



# HANDLOOM EXPORT

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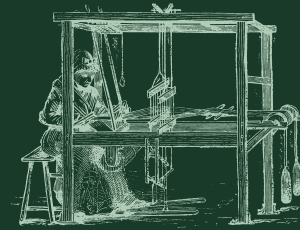


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**Dear Members,**

Heading to the global mega textile event “Bharat Tex 2024”, Council had so far organized Road shows for Bharat Tex 2024 at Panipat, Karur, Hyderabad, Guwahati and also in the international fair such as Global Sourcing Expo, Australia, Heimtextil 2024, Germany, Domotex 2024, Germany, etc. Along with other council, HEPC has also supported the Bharat Tex 2024 road show organized at Coimbatore, Kannur, etc. With the immense response from the exporter’s community, Council had achieved its target in space booking and hoping for success of the fair. I would extend my warm welcome to the member exporter of the Council to visit the Bharat Tex 2024 and support the exhibitors.

With an aim to increase the export, Council had organized participation in Global Sourcing Export, Australia with 20 member exporters and generated business worth Rs.7.47 cr. After signing of India - UAE CEPA agreement, there is significant growth in the export of handloom products and hence, Council had organized International Apparel and Textile Fair (IATF), Dubai with participation of 20 member exporters. As per feedback of the participants 282 Trade Visitors visited the fair and Rs.3.81 Crore business was generated during the event.

Council participated in Heimtextil, Frankfurt, Germany, 9<sup>th</sup> - 10<sup>th</sup> Jan 2024 with 66 member exporters and as per the feedback from HEPC participants, they had spot order worth Rs.26.34 crore & enquiries worth Rs.113.94 crore during the event. Council participated in Domotex, Hannover, Germany, 11<sup>th</sup> - 14<sup>th</sup> Jan 2024 with 13 member exporters and the participants had spot order worth Rs.2.35 crore & enquiries worth Rs.5.93 crore during the event.

Council also participated in WHO’s NEXT, Paris, France, 20<sup>th</sup> - 22<sup>nd</sup> Jan 2024 with 18 member exporters and Ambiente, Frankfurt, Germany, 26<sup>th</sup> - 30<sup>th</sup> Jan 2024 with 20 member exporters and the business generated worth Rs.6.58 cr and Rs.22.39 cr. respectively.

Despite global slowdown and sluggish market demand, Council has organized many international events successfully to increase the export. The Cotton Yarn / Fabs. / Made - Ups, Handloom Products etc. has exhibited positive growth by 6.03% for the period April - December 2023. Though the textile export market has been slightly surged in the major import market, as per DGICS data the export of handloom products registered declining trend by around 22% in dollar terms year on year for the period ending April - Nov 2023. The textile export market is still unpredictable due to the uncertain external factors of geopolitics. It is time to think of alternate strategy to increase our export by design / product innovation, eco-friendly products, using natural fibres, renewable energy, identifying low-cost high-volume products, low volume high value products, setting up of mini - integrated textile units, etc.

I would request the members to share their views and suggestions to boost the export of handloom products.

With warm regards,



**P. Gopalakrishnan**  
Chairman



**At a Glance**

<b>Name of the fair</b>	: Global Sourcing Expo
<b>Organizer</b>	: International Exhibitions & Conference Group
<b>Venue</b>	: Melbourne Convention & Exhibition Centre
<b>Duration</b>	: 3 days (21 <sup>st</sup> to 23 <sup>rd</sup> November, 2023)
<b>No. of exhibitors through HEPC</b>	: 20

**Highlights of the Fair**

<b>Total Exhibitors</b>	: 836
<b>Total Visitors</b>	: 4160
<b>No. of Indian Exhibitors</b>	: Nearly 300
<b>Exhibit Categories</b>	: Apparel, Homewares, Textiles

**Participants Feedback**

<b>Products displayed</b>	: Kitchen Linen, Living Linen, knitted Bedding, Quilts, Ladies Fashion Wear, Shopping Bag, Rugs, Towels, Throws
<b>Products of interest shown by buyers</b>	: Throws, Fashion Accessories, Towels, Women, etc
<b>Spot orders</b>	: 2.40 Crores
<b>Enquiries generated</b>	: 5.07 Crores

**Preface**

The Global Sourcing Expo provides a unique opportunity to meet with clothing manufactures from across the globe including China, India, Turkey, Indonesia, Bangladesh, Japan, South Africa. It brings together industry professionals and suppliers from around the world and provides the unique platform for exploring wholesale clothing suppliers and manufactures and establishing direct sourcing connections.

The Global Sourcing Expo is the ideal setting for networking and building relationship with international clothing manufacturers and suppliers. It is also a gateway to vast array of high-quality home-based products that will captivate your customers and set your business apart.

At the Global Sourcing Expo, discover an extra ordinary selection of exquisite bedding, luxurious rugs and captivating wall hangings all carefully curated to elevate your home décor.

**India – Australia Trends**

Both nations are part of the Commonwealth. Similar legal systems and parliamentary democracies. India and Australia are Indo-Pacific partners with a shared vision for a resilient, inclusive, open region. In FY22, India was Australia's 9<sup>th</sup> largest trading partner, and Australia was India's 17<sup>th</sup> largest trading partner. Major exports to Australia include petroleum products, textiles and apparels, engineering goods, leather, chemicals, and gems and jewellery. At almost 700,000 Australia's Indian diaspora, makes a significant contribution to Australia's society and economy. Indian diaspora are the second highest taxpaying diaspora, behind the British.

**Economic Relations**

The India-Australia economic relationship has grown significantly in recent years. India's growing economic profile and commercial relevance to the Australian economy is recognized, both at the federal and state level in Australia. The ECTA agreement with Australia has demonstrated India's earnest desire, and industry's confidence, to enter into trade deals where both countries gain, and give a solid basis for more trade pacts.

The India-Australia Economic Cooperation and Trade Agreement has come into effect from December 29<sup>th</sup>, 2022. The Ind-Aus ECTA provides an institutional mechanism to encourage and improve trade between the two countries. It covers almost all the tariff lines dealt by India and Australia. India will benefit from preferential market access provided by Australia on 100% of its tariff lines, including all the labour-intensive sectors of export interest to India, such as gems and jewellery, textiles, leather, footwear, furniture, food, and agricultural products, engineering products, medical devices and automobiles.

Australia occupies the 29<sup>th</sup> position in FDI equity inflows into India with a cumulative FDI amount of US\$ 1.10 billion from April 2000-March 2023. In the coming years, the overall relationship between India and Australia will continue to grow and has the potential to assume greater prominence.

**HEPCs Participation in the Event**

As part of various export promotion activities, the participation in Global Sourcing Expo held at Melbourne, Australia during 21-23 November 2023 was organised by the Handloom Export Promotion Council. The event was organized under National Handloom Development Programme of O/o. Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India. HEPC is participating regularly in Global Sourcing Expo for more than 10 years. HEPC was allotted total space of 198 sq. mtrs. (20 member participants + Council's booth). The participants displayed hometextile made ups, Kitchen Linen, Living Linen, knitted Bedding, Quilts, Ladies Fashion Wear, Shopping Bag, Rugs, Towels, Throws. The Government of Tamil Nadu through the Department of Textiles had set up Tamil Nadu Pavilion at the Global Sourcing Expo '23 in Melbourne, Australia during 21-23, November 2023 with an objective to provide an opportunity to showcase Tamil Nadu Textiles in International markets.



The participation of Tamil Nadu pavilion was undertaken through HEPC. 20 Exhibitors from the Textile Clusters of Tamil Nadu namely, Karur, Tirupur and Chennai had participated in the Fair and displayed their products. More than 300 International textile traders and buyers visited the Tamil Nadu Pavilion at this exhibition. 2 officials from the Department of Textiles, Govt. of Tamil Nadu was deputed to the event. Shri P.Gopalakrishnan, Chairman, HEPC and Shri N. Sreedhar, Executive Director, HEPC had a discussion with Dr. Sushil Kumar, Consul General of India in Melbourne on 20.11.2023 at his office. Various issues related to issuance of visa to the member participants and the activities and participation of various international events by the HEPC was informed to the Consul General. The possibilities of inviting buyers to the Mega Event Bharat Tex 2024 and having meetings with big importers were also discussed during this visit.



Dr. Sushil Kumar, Consul General of India in Melbourne inaugurated India Pavilion on 21.11.2023 in the presence of Shri Rohit Kansal, Additional Secretary, Ministry of Textiles, and other official representatives from HEPC, FIEO, AEPC, TEXPROCIL and WWEPC. The Consul General visited the Indian exhibitors at the event and interacted with them.



