

BSM in Copenhagen, Denmark during 7 - 8 November 2022

Denmark

The Danish fashion and textile industry is one of the most important segments of the overall Danish economy. Denmark is a good test market for an Indian exporter wishing to do business in North Europe because of the country's small size as well as its low barriers to entry. While there are many Danish designers who create viable, innovative and unique clothes for children and adults, there remains a strong market for Indian imports. The Scandinavian countries have experienced rapid economic growth and are among the wealthiest in the world and have highly developed foreign trade.

India-Denmark

Denmark is one of the main trade partners of India handwoven products in the EU region. Denmark is one of the potential and promising markets for Indian Textile and Apparel products. The major export items from India to Denmark are textiles, apparels and yarns related, vehicles and components, metal goods, iron and steel, footwear, and travel goods. Major Danish exports to India are medicinal/pharmaceutical goods, power generating machinery, industrial machinery, metal waste and ore, and organic chemicals. Bilateral trade in goods and services between India and Denmark has grown by 78%, from USD 2.8 billion in 2016 to around USD 5 billion in 2021.

India is the 7th largest supplier of T&A to Denmark. Apparel dominated in T&A export from India to Denmark followed by Home textiles. Denmark is the 11th largest market for India's Handloom product Export in EU region. During the period of 2021-22 major Handloom items exported to Denmark are Furnishing Articles (\$ 0.74 Million), Bed linen (\$ 0.29 Million), Cushion covers (\$ 0.11 Million), Table linen (\$ 0.02 Million), other Madeups (\$ 0.08 Million), other Fabrics (\$ 0.01 Million), which amounts \$ 2.42 Million as total of Handloom items exported to Denmark.

During 2021-22 when compared to USD 1.69 mn during the previous financial year 2020-21 registering positive growth of 43%. The major items exported are mats and mattings, other furnishing articles, cotton durries, bed sheets and bed cover, pillow cases and pillow slips, etc.

The India-EU FTA has the potential to be a game changer. The EU is an economic giant – the world's third-largest economy by gross domestic product. India resumed trade negotiation with EU (27 national bloc) for making Free Trade Agreements. India's bilateral trade with EU amounted to

USD 116.36 billion in 2021-22. Despite the global disruptions, the bilateral trade achieved an impressive annual growth of 43.5% in 2021-22.

Currently EU is India's second largest trading partner after US, and the second largest destination for Indian exports. The trade agreement with EU would help India in further expanding and diversifying its exports of goods and services, including securing the value chains. Both sides are aiming for the trade negotiations to be broad-based, balanced, and comprehensive, based on the principles of fairness and reciprocity.

Handloom Export Data to Denmark

Products	2017-18		2018-19		2019-20		2020-21		2021-22	
	INR	US \$								
A) Fabrics	0.00	0.00	0.00	0.00	0.03	0.00	0.03	0.00	0.04	0.01
B) Madeups	18.27	2.84	17.59	2.54	9.66	1.36	5.89	0.80	9.28	1.24
C) Floor Coverings	11.73	1.82	8.11	1.17	6.48	0.91	6.58	0.89	8.65	1.16
D) Clothing Accessories	0.06	0.01	0.15	0.02	0.03	0.00	0.02	0.00	0.03	0.00
Grand Total	30.06	4.67	25.84	3.73	16.20	2.28	12.51	1.69	18.00	2.42

Buyer Seller Meet, Copenhagen, Denmark



With the support from Embassy of India, Denmark and Sweden along with Agency, HEPC had organised the BSM in Copenhagen, Denmark during 7 - 8 November 2022 in The Plant, Copenhagen. The Embassy of India, Denmark and Agency are released Press release and advertisement and send out to all stakeholders to make the event

success.

Inauguration

Shri P Gopalakrishnan, Chairman, Shri N. Sreedhar, Executive Director and Shri M. Sundar, Joint Director welcomed all the dignitaries, Embassy officials, Exhibitors and Danish buyers. **H. E. Ms. Pooja Kapur, Ambassador, Embassy of India, Denmark** inaugurated the event with ribbon cutting and lighting of lamp. Shri P. Gopalakrishnan, Chairman

delivered the welcome address. In his address, he explained the trade between India and Denmark. Ambassador, Embassy officials and Chairman, HEPC interacted with all the participants visited their stalls.



Fashion Show

HEPC, AEPC and the Indian Embassy in Denmark organized a fashion show, displaying beautiful Indian textiles and clothing by engaging a suitable implementing company at Denmark.



HEPC Participation:

The overall footfall of the buyers is good with continuous flow of buyers from leading Importers, Designers, Chain Stores and International Brands. Almost all the Member Exporters had buyer visits to their stalls with few exporters were busy during the fair.

Most of the participants have expressed their deep satisfaction and gratitude for the opportunity to take part in the event and commented on the professional approach of the buyers.

The event attracted a total number of over 50 high value buyers from major brands, stores, buyers, wholesalers, importers, retailers etc. dealing in home textiles, home décor and accessories and floor coverings. The event also had the participation of AEPC who displayed high Fashion garments.



Product Categories displayed by the Exhibitors

Made ups, Cushion covers, Floor mats, Carpet, Rugs, Table linen, Bed linen/ Bed covers/spreads, Carpets & Floor Coverings, Mat & Mattings, Bathroom linen, Kitchen linen, Scarves, Stoles, Gloves, Mittens, etc., Other Fabrics. HEPC hired a total space of 162 sq. mtrs being the participants area for 18 participants. The participant details are given below:

S. No.	Company Name	Area	Allotted Stall number
1	Ambica Exim	Lucknow	H 12
2	Marvel Fabrics	Karur	H 7
3	Shyamali Export	Chennai	H 5
4	Kittu Exports	Salem	H 15
5	Texocraft Fashion	Karur	H 2
6	Dakshin Home Fashions	Karur	H 3

7	Manju Exports	Karur	H 11
8	Sri Pranav Textile Creations Private Limited	Karur	H 10
9	Ponni Fab	Karur	H 13
10	Luxury Home Furnishings	Panipat	H 8
11	Sunstar Exports	Karur	H 6
12	Mittal Overseas India	Panipat	H 9
13	Vaikunta Weaves Pvt Ltd (Warp'nWeft)	Mumbai	H 1
14	Cotonex	Karur	H 16
15	Poornima Handicrafts Pvt Ltd	Jaipur	H 17
16	Metro Fabrics	Karur	H 18
*17	Nanak Handloom	Panipat	H14
*18	Dolphin Texo Fab	Panipat	H 4

** Not attended the event because of refusal of VISA at Danish Embassy, New Delhi*



The participants under HEPC were from all important export centres such as Karur, Jaipur, Panipat, Lucknow, Chennai and Salem offered diverse range of products from Home textile and handloom industry. As per the feedback received from HEPC participants, Spot order worth **Rs.2.75 crore** and business enquiries worth **Rs.7.81 crore** was generated.

The Council was represented by Shri N. Sreedhar, Executive Director and Shri. M. Sundar, Joint Director.

Photographs of HEPC's Exhibitors stalls




