014-15, an increase of about 0.6% over the Rs.2233 crore (US\$ 367 million) achieved in 2013-14. During the current year, the achievement till November 2015 (for which data has been made available by DGCI&S) is Rs.1567.83 crore (US\$ 243.14million), an increase of about 4.4% in US\$ terms (10% in rupee terms) over Rs. 1423.98 crore (US\$ 232.89 million) achieved during April-November 2014.

In the past five years, export of Clothing accessories product under HS Code chapter 62 for Indian handloom products have shown a significant growth of about 100 times from a mere Rs.0.86 crore during 2009-10 to Rs.82 crore during 2014-15. For the current year 2015-16, export of Clothing accessories grew by over 100% to Rs.132.51 crore (US\$ 20.6 million) during April-November 2015 from Rs.64.79 crore (\$10.6 million) during April- November 2014.

Considering the growing market potential, Council has been organizing participation of member exporters in Whos Next a bi annual event being held in Paris and members are enthusiastically participating in this event

# Fair Report

which is much rewarding in terms of spot orders and business enquiries.

Who's Next – Première Classe, a ready-to-wear and accessories trade fair took place at Porte de Versailles from 22-25 January 2016. The fashion accessories section 'FROM' was dedicated exclusively for Indian exhibitors. There were about 60 Indian exhibitors in the 'FROM' section and about 20 in the Première Classe and Ready to wear sections.

Council participated in Whos Next Fair held at Paris during 22-25 January 2016 organised by WSN Developement. Council took a space of 273 sq.mtrs (including Council's booth) and organised participation of 25 members availing financial assistance under National Handloom Development Programme of O/o Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India. As per the approval, 12 participants were provided with the grant and the remaining participated without the grant. The participants displayed Clothing and fashion accessories such as stoles, scarves, shawls and bags.

Council had a Central promotion stall in the event, wherein, a Video display of handloom processes and India Handloom Brand were organised. Posters depicting features of India Handloom Brand were placed in the booth. Council also printed and distributed participants' brochures highlighting India Handloom brand.

Our participants had 707 trade visitors in total and booked spot order Rs.5.58 crore and enquiries Rs.6.33 crore.



Shri. Subhasis Bandyopadhyay Attache (E&C) and Shri. M.Venugopal Menon, Attache (Trade) from Indian Embassy, France visited the Fair and met all exhibitors. Mr. Naresh Penumaka, Ex-Officio Secretary to A.P. Govt and Commissioner (Handlooms & Textiles), Govt. of Andhra Pradesh visited the event at the invitation of the Council to explore the possibility of participation in the event by handloom clusters of Andhra Pradesh with suitable product diversification.



## Fair Report



Discussion with Shri.Manish Prabhat, Chef de Mission adjoint and Shri.Rakesh K.Sharma, First Secretary (Multilateral Economic Relations & Protocol) at Embassy of India in Paris.

### CONCLUSION

Stoles, Scarves and Shawls with its narrow width, physical attributes and market demand for color, design, count, material and texture variants in small quantities is ideally suitable for economic production

in handloom sector. Further, the products in most of the handloom centres are made in fine counts and textures catering to domestic clothing sector of traditional type, hence, there is an ample scope for its adaptation and diversification meeting the contemporary market requirement of western market. Appropriate design and product interventions at these handloom centres are the need of the hour to enhance the export potential of these items.

Further, providing more market exposure by way of participation in similar International trade events being held in other region will facilitate market penetration for these products in those regions. As overseas market always offer a better UVR for these products, it will ultimately enhance the wage earning capacity of the handloom weaver and also ensure continuous and attractive employment.

P. Rangasamy, Export Promotion Officer, HEPC, Chennai

## Meetings

Executive Committee Meeting, Extraordinary General Meeting and Special Executive Committee Meeting of the Council was held 30<sup>th</sup> January 2016 at Council's premises at 11 am, 2 pm and 4 pm respectively wherein the amendments made in the Articles of Association as per the directions issued by

the Ministry of Textiles/Commerce & Industry and provisions of Companies Act, 2013 were deliberated and approved by the members of the Council. Changed Election Rules of the Council were adopted during the special EC meeting for implementing e-voting procedure.