Council had put up a central promotion booth, wherein promotional materials like Handloom Sourcing directory, leaflet of India Handloom Brand, Brochure of Bharat Tex 2024, fair catalogue, and posters featuring India Handloom Brand and Council's objectives were displayed. Also distributed Council's brochures and leaflet of IHB to the visitors.

Shri P.Gopalakrishnan, Chairman, HEPC and Shri N. Sreedhar, Executive Director, HEPC had a meeting with fair authorities and discussed about the upcoming edition of Global Sourcing Expo, Sydney, Australia. They have also discussed about the flow of buyers and present expectation of buyers attending to the event. They also had a CEO meeting with the senior members of Australia's wool and cotton industries chaired by Shri Rohit Kansal Additional Secretary, Ministry of Textiles on 21<sup>st</sup> November, 2023.

Global Sourcing Seminars held daily on the exhibition floor opposite to stand B32. Shri Rohit Kansal, Additional Secretary, Ministry of Textiles briefed about the Bharat Tex during the stand award winners function on 21<sup>st</sup> November, 2023. As per their feedback, the participants had around 200 visitors and spot order worth Rs.2.40 crore and business enquiries worth Rs.5.07 crore were generated.





<b>Name of the fair</b>	: International Apparel & Textile Fair
<b>Venue</b>	: Dubai World Trade Centre
<b>Duration</b>	: 3 days (27 <sup>th</sup> to 29 <sup>th</sup> November, 2023)

### India – UAE Trends

The historic India-UAE Comprehensive Economic Partnership Agreement (CEPA) which was signed between the two nations on 18 February 2022, officially entered into force on 1<sup>st</sup> May 2022. Overall, India will benefit from preferential market access provided by the UAE on over 97% of its tariff lines which account for 99% of Indian exports to the UAE in value terms particularly from labour-intensive sectors such as Gems and Jewellery, Textiles, leather, footwear, sports goods, plastics, furniture, agricultural and wood products, engineering products, pharmaceuticals, medical devices, and Automobiles. CEPA is expected to increase the total value of bilateral trade in goods to over US\$100 billion and trade in services to over US\$ 15 billion within five years.

UAE is the 8<sup>th</sup> largest importer of handwoven textiles from India and with the above agreement in force, there is further scope for enhancing our market reach to this region.

### About International Apparel and Textile Show

International Apparel and Textile Fair (IATF) is UAE's premier platform for sourcing apparel, Fashion Fabrics, Prints, Clothing Accessories, Home Textiles, Footwear, Handbags, Jute & Leather Products. IATF in its 16<sup>th</sup> Edition will be showcasing Autumn - Winter collections & Spring-Summer highlights. With over 450 + exhibitors, the fair aims to expand with each event becoming a major influence in the MENA REGION'S FASHION-TRADE INDUSTRY. The fair attracts a wide range of textile mills, accessories/trim suppliers, print designers, and major footwear manufacturers. Exhibitors are mainly from Turkey, Hong Kong, China, India, Poland, Italy, Sri Lanka, UK, Spain, Egypt, Japan, Belarus, Germany, Australia and more.

IATF provides manufacturers and their agents an opportunity to showcase their products to the most influential buyers and designers in the Middle East & North Africa (MENA) Fashion sphere. Principally a "Trade only" event, IATF provides a professional and conducive atmosphere for business and networking. In response to the need for a dedicated trade exhibition in Dubai, UAE, the show has been designed for a quality event for the fashion business in the MIDDLE EAST. Attracting over 3000+ fashion industry focused buyers from all over the MENA REGION, predominantly UAE, Saudi Arabia, Oman, Qatar, Bahrain, Kuwait & More.

### Product Profile - Exhibitor

Home Textiles	Bed sheets, Towels, Blankets, Bath and bed linen, Curtains & Carpets
Apparel Textiles	Hosiery clothing, Coats and Jackets, Royal Attires, Shawls & Wraps, Intimate (Lingerie), Clothing, Readymade Garment, Knitted Garments
Fabrics for Fashion	Organic Clothing, Fabrics and materials, Fur Clothing, Shirting's, Woolen/Fur Clothing, Leather Clothing, Silk
Handbags	Wallets/Clutches, Handbags, Tote Bags, Leather Bags, Sling Bags, Luggage Bags
Textile Accessories & Trimmings	Laces   Buttons, Embroidery, Labels, Badges, & Hand tags
Footwear	Leather Shoes, Heels, Sports Shoes, Flats, Boots, Flip Flops/ Slip-ons, Footwear Accessories & more.

### Council participation in the Event

As part of various export promotion activities, Council participated in International Apparel & Textile Fair, 27-29, November, 2023 held at World Trade Centre, Dubai under the National Handloom Development Programme of O/o. Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India.

HEPC participated first time in International Apparel & Textile fair with 20 member participants along with a Council's central promotion stall. Participants displayed Apparels, Bags, Silk and blended scarves, stoles, Fabrics, Madeups & Floor covering.



The India Pavilion was formally inaugurated on first day by Shri K. Kalimuthu, Consul, (Economic, Trade & Commerce), O/o. Consulate General of India, Dubai in presence of Chairman WVEPC & Chairman Fair, AEPC & Officials of HEPC, PEDXCIL & others. After the inauguration Consul, interacted with our member participants. Consul appreciated the quality of products displayed by the HEPC member participants in the event. Handloom Export Promotion Council (HEPC) organised the participation of 20 exhibitors various places from India. As per feedback of the participants 282 Trade Visitors visited the fair and received Spot order of Rs.1.40 Crore & Enquiry Generated Rs.1.70 Crore & total Rs.3.81 Crore business was generated during the event.



During the event, the Road show of Bharat Tex was organized by AEPC on the first day of the event at Novotel, Dubai adjacent to fair ground. Council had put up a central promotion booth, wherein promotional materials like Handloom Directory, leaflet of IHB, brochures of Bharat Tex 2024, fair catalogue and posters featuring India Handloom Brand, Council objective & Bharat Tex displayed. The event was coordinated on-site by the Shri Chandrakant D More, Sr. Executive.



## HOME TABLE DECO FAIR

**Name of the fair** : Home Table Deco Fair  
**Venue** : COEX, Seoul  
**Duration** : 4 days (07<sup>th</sup> to 10<sup>th</sup> December, 2023)

### Introduction

HOME TABLE DECO FAIR brings the latest premium home styling trends to the show floor and offers inspiring ideas. Every year, this event is considered one of the most anticipated and important events to participate in, among many enthusiasts and professionals in the decoration and lifestyle industry in Korea. HOME TABLE DECO FAIR features a curated selection of influential furniture, interior brands, and every single corner of one's lifestyle. The event is organised by Reed K. Fairs.

The following is an extract of India - Republic of Korea Bilateral Trade scenario from the report published by Embassy of India in Korea.

### India - Republic of Korea Bilateral Relations

India-Republic of Korea (ROK) established diplomatic relations on 10<sup>th</sup> December 1973. Consular relations were established in 1962. Both countries formed a "Strategic Partnership" in the year 2010, which was elevated to "Special Strategic Partnership" in the year 2015 during the State Visit of Prime Minister Narendra Modi to Seoul.

Trade and economic relations gathered momentum following the implementation of CEPA in 2010. Bilateral trade in 2022 reached record levels of US\$ 27.8 billion. India's import volume stands at US\$ 18.8 billion, while the export volume is US\$ 9 billion. Major items of India's exports to Korea are mineral fuels/oil distillates (mainly naphtha), cereals, iron and steel. On the other hand, Korea's main export items are automobile parts, telecommunication equipment, hot rolled iron products, petroleum refined products, base lubricating oils, mechanical appliances, electrical machinery & parts and iron and steel products.

India and ROK launched an initiative 'Korea Plus' to promote and facilitate Korean investments in India.

A Korea India SME and Start-up Centre was launched in September 2019 in Gurugram. According to data from Korea Exim Bank, ROK's total FDI to India up to December 2022 stands at USD 7.77 billion. Investment from India to Korea are to the tune of approx. USD 5.2 billion led by Tata Daewoo and Aditya Birla Group (Novelis). In total, there are more than 600 large and small Korean firms operating in India.



## CEPA

India's share in Korea's global trade was 1.88% in 2021 and India's contribution in Korea's global imports increased from 0.78% in 2001 to 1.02% in 2021. India is Korea's 16<sup>th</sup> biggest source for imports and 7<sup>th</sup> biggest export market as of 2021.

It commits both countries to lower or eliminate import tariffs on a wide range of goods, over the next 10 years and expand opportunities for investments and exchanging services. ROK is phasing out or reducing tariffs on 90 percent of Indian goods over the next decade, while India will do so on 85 percent of Korean goods.

## HEPC's participation in the event

HEPC as a market diversification initiative took part in the event for the first time availing financial grant under Market Access Initiative scheme of Ministry of Commerce & Industry, Government of India.

The exhibitors displayed the range of home textile products such as Table linen, Bed Linen, Kitchen Linen, Cushions, Curtains, rugs, throws, bath mats, outdoor textiles, shopping bags, decorative pillows etc.

Home Table Deco Fair was held along with other collocated events namely Design Salon - Seoul and G - Ceramic Fair. The concluded edition of the event was held in an area of 20716 sq.mtrs with a participation of 532 exhibitors. The event attracted 85823 visitors.

Some of the noticeable buyers visited the event include ELAND Retail, MH& Co. Ltd., Living Hands Co. Ltd., NC Department Store, Lotte department Store, Lotte Shopping, Wemakeprice etc. The event organiser also organised an exclusive visit of representatives of major brands to India pavilion.

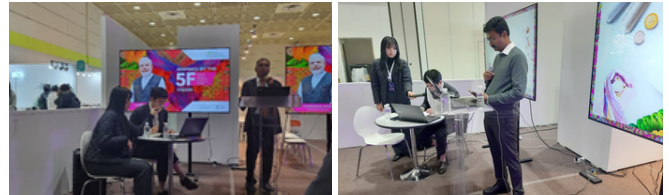


The India pavilion was inaugurated by Shri Nishi Kant Singh, Deputy Chief of Mission, Embassy of India in Seoul. The Deputy Chief of Mission released the exhibitor's catalogue brought out by the Council and also interacted with the exhibitor's.

Coinciding the Council's participation in the event, a Road show on Bharat Tex was organised by the Council at the Business Lounge Exhibition of Convention Center (COEX, Seoul, S.Korea) on 8<sup>th</sup> December 2023 and the same was presided over by Shri Nishi Kant Singh, Deputy Chief of Mission, Embassy of India in Seoul.



Shri P.Arjuna, Executive Committee Member of the Council welcomed the participants. Shri. Nishi Kant Singh, Deputy Chief of Mission delivered the key note address highlighting the opportunities available at Bharat Tex for Korean textile importers to explore the Indian textile market.



Shri P.Rangasamy, Joint Director (Export Promotion), HEPC presented on the objectives, features of Bharat Tex and the buyer package being extended for the trade visitors. This was followed by Q&A session for the audience which had around 30 attendees. The programme ended with vote of thanks by Shri M.Thirumurthy, Executive Committee Member of HEPC followed by a High Tea. Nishi Kant Singh, Deputy Chief of Mission delivered the key note address highlighting the opportunities available at Bharat Tex for Korean textile importers to explore the Indian textile market.



The office of Indian Embassy extended their valuable support right from the coordination with the event organiser for the exhibition space booking and arrangements for Road show. Both HEPC and Indian Embassy had frequent interaction through virtual meetings for coordinating the event participation. The Team of officials at the Embassy of India had effectively undertaken the marketing through Social media posts, inviting media, Trade Association etc. for the Road show on Bharat Tex and Indian participation. Interpreter arrangement for the Road show was arranged by the Embassy of India in Seoul.

Further, the Embassy of India also supported the Indian participants by providing language interpreters (5 Nos) during the event days which was very much helpful for the interaction with the buyers and the participants were



appreciative of this support from the Indian Embassy. Further, the Indian Embassy had also deputed one of their officials to the venue who was present during the event days and effectively coordinated the deployment of interpreters and also the Bharat Tex Road Show arrangements. The support extended by the Indian Mission was very helpful and effective right from the beginning till the end of the event participation. The Indian Mission also coordinated with South Korean Mission in India for timely grant of VISA to the exhibitors. As per the feedback from the exhibitors, the event attracted trade visitors and end consumers. The trade visitors also include Retail chains, Department stores. The exhibitors reported that they had a total of 246 trade visitors which fetched a business outcome of spot order worth Rs.1.86 crore and trade enquiries worth Rs.5.54 crore. Our products had the likings In terms of visitor expectation who also demanded for high end products at a competitive price. Currently, textile importing is happening predominantly from, China, Japan, even some of EU countries like Italy and Portugal as it was noticed that there were many exhibitors from these EU countries participated in the event. n also coordinated with South Korean Mission in India for timely grant of VISA to the exhibitors.



The fair authority also advertised Indian participation with a specific branding of India Pavilion with buntings and with a distinct coloured carpets in AISLE areas of our exhibitors so as to differentiate Indian exhibitors from other country exhibitors and attract visitors.

### Pictures of Exhibitors



## ROAD SHOW, KARUR, 07<sup>TH</sup> NOVEMBER 2023 on Bharat Tex fair to be held at Delhi from 26<sup>th</sup> to 29<sup>th</sup> February 2024

Council organised a road show at the conference hall of the Karur Textile Manufacturer Exporters Association (KTMEA), Karur, on 7<sup>th</sup> November 2023 for the promotion of Bharat Tex fair to be held at Delhi from 26<sup>th</sup> to 29<sup>th</sup> February 2024. Around 45 exporters were participated in the show. The welcome address was delivered by Shri S. Sukumar, Secretary, KTMEA and highlighted the importance of this Bharat Tex fair. Subsequently Shri N.Nachimuthu, Past President, Karur Textile Manufacturers Exporter Association (KTMEA), attended as a chief guest and guided the participants and requested them to participate in the Bharat Tex fair and improve the business by increasing their exports. Shri P. Rangasamy, Joint Director, HEPC, have presented a presentation on Bharat Tex and detailed about fair. He also answered for the participants queries. Shri P.Gopalakrishnan, Chairman, HEPC, have detailed about the various process involved in the development of Bharat Tex fair and request all participants of road show to take part in the event. In the last session, "Vote of thanks" done by Shri Chandrasekaran, Past Chairman, HEPC. The event was successfully completed with the support of KTMEA.





# heimtextil

## About Heimtextil 2024

Heimtextil is the industry's most important global event for interior textiles, interior design and interior trends. With its new products and trends, it kicks off the upcoming season and gives important impulses to both exhibiting companies and the professional visitors from all over the world. Heimtextil offers a wide range of home textiles from bath, bed, and table textiles products for windows, floors, walls, sun protection and upholstery.

Heimtextil 2024 ended with 46,000 buyers from around 130 nations took advantage of the opportunity to participate in the global textile market – from upholstery and decorative fabrics, bed and bathroom textiles, mattresses, functional textiles and carpets to wallpapers, outdoor fabrics, artificial leather, curtains, fibres, yarns, sleeping systems and decorative cushions. This edition recorded a plus in visitor numbers and with 2838 exhibitors from 60 nations with 25 per cent growth increase in exhibitor numbers compared to the previous year's event.

Heimtextil achieved an increase in the level of internationality on the exhibitor side to 95 per cent. The top ten exhibiting countries were China, India, Turkey, Pakistan, Italy, Germany, Spain, Portugal, Great Britain and the Netherlands. There was an increase in the exhibitor numbers from Belgium, Bulgaria, China, India, Japan, Poland, Sweden, the Czech Republic, the USA and Egypt. On the visitor side, more visitors came from China, Germany, India, Japan, Croatia, Macedonia, Pakistan, Slovakia and Cyprus. The number of German trade visitors increased by around ten per cent.

This time the launch of the new Carpets & Rugs segment was a complete success. For the first time, the global carpet industry presented together in one hall, including numerous international market leaders who exhibited in Frankfurt for the first time or after a long time - with overwhelming satisfaction.

## Export of handloom products to Germany

Hometextile and made-ups constitute around 90% of the total handwoven products being exported from India. Germany is one of the main trade partners of Indian handwoven products in EU region and it is positioned at 8th place in the list of top export destinations. The total handloom export to Germany was USD 5.95 mn. during 2022-23 with 3.29% share of total exports of handloom products from India. The major items of export to Germany are Carpet and Floor coverings including mats & mattings, other furnishing articles, fabrics, cushion covers.

## HEPC's Participation in Heimtextil 2024

HEPC's presence in Heimtextil spanning a period of more than two decades signifies the importance of this event in meeting the Council's objectives to cater to the members' demand who largely export hometextiles which constitutes over 85% of total export of handwoven products. This association with Heimtextil continued in the winter edition of

Heimtextil held at Frankfurt, Germany during 9-12, January 2024. The event participation was organised by the council availing financial assistance under Market Access Initiative Scheme of Ministry of Commerce & Industry, Govt. of India.