Few Photographs taken during the above meetings:





## List of Importers

1. Noble Heirlooms Limited  
House 8, 3 Consort Rise, Pok Fu Lam, Hong Kong  
Tel: 852-2818 6503 Fax: 852-2818 0587  
Website: [www.nobleheirlooms.com](http://www.nobleheirlooms.com)  
E-mail: [rebecca@nobleheirlooms.com.hk](mailto:rebecca@nobleheirlooms.com.hk)
2. Canaan Enterprise Ltd  
Flat D, 2/F, Ho Lee Commercial Building  
38-44 D'Aguilar Street, Central, Hong Kong  
Tel: (852) 25235374 Fax: (852) 25267768  
Website: [www.canaan.com.hk](http://www.canaan.com.hk)  
E-mail: [canaanhk@hotmail.com](mailto:canaanhk@hotmail.com)
3. Amazing Grace Elephant Co Ltd  
GPO Box 6083, Hong Kong  
Tel: (852) 2735 3037 Fax: (852) 2730 5507  
E-mail: [rgreenhk@pacific.net.hk](mailto:rgreenhk@pacific.net.hk);  
[Info@AmazingGraceHK.com](mailto:Info@AmazingGraceHK.com)  
Website: [www.amazinggracehk.com](http://www.amazinggracehk.com)
4. Al Khalid Group of Companies  
P.O.Box: 3777 Safat 13038 Kuwait  
Tel : 888111 / 4812177 Fax : 4845726  
Email : [info@alkhalidgroup.com](mailto:info@alkhalidgroup.com)  
Website : [www.alkhalidgroup.com](http://www.alkhalidgroup.com)
5. ADO- Gardinenwerk, Gesellschaft m.b.H.  
Stifterstraße 2 4690 Schwandenstadt,  
Oberösterreich Postfach 100  
Telefon 07673 66 58-0 Fax 07673 26 43  
Website: <http://www.ado-international.de>  
E-Mail [ado-gardinen@aon.at](mailto:ado-gardinen@aon.at)
6. Backhausen interior textiles GmbH  
Hoheneich 136 3945 Hoheneich (NÖ),  
Niederösterreich  
Telefon 02852 502-0 Fax 02852 545 26  
Website : <http://www.backhausen.com>  
E-Mail [hoheneich@backhausen.com](mailto:hoheneich@backhausen.com)
7. C.C.H. Heimtextilienvertriebsgesellschaft m.b.H.  
Jochen Rindt-Str. 27 1230 Wien  
Telefon 01 616 88-10-0 Fax 01 616 88-12  
Website : <http://www.collection-classic.at>  
E-Mail [office@collection-classic.com](mailto:office@collection-classic.com)
8. Christine Vieböck  
Leonfeldnerstraße 26 4184 Helfenberg,  
Oberösterreich  
Telefon 07216 62 15-0 Fax 07216 40 46  
Website: <http://www.vieboeck.at>  
E-Mail [office@vieboeck.at](mailto:office@vieboeck.at)
9. Egger Edeltraud KEG  
Pfarrangerweg 1 A 9971 Matri, Tirol  
Telefon 04875 67 46-0 Fax 04875 67 46-14  
Website: <http://www.malerei-egger.com>  
E-Mail [malerei-egger@gmx.at](mailto:malerei-egger@gmx.at)
10. Fabella Gardinen Fabrik Gesellschaft mbH  
Obermieming 219 6414 Mieming, Tirol  
Telefon 05264 43 30-0 Fax 05264 61 64  
Website: <http://www.loescher-tirol.com>  
E-Mail [fabella@aon.at](mailto:fabella@aon.at)

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