This winter edition participation had the record number of 66 participants under the aegis of the Council. Based on the profile of member participants, space was acquired in Hall-10.3 (930 sq.mtrs), Hall- 10.4 (126 sq.mtrs), Hall- 5.0 (284 sq.mtrs) and Hall- 5.1 (60 sq.mtrs) for a total area of 1400 sq.mtrs. For the first time, Hall 10.4 was introduced at Heimtextil by Messe Frankfurt to meet the demands of the participants. Further, an exclusive hall for carpets was also launched this time.

As in the past, the participants were provided spaces both as a raw space (1211 sq.mtrs) for the participants to have their own custom built stand and as a standard booth (189 sq.mtrs) with a pre-equipped stand for those who are looking for an affordable space for participation. The participants under HEPC were from Panipat (Haryana), Karur (Tamil Nadu), Alappuzha (Kerala), Noida & Kanpur (Uttar Pradesh), Delhi. The products exhibited include the entire range of hometextiles such as Table Linen, Kitchen Linen, Bed Linen, Bath Linen, Curtains, Cushions, Floor Coverings etc. The event had many first-time exhibitors and start-ups who showcased their products under the aegis of HEPC pavilion.

## Inauguration

The HEPC pavilion was inaugurated by Dr.M.Beena,IAS, Development Commissioner Handlooms, Ministry of Textiles, Govt. of India, Shri.B.S.Mubarak, Consul General, Consulate General of India in Frankfurt in the presence of Shri.P.Gopalakrishnan, Chairman, HEPC Shri.Vinod Kumar Consul ( Pol, Eco & Com ), Indian Consulate in Frankfurt and Shri.N.Sreedhar, Executive Director, HEPC and member participants.





## Event Outcome

The spot order confirmation returned to the business in Heimtextil with many exhibitors reportedly had confirmed business and good amount of trade enquiries. The participants under HEPC reported that they had spot order worth Rs.26.34 crore and trade enquiries worth Rs.113.94 crore was also generated during the event from a total business visitor of 1503 who visited our exhibitors pavilion. Most of the exhibitors wanted to rebook their space for Heimtextil 2025 with a larger size booth.

## Observations during the Fair

Based on the interactions with various stake holders by Council's officials the following observations are reported.

- The event had many visitors from American region.
- The overall footfall was less in comparing with yester years. However, in terms of visitor quality and order placements, many participants expressed their positive outcome.
- In the present recessionary trend, buyers are very cost conscious and looking for products within the affordable range.
- Consumer spending is more on essential products than on luxury products.
- Demand exists for products of daily usage such as Kitchen towel, Aprons.
- Sustainable and recycled products are in trend and have a demand in the market.
- The transport strike in Frankfurt had its impact on visitors particularly from the region surrounding Frankfurt and neighbouring countries as well to some extent.
- The recessionary trend in some of the developed market and Red sea crisis also having its impact on product pricing and scheduling delivery.

## Road show on Bharat Tex 2024

Coinciding the Council's participation in the event, as approved by the Core Committee of Bharat tex 2024, a Road show on Bharat Tex 2024 was organised by the Council at Frankfurt Hotel Marriott, Frankfurt on 11<sup>th</sup> January 2024.



Shri.N.Sreedhar, Executive Director, HEPC welcomed the participant and presented on Bharat tex highlighting the opportunities available at Bharat tex for textile importers to explore the Indian textile markets. Dr.M.Beena, IAS Development Commissioner delivered the Key note address highlighting the objectives, features of Bharat tex 2024 and Mr.B.S.Mubarak, Consul General delivered special address and Shri.Shaleen Toshniwal, Vice Chairman, SRTEPC also delivered a speech on the occasion highlighting the potential of Indian Textile industry as a sourcing hub. Shri.Benedict, CEO, ARO Artlander GmbH briefed the trade between India and Germany on Textiles during the Road Show. This was followed by Q&A session for the audience which had around 65 attendees. The event also had the interactive participation from Dr. Siddhartha Rajagopal, Executive Director, TEXPROCIL and Shri.R.K.Verma, Executive Director, EPCH.



The event had the attendance of buyers from various Countries like Germany, Italy, Spain, Finland and China. The programme ended with summing up and vote of thanks by Shri.P.Gopalakrishnan, Chairman, HEPC who also appealed to the buyers to avail the opportunity to visit Bharat Tex which was followed by a Dinner.

The office of Consulate General of India extended their valuable support in coordinating for Road show for Bharat tex 2024 right from the finalization of venue and other arrangements. Both HEPC and Consulate General had frequent and close interaction through virtual meetings in coordinating the organizing of the event participation.

The Team of officials at the Consulate General of India had effectively undertaken the marketing through Social media posts, inviting media, Trade Association etc., for the Road show on Bharat tex. Council also engaged the services of Continental Fashion Merchandising for publicizing the Bharat Tex Road Show 2024.

The Council was represented by Shri.Lalit Goel, Vice Chairman, HEPC, Mr.N.Sreedhar, Executive Director, Mr.P.Rangasamy, Joint Director and Mr.S.Ramesh, Senior Executive for the onsite activities and also members' participation in the event.



# DOMOTEX

## Introduction

Domotex is the world's leading trade show for Floor Coverings organised by Deutsche Messe, Germany. Germany is one of the major markets for Handloom exports, particularly in floor coverings exports. Indian floor covering industry had a notable presence in Domotex 2024. As an export promotion measure for one of the major product categories namely Floor Covering and Carpets. Handloom Export Promotion Council participated in Domotex 2024. The Indian Pavilion consisted of participants from HEPC (Handloom Export Promotion Council), CEPC (Carpet Export Promotion Council), Coir Board, National Jute Board and direct participants exhibit their products in segments like Handmade carpets, Rugs, Mats and Matting, Coir mats and other coir products, Jute products, etc majorly in Hall No 4.

As per the post fair report published by the fair authority, around 1000 exhibitors from 60 countries including Europe, India, Belgium, Turkey, China came to Hannover to showcase their innovative products to visitors. They exhibited wide range of products from Carpet and Floor covering segments. The major product categories exhibited include Hand & Machine-made Carpets, Rugs, Mats, Textile Floor Coverings. The majority of buyers were retailers and wholesalers, architects and interior designers. Products for walls and ceilings were presented for the first time in the new Retailers Park in Hall 19/20. Visitors were also able to experience second consecutive time the keynote theme FLOORED BY NATURE in particular at The Green Collection in Hall 23.

## HEPC participation at Domotex

As a regular event HEPC repeated participation in Domotex 2024 with 20-member exporters availing the financial assistance from Ministry of Textiles under National Handloom Development Program (NHDP) scheme of O/o the Development Commissioner of Handlooms. HEPC participants displayed wide range of floor covering, Bathmats, Bathroom, Kitchen rugs, doormats, Jute, coir products, braided rugs etc. National Jute Board has nominated 3 participants for the event participation with HEPC. Due to last minute Visa refusals few members could not participate. Council had put up a central promotion booth, wherein promotional materials like Handloom Directory, leaflet of IHB, brochures of Bharat Tex 2024, fair catalogue and posters featuring India Handloom Brand, Council objective & Bharat Tex displayed. HEPC Pavilion was inaugurated by Ms.Soumya Gupta, Consul General, Office of the Consulate General of India, Hamburg, Germany on 11.01.2024 in presence of Mr.Mukesh Kumar Gombar, Chairman, CEPC, Ms.Sumita Nagarkoti, Officiating Executive Director, CEPC, Shri Ashok Kumar Verma, Deputy Director, O/o the Development Commissioner (Handlooms) official from HEPC, NJB & participants. The Consul General also visited the fair and interacted with our member participants. She appreciated the products displayed by the participants.



A Road show on Bharat Tex was organized at 3.30 pm on 12.01.2024 in Hall No.19 by Carpet Export Promotion Council. Dr.M.Beena, Development Commissioner (Handlooms), Shri N.Sreedhar, Executive Director, HEPC, Shri Mukesh Kumar Gombar, Chairman, CEPC, Ms.Sumita Nagarkoti, Officiating ED, CEPC, Shri R.K.Verma, ED, EPCH were present in the Road Show. Development Commissioner (Handlooms) presented the gathering about Bharat Tex to be held in New Delhi from 26 to 29 February 2024. Shri N.Sreedhar, Executive Director, HEPC invited buyers to attend the Bharat Tex.



Address by Dr.M.Beena, Development Commissioner (Handlooms)



Address by Shri N.Sreedhar, Executive Director, HEPC



Dr.M.Beena, Development Commissioner (Handlooms) along with Shri N.Sreedhar, Executive Director, HEPC, Shri Mukesh Kumar Gombar, Chairman, CEPC, Ms.Sumita Nagarkoti, Officiating ED, CEPC Shri Ashok Kumar Verma, Deputy Director, Office of the Development Commissioner (Handlooms), Shri Kishan Singh Ghughthyal, Deputy Director, National Jute Board and other officials visited the fair and interacted with participants.



As per Members Exporters feedback, participation in the current edition of Domotex Fair has enabled them to enter into new markets like USA, Canada, Poland, Japan, Uruguay and Lebanon. Most participants expressed their desire to participate again through the Council in the next edition of Domotex Fair. As per feedback of the participants 279 Business Visitors have visited the fair and received Spot order of Rs.2.35 Crore & Enquiry Generated Rs.5.93 Crore & total Rs.8.28 Crore business has been generated during the event.

The next edition of Domotex will be held from 16<sup>th</sup> to 19<sup>th</sup> January 2025.

# Who's Next

## Introduction

WHO'S NEXT, a bi-annual event, was held from 20 to 22 January 2024 at Porte de Versailles, Parc des Exposition, Paris, France, organized by WSN Development. WHO'S NEXT, in January and September, presents ready-to-wear, accessories, beauty and lifestyle alongside IMPACT, the gathering of initiatives promoting the ecological and solidarity-based transition, and TRAFFIC, the event dedicated to solutions and innovations for fashion retailers and brands. Since May 2021, WSN has been organising BIJORHCA for BOCI alongside WHO'S NEXT. WSN brought together Who's Next, IMPACT, Neonyt Paris, Bijorhca, le Salon International de la Lingerie and Interfilère Paris for a 3-day star-studded journey of creativity and business. Buyers and brands from all over the world came together to celebrate fashion in an atmosphere that was more innovative than ever.

The "Who's Next" exhibition covered the entire range of Fashion accessories. As per fair authority, during 3 days of fair, Who's Next witnessed 40,000 visitors from 131 countries, in which 51% from France and 49% international visitors from all over the world. This season, 1230 brands showcased, in which, 44% from France and 56% Internationals. Out of 1230 brands, 45% Ready-to-wear 14% Textile accessories 14% Jewellery 12% Footwear 11% Bags / Leather goods 4% Other Accessories + Lifestyle + Service Providers.

## About France & Its Economic Policies

France has a mixed market economy, characterised by sizeable government involvement, and economic diversity. For roughly two centuries, the French economy has consistently ranked among the ten largest globally; it is currently the world's ninth-largest by purchasing power parity, the seventh-largest by nominal GDP, and the second-largest in the European Union by both metrics. France is considered an economic power, with membership in the Group of Seven leading industrialised countries, the Organisation for Economic Co-operation and Development (OECD), and the Group of Twenty largest economies.

France's economy is highly diversified; services represent two-thirds of both the workforce and GDP, while the industrial sector accounts for a fifth of GDP and a similar proportion of employment. France is the third-biggest manufacturing country in Europe, behind Germany and Italy, and ranks eighth in the world by share of global manufacturing output, at 1.9 percent.

Less than 2 percent of GDP is generated by the primary sector, namely agriculture; however, France's agricultural sector is among the largest in value and leads the EU in terms of overall production.

Export of handloom products (Fabrics, Clothing Accessories, Floor coverings and Madeups) to France was Rs.71.81 crore during FY 2020-21, Rs. 88.11 crore during FY 2021-22, Rs.57.58 crore during FY 2022-23 and Rs.32.16 (upto November 2023).

## HEPC's participation in Who's Next fair

HEPC is participating regularly in Who's Next since 2010. HEPC was allotted total space of 171 sq.mtrs. at Hall No.04 for 18 participants and one for Council's central promotional stall. Event was organized under National Handloom Development Programme of Ministry of Textiles, Government of India.

Council's participants were allotted in the areas From and Textile Accessories. Other than HEPC's member participants, few Indian exhibitors also participated directly, and exhibited in the same hall. Other than Indian exhibitors, participants from Italy, Spain, France, Lithuania, Japan, Netherlands, Greece, Austria, Morocco, UK, Portugal, Denmark, Canada, United States, Germany, Turkey, Belgium, Singapore, Brazil, etc. also exhibited various products in the fair. Exhibitors in Hall 04 displayed the products such as Shawls, scarves, bags, hats, jewellery, Glover, Leather goods, Belts, Sandals, Ready to wear for women and children, Multiple accessories, Shoes, Purses, etc.



All of our participants had turned up in the fair venue on the previous day of the commencement of the fair, and completed their display of products at their booth within the stipulated time.

During the first day of the event, Shri Deepanshu Khurana, Second Secretary (Economic & Commercial) & Ms. Swati Sharma, Third Secretary (Economic & Commercial) visited venue and inaugurated Indian pavilion on 20<sup>th</sup> January 2024, along with Shri A. Sethupathi, Executive Committee member & Shri Alok Kumar, AD, DC(HL). Embassy officials also interacted with participants and assured their cooperation, if any assistance required. Shri Alok Kumar, Assistant Director, DC(H), visited the fair for three days and also took part in the Inauguration ceremony and fair authorities meeting. He also interacted with participants. Some of the participants appreciated Council's effort to him for organizing this event regularly. The second secretary assured full cooperation of the Indian Mission in our future endeavors.

As per the feedback received from the participants, first day was the highlight of the fair, and most of the participants had visitors and received spot orders & serious enquiries. The flow of the visitors during the second and last day was nominal, when compared to first day. However, most of the participants are happy with the overall outcome of the event. As per the report, buyers from Japan, Australia, Argentina, Spain, France, Turkey, UK, Italy, Austria, Japan, Canada, South Africa, etc, visited their booth. It was informed that the buyers who visited participants booth were looking for the products with good quality, trendy design, low price and timely delivery.



Council had put up a central promotion booth, wherein we placed posters and publicity brochures. Also distributed Council's brochures and flyers of Bharat Tex fair to the visitors. As per their feedback, the participants had about 183 visitors, spot order worth Rs.2.51 crore and business enquiries worth Rs.4.07 crore were generated. Most of them expressed their desire to participate next edition of Who's Next fair through Council.

Visit of Second Secretary & Third Secretary (Economic & Commercial), Embassy of India, France to the venue for Inauguration of Indian Pavilion, Release of Exhibitor brochure & interaction with participants



## Meeting with fair authority

Shri Alok Kumar, Assistant Director, DC(HL) along with Council's official had a meeting with fair authority on 21 January 2024 at Council's booth, wherein discussed about space allocation, last minute changes of layout, allotment of space based on product profile.

During the fair, few importers shown interest to visit Bharat Text fair and also business cards of potential importers were collected. Importers were also briefed about the various facilities offered by HEPC in organising Bharat Tex. Further, we had propagated about "Indian Handloom Brand" to all the importers who had visited HEPC's booth.

The next edition of Who's Next fair will be held during 10 to 12 September 2024 at Paris, France.

## Conclusion

Who's Next is one of the most prestigious fairs for fashion accessories in Paris France. As per the feedback received from participants, most of the exhibitors wants to participate in Spring edition as well as Summer edition of this event through Council. As the overall outcome of the fair was encouraging, HEPC should repeat its participation in both the editions of Who's Next (Summer & Spring), with more number of participants. Shri V. Ratheesh, represented the Council, and coordinated the participation of member participants during the fair.

## Participants Booth



# ambiente

## About the event

Ambiente is one of the leading and most sought-after international consumer goods trade fairs, Ambiente tracks every change on the market. The Dining, Living, Giving and Working areas meet the needs of retailers as well as commercial end users. Ambiente offers a unique breadth of supplies, equipment, concepts, and solutions. The fair showcases a great diversity of products for different living spaces and style directions. Ambiente opens many possibilities by defining and homing in on tomorrow's major themes: Sustainability, Lifestyle and Design, New Work, Future Retail and Digital Extension of Trade. Ambiente generates great energy which in turn promotes a steady flow of interaction, synergy, and potential collaboration. Our exhibitors range from global players to niche artisans. The trade public here encompasses buyers and decision makers



from all types of outlets throughout the distribution chain, as well as commercial buyers from industry, service providers and specialist visitors like architects, interior designers, and project planners.

### Economic and Commercial Relations between India & Germany

Germany is the one of the main trade partners of Indian handwoven products in EU region and it is positioned at 6<sup>th</sup> place in the list of top export destination. The total handloom export to Germany was USD 10.58 mn. during 2021-22 with 4% share of total exports of handloom products from India. The major items of export to Germany are Carpet and Floor coverings including mats & mattings, other furnishing articles, fabrics, cushion covers, etc. The resumption of talk between India-EU Free Trade Agreement will be beneficial to the Indian textile industry.

Though the export of Handloom products to Germany increased during 2021-22, when compared to its previous year, but there has been a steep decline during 2022-23, hence more marketing channels like participation in international events must be organised to pave way for more opportunities to the highly potential German textile import market, which is one of the top importers of handlooms from India.

To improve and regain the market share of Indian handlooms in the German textile market, HEPC organised the participation of 20 exhibitors from across India, availing financial assistance for the first time from Ministry of Micro, Small & Medium Enterprises, Govt. of India under International Cooperation (IC) scheme.

### HEPC's participation in Ambiente 2024

For the current edition, Council hired a total space of 252 Sq.mtr. directly from the fair organisers M/s. Messe Frankfurt Exhibition GmbH, Germany for participation of 20 Member Exporters and a central promotion stall in Hall No.10.2 was set-up to disburse promotional materials for Bharat Tex 2024 and also publicize India Handloom Brand by means of posters and flyers.



Member Exporters displayed variety of products like Kitchen textiles, cushions, home textiles, accessories, rugs, home furnishings, carpets, bath throws, floor coverings, towels, bags, puffs covers, wall hangings, bathmats, table linen, blankets, cotton mats, doormats, puches, bed cover, throws, etc.in the fair.

### Visit of Consul General, Consulate General of India, Frankfurt

Mr.Ashutosh Niranjana, Director, MSME, welcomed Shri B. S. Mubarak, Consul General, Consulate General of India, Frankfurt, Germany on behalf of HEPC. Shri B. S. Mubarak, Consul General, Consulate General of India, Frankfurt, Germany inaugurated HEPC's Handloom Pavilion by cutting the ribbon, and also released HEPC's exhibitors' catalogue of Ambiente 2024 participants, in the presence of Mr.Ashutosh Niranjana, Director, MSME & Mr.Gagan Rai, Former Chairman, HEPC and officials from EPCH.



### Visit of Director, MSME

Mr.Ashutosh Niranjana, Director, MSME visited Ambiente 2024 to analyze the outcome of the event. He interacted with exporters and held several meetings during his visit.





## ROAD SHOW, PANIPAT, 07<sup>TH</sup> NOVEMBER 2023

on Bharat Tex fair to be held at Delhi from 26<sup>th</sup> to 29<sup>th</sup> February 2024



Council organised a road show at Panipat held at Karur (7<sup>th</sup> November 2023) on Bharat Tex fair to be held at Delhi from 26<sup>th</sup> to 29<sup>th</sup> February 2024. Many exporters attended the road show. Shri N. Sreedhar, Executive Director, HEPC delivered the welcome address and presented PPT on Bharat Tex and detailed about fair. Shri Lalit Kumar Goel, Vice Chairman, HEPC chaired the event and guided the participants to participate in the Bharat Tex fair to improve their business by increasing their exports. Shri Ramesh Verma, Member, Executive Committee delivered the vote of thanks.

## COLOUR TRENDS AND VISUAL MERCHANDISING

Seminar held at Panipat, Haryana on 10.10.2023

On successful participation in Heimtextil 2023 edition, the Council has received overwhelming response from member exporters to participate in Heimtextil 2024 to be held in Frankfurt, Germany from 9<sup>th</sup> to 12<sup>th</sup> January 2024. HEPC is participating in the upcoming edition with 65 members. Heimtextil is one of the renowned exhibitions and every exporter wants to be a part of the event. Most of the participant members are from Karur in Southern Region and from Panipat & Delhi in Northern Region. To update the industry on design and colour trends and prepare them for participation in Heimtextil 2024, a seminar was organized in Hotel Gold, Panipat on 10.10.2023 with financial assistance from Office of the Development Commissioner (Handlooms), Ministry of Textiles, Government of India for the benefit of Northern Region member exporters. During the Seminar, the resource person from National Institute of Fashion Technology, New Delhi displayed their new range of products dyed with natural dyes, 3-D printed and other innovative products for the information of exporters. The participants evinced keen interest in knowing the specialty of the products and appreciated NIFT for their fruitful idea to develop their products for Heimtextil 2024.



The Seminar was Chaired by Shri Lalit Goel, Vice Chairman, HEPC and Co-chaired by Shri Ramesh Verma & Shri Suresh Tayal Executive Committee members of Handloom Export Promotion Council. The Seminar began with welcome address by Shri P. Rangasamy, Jt. Director (EP), HEPC. The resource persons were felicitated by presenting shawl. About 40 exporters and aspirant exporters participated in the Seminar.



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In his key note address Shri Lalit Goel, Vice Chairman, HEPC stated that with the Government support and hard work of entrepreneurs, Panipat is now well known as a manufacturing hub for floor coverings and carpets around the globe. The Vice Chairman in his speech highlighted the various initiatives of the Council in promoting the export of handwoven textiles. The Vice Chairman also pointed out the significant presence of exporters from Panipat region at Heimtextil through HEPC and how the exporters could drive benefit from this seminar in preparing products for display at this event. He also urged the member exporters to participate in the forthcoming Mega fair “Bharat Tex” to be held in New Delhi from 26<sup>th</sup> - 29<sup>th</sup> February 2024.

Mrs.Savita Rana, Professor, NIFT, Delhi made a presentation on “Color Trends”. In her presentation, she briefed about the trends, colour forecasts, Importance of colour in Fashion, interpretation of forecast bought-out by Messe Frankfurt. She also explained about the importance of Visual Merchandising through various pictures. She presented on marketing practices that uses the floor plan effectively for product display, colour, lighting, displays, technology, and other elements to attract customer attention. She also highlighted about Store exterior, store layout, store interior and interior display.



Shri H.K.Baro, Deputy Director, Weavers Service Centre, Panipat briefed about services being provided by WSC, India Handloom Brand-Benefits and Handloom Mark. Shri P. Rangasamy, Jt. Director (EP), HEPC made power point presentation on upcoming events organized by HEPC. In his presentation he explained about completed and forth coming events for the year 2023-2024 with product profile, participation benefits and Govt. assistance. He also briefed about Bharat Tex fair which is proposed to held in bigger size from 26<sup>th</sup> to 29<sup>th</sup> February 2024 at New Delhi and invited participation from member exporters.

The seminar concluded with vote of thanks by Shri Ramesh Verma, Member, Executive Committee, HEPC. All the participants were satisfied and requested HEPC to organize such events in future.

## EXPORT MARKETING & PROCEDURE

Seminar held at Cannanore, Kerala on 28.11.2023

Council organised a seminar on “Export Marketing and procedure” at Cannanore” on 28<sup>th</sup> November 2023. Nearly 60 Exporters/Clusters/Societies have participated in this event. The welcome address delivered by Dr.Sundar Murugesan, Joint Director, HEPC and special address initiated by Shri T.Somasekharan, President, Kerala Textile Exporters Organisation (KTEO) and appreciated the Council’s initiation to organise the seminar for the awareness of members and handloom societies at Kannur. He also detailed about current export market of Cannanore and its diminishing trend. Subsequently, Dr.Sundar Murugesan, Joint Director, have done a presentation on “Role & activities of HEPC” and also done road show on about Bharat Tex fair to be held at Delhi. He explained about Council’s activities in detail and benefits of exporters who enrolled with HEPC. Also explained about exportable products of Cannanore and KTEO members also interacted well during the session. Also requested members to participate in Bharat Tex fair to be held at Delhi during February 2024.



The presentation on “Pre-and Post-Shipment procedures, IEC, EBRC, EODC, etc.” done by Ms. Anuroopa, from Director General of Foreign Trade, Coimbatore and interacted with member exporters. She explained about IEC procedures and EBRC, etc. Subsequently, presentation done by Prof. Jyothi Siv Anand, Asst. Professor and CIC, NIFT, Cannanore, and detailed about design trends on exportable products. She interacted with participants and detailed about latest design trends. This was followed by the presentation on “Handloom development schemes by MoT” by Shri S.T.Subramanian, Deputy Director (weaving), Weavers Service Centre (WSC), Cannanore. He detailed about various schemes of Government and also requested Clusters/Weavers of Cannanore to enter into export market.





During the seminar Joint Director, HEPC, advised all Exporters/Societies to participate in the event through Council.

## OTHER DOMESTIC EVENTS

### Meeting with DC, Handlooms



Shri P. Gopalakrishnan, Chairman, HEPC, Shri Lalit Kumar Goel, Vice Chairman, HEPC and Shri N. Sreedhar, Executive Director, HEPC had courtesy meeting with Dr. Beena, I.A.S, for taking charge as Development Commissioner for Handlooms, Ministry of Textiles followed by discussion with DC(HL) on the progress of HEPC and action plan to increase Handloom Export

### Secretary, Ministry of Textiles - Industrial Visit



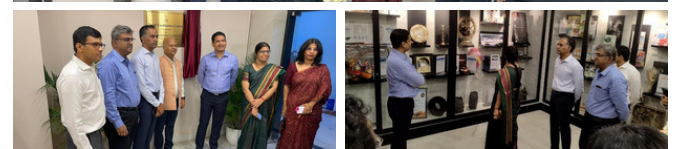
Shri Lalit Kumar Goel, Vice Chairman, HEPC along with other EC Members Shri Ashok Gupta, Shri Ramesh Verma & Shri Suresh Tayal welcomed Ms. Rachna Shah, IAS, Secretary, Ministry of Textiles during her industry visit to Panipat.



Ms. Rachna Shah, IAS, Secretary, Ministry of Textiles and other Ministry officials visited M/s. Excellent Fabtex, factory of Mr. Ashok Gupta, Executive Member, HEPC, one of the largest Handloom factories in India producing floor coverings. She interacted with the Industry stakeholders during the factory visit.

### Inauguration at Shastri Bhavan

Shri. Santosh Sarangi, IAS, Director General of Foreign Trade inaugurated the Trade Facilitation Centre and the Exhibition Hall in O/o DGFT, Shastri Bhavan, Chennai. Shri N. Sreedhar, Executive Director participated in the Inauguration program.





## Homedécor Gift Houseware (HGH) India



Council participated in 14 edition of HGH India, held during 13<sup>th</sup>- 16<sup>th</sup> December 2023 at the India Expo Centre, Noida with 20 member exporters under National Handloom Development Programme (NHDP) Scheme, O/o of Development Commissioner for Handlooms. As per feedback from HEPC participants, the participants had spot order worth Rs.1.17 crore & enquiries worth Rs.2.63 crore during the event.

## Awareness workshop on “Handloom Exports from Odisha



Council participated in the awareness workshop on “Handloom Exports from Odisha” at IDCO tower, Bhubaneswar, Odisha. The event was organised by the MSME Department, Govt. of Odisha under the initiative of Export Facilitation Cell (EFC), Govt. of Odisha. The meeting was chaired by Shri Saswat Mishra, IAS, Principal Secretary MSME, Shri Shovan Krishna Sahu, IRS, Director of Textiles and Handloom, Odisha and Smt. Pranati Chhotray, IAS, Director Handicraft and MD of Boyanika (Govt. of Odisha).



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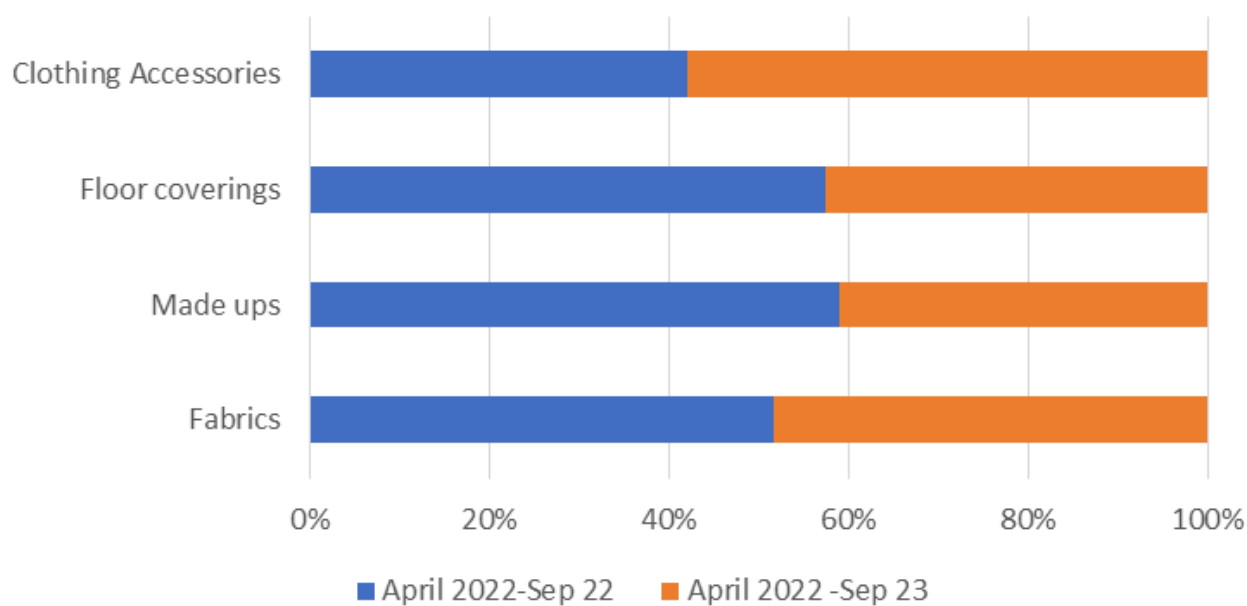


# HS CODE WISE HANDLOOM EXPORT

S.#	Category	HS Code	Products	Apr 2022 -Sep 2022			Apr 2023-Sep 2023		
				Qty	INR (Crore)	US \$ (Million)	Qty	INR (Crore)	US \$ (Million)
1	Fabrics	50079010	Other Woven Fabrics Of Handloom	380046	35.80	4.56	350045	38.90	4.71
2		51129050	Other Woven Fabrics Of Comd Wool Or Comd Fine Animal Hair of Handloom	611	0.05	0.01	0	0.00	0.00
3		52084121	Sarees Of Handloom	17833	0.37	0.05	35983	0.32	0.04
4		52084921	Real Madras Handkerchiefs of Handloom	0	0.00	0.00	0	0.00	0.00
5		52085920	Sarees of Handloom	219367	1.58	0.20	50939	0.27	0.03
6		52091111	Dhoti, Handloom	137046	1.10	0.14	160520	1.38	0.17
7		52091112	Saree,Handloom	63769	0.71	0.09	145797	1.66	0.20
8		52091113	Casement of Handloom	26224	0.11	0.01	63470	0.22	0.03
9		52091114	Sheeting (Takia, Leopard Cloth and other than Furnishing ), Handloom	1	0.00	0.00	15051	0.06	0.01
10		52091119	Other Fabrics,Handloom	352265	6.92	0.88	293273	6.59	0.80
11		52095111	Lungis Of Handloom	292408	4.04	0.52	40595	0.54	0.06
12		58021950	Terry Towelling And Smrl Terry Fabrics, Handloom	0	0.00	0.00	0	0.00	0.00
<b>Subtotal</b>				<b>1489570</b>	<b>50.68</b>	<b>6.46</b>	<b>1155673</b>	<b>49.93</b>	<b>6.05</b>
13	Floor Coverings	57024230	Carpets, Rugs And Mats Of Handloom	1021471	98.72	12.60	1203098	88.95	10.79
14		57050024	Cotton Durries Of Handloom (Including Chindi Durries, Cotton Chenille Durries, Rag Rug Durrie Printed Durries, Drugetts)	4105994	129.51	16.60	3007820	99.06	12.02
15		57050042	Mats And Mattings Including Bath Mats, Where Cotton Predominates By Weight, Of Handloom, Cotton Rugs Of Handloom	2707577	99.94	12.76	1849258	68.71	8.34
<b>Subtotal</b>				<b>7835042</b>	<b>328.17</b>	<b>41.95</b>	<b>6060176</b>	<b>256.72</b>	<b>31.15</b>
16	Clothing Accessories	62141030	Scarves Of Silk, Handloom	723170	48.60	6.18	896598	70.30	8.53
17		62160020	Gloves , Mitters And Mitts Of Handloom	5457	0.06	0.01	23590	0.18	0.02
<b>Subtotal</b>				<b>728627</b>	<b>48.66</b>	<b>6.19</b>	<b>920188</b>	<b>70.49</b>	<b>8.55</b>
18	Madeups	63022110	Other Bed Linen, Printed: Of Cotton, Handloom	325696	35.20	4.50	129820	15.90	1.94
19		62160020	Other Table Linen: Of Cotton, Handloom	357085	19.07	2.43	159744	9.83	1.19
20		63026010	Toilet Linen And Kitchen Linen, Of Terry Towelling Or Similar Terry Fabrics, Of Cotton, Handloom	40323	2.14	0.28	85603	4.12	0.50
21		63029110	Other Bed Linen, Table Linen, Toilet Linen, Kitchen Linen: Of Cotton, Handloom	117576	6.99	0.89	53068	4.30	0.52
22		63041940	Bed Sheets And Bed Covers Of Cotton, Handloom	1309234	39.43	5.06	839365	37.29	4.52
23		63049211	Counterpanes Of Handloom	2590	0.13	0.02	2254	0.04	0.00
24		63049221	Napkins Of Handloom	528299	7.74	0.98	484683	6.65	0.81
25		63049231	Pillow Cases And Pillow Slips Of Handloom	435695	11.81	1.51	932731	20.45	2.48
26		63049241	Table Cloth And Table Covers Of Handloom	838040	30.08	3.82	440630	19.44	2.36
27		63049281	Cushion Covers Of Handloom	2348883	55.30	7.05	1455067	33.39	4.05
28		63049291	Other Furnishing Acricles Of Handloom	4910801	121.43	15.52	3837853	92.39	11.22
29		63049991	Other Furnishing Articles Of Silk: Handloom	3019	0.20	0.03	15160	1.42	0.17
30		63049992	Other Furnishing Articles Of Wool: Handloom	97796	8.76	1.11	22664	2.47	0.30
31		63071030	Floor Cloth And The Like Of Cotton, Handloom	146266	5.30	0.68	116193	4.21	0.51
<b>Subtotal</b>				<b>11461303</b>	<b>343.58</b>	<b>43.86</b>	<b>8574835</b>	<b>251.89</b>	<b>30.57</b>



## PRODUCT WISE EXPORT



## COUNTRY WISE ANALYSIS -APRIL- SEP 2023

S.No	Country	April 2022-Sep 2022		April 2023-Sep 2023		% change in USD mn
		INR Cr.	USD mn.	INR Cr.	USD mn.	
1	USA	264.13	33.75	183.22	22.24	-34%
2	U Arab Emnts.	40.03	5.08	82.48	10.01	97%
3	Spain	54.80	7.02	38.95	4.73	-33%
4	UK	50.94	6.50	35.90	4.35	-33%
5	Italy	35.21	4.52	27.06	3.28	-27%
6	France	31.62	4.04	23.28	2.83	-30%
7	Netherland	21.48	2.74	21.43	2.60	-5%
8	Australia	34.59	4.40	21.35	2.59	-41%
9	Germany	28.60	3.66	20.95	2.54	-31%
10	Greece	19.85	2.55	20.00	2.43	-5%
11	South Africa	17.34	2.21	13.70	1.66	-25%
12	Singapore	7.86	1.00	11.93	1.44	43%
13	Canada	10.84	1.39	10.99	1.33	-4%
14	Brazil	7.61	0.97	10.29	1.25	29%
15	Sweden	14.93	1.92	9.70	1.18	-39%
16	Portugal	10.98	1.40	8.10	0.98	-30%
17	Japan	12.41	1.59	6.28	0.76	-52%
18	Denmark	7.27	0.93	5.99	0.73	-22%
19	Belgium	10.27	1.30	5.73	0.70	-47%
20	Russia	2.26	0.29	5.50	0.67	133%

Source: DGCIS



# INNOVATIONS IN HOME TEXTILES INDUSTRY: REVOLUTIONISING COMFORT & STYLE

In contemporary homes worldwide, home textiles have evolved beyond mere necessities. The home textiles industry has seen substantial growth in recent years, marked by diversification and innovation. While their primary functions remain practical and decorative, home textiles also enhance relaxation, fostering a serene and joyful environment. Consequently, they not only beautify a space but also contribute to its comfort.

The style, colour, and variety of home textiles captivate everyone. They transform the ideal of a dream home into a heavenly sanctuary within one's own house. Recent market introductions include contemporary home textile solutions that excel in functionality, user-friendliness, and affordability. A combination of specific textiles, accents, and furnishings turns a house into a home, with the fabric's inherent qualities providing a sense of ease. The right home textile, available in various hues, characteristics, patterns, and textures, can rejuvenate a space's coziness.

In recent years, the textile industry has invested heavily in new infrastructure and technology, leading to significant modernisation. These advancements, blending cutting-edge technologies with traditional methods, have the potential to significantly steer the growth trajectory of the home textile sector.

## Innovations in Home Textile Technology

Here are some of the latest innovations in home textile technology

**Solar Curtains:** Nowadays, many people opt for digitally controlled curtains, with solar curtains being particularly popular. The market is abundant with innovative curtain designs, including magnetic, automated, and solar-powered options. Solar curtains are especially suitable for those looking to block out the sun's heat from their spaces. Typically, available as foldable roman shades, they are easy to install and can help reduce electricity costs. Solar curtains keep the space cool in summer without obstructing the outdoor view. They are powered by solar energy, with solar panels often placed on the roof to convert heat into electricity, which can then power a room's air conditioning.

**Solar Panel Blinds:** Representing a significant technological advancement, solar panel blinds, or solar blinds, enhance our potential for a greener society by converting solar energy into electricity. These blinds are essentially window sunscreen blinds made from solar panels. Similar to regular roller shades, solar blinds use specially designed fabric to block out UV rays, heat, and sun glare. The degree of heat and UV protection, as well as transparency, varies depending on the fabric type and colour. These elements collectively contribute to the practicality and accessibility of solar sunshades.

**Cloud Sofa:** Imagine unwinding on a luxurious and comfortable sofa after a busy day. That is the essence of cloud sofas, offering an opulent and comfortable experience. These sofas are characterised by their plush upholstery, generously filled cushions, and deep seats, beckoning you to sink in and relax. Perfect for creating a living room that doubles as a lounge, cloud sofas inspire relaxation and provide an inviting space for both entertaining and resting.

Cloud sofas are made from a variety of materials including cotton, leather, linen, and wool. Some feature removable covers for the seat and back cushions, adding convenience and versatility. For additional comfort, certain cloud sofas incorporate high-density foam, offering firm lumbar support alongside pleasant seating. Whether curved, featuring angled arms, draped in a striking colour, or a combination of these elements, these sofas blend comfort with style, making them a focal point in any living space.

## Increase in Demand for Sustainable Fibre

The demand for sustainable fibre is on the rise, largely because these fibres are often produced and processed with fewer chemicals and pesticides, thereby reducing the environmental impact of textiles and apparel. Moreover, sustainable fibres typically require less energy and water in their production, making them an appealing option for individuals aiming to lead more eco-friendly lifestyles.

For example, RESTech COTTON<sup>1</sup> offers a notably soft touch, being up to 40 per cent softer than untreated cotton sheets, which enhances the luxury of bedtime experiences. It is naturally hypoallergenic, making it suitable for people with sensitive skin. Additionally, RESTech COTTON technology uses natural fibres, meaning it does not contribute to microplastic pollution through the use of plastic or petroleum-derived fibres. This technology aligns well with the growing consumer interest in wellness and sustainability.

## Bold and Bright Prints

In 2024 and beyond, bold prints and patterns are set to be a popular trend. Geometric shapes and abstract motifs are both in vogue. These designs are an excellent way to make a statement in anyone's home, adding joy and playfulness to any space. Vivid colours are going to be significant in 2024 too, with shades ranging from bright greens to bold pinks. These hues offer a fantastic way to enliven any room in your home, adding a burst of vibrancy and energy.

## Bedsheets Made with the Aid of Nanotechnology

High-quality bedsheets can significantly impact people's sleep quality. Modern hometextiles have enabled the creation of bedsheets that remain cool throughout the summer, thanks to the incorporation of nano technology.



This technology enhances various features of the bedsheets, including moisture resistance, breathability, and odour resistance. Their advanced moisture-absorbing technology helps regulate body temperature during sleep, promoting a more comfortable rest.

Another notable application of nano technology in bedding is the development of self-cleaning bed linens. As the name suggests, these bedsheets are designed to repel water and dirt, preventing them from lingering on the surface for long periods. These fabrics are also known as nano-care textiles. They work by eliminating any points of interaction with external substances such as dirt, dust, and other particles, maintaining cleanliness and hygiene over extended use.

### Comeback of Velvet

In the coming years, velvet, a luxurious material, is set to make a significant comeback. Known for its pleasant texture, durability, and resilience, velvet is becoming a popular choice for furniture upholstery. This material not only adds elegance to throw pillows and drapes but is also ideal for imparting a touch of glamour to your home.

Velvet's unique aesthetic appeal makes it a favoured choice for drapes, throw pillows, and other home decor items. Looking ahead, polyester velvet is expected to become particularly popular for upholstery due to its robustness and longevity, combining luxury with practicality.

### Gel Mattress

Gel mattresses, which incorporate a special kind of gel, are gaining popularity due to their enhanced cooling properties. This gel, infused into memory foam, offers up to seven times more cooling compared to a typical mattress. Featuring state-of-the-art technology, these mattresses provide exceptional body support with cooling materials and a dual coil support system, making them a superior choice over traditional mattresses in terms of comfort.

For those who experience hot flashes or night sweats, a gel foam mattress is a worth while consideration. While open-cell memory foam improves air circulation by maintaining airpockets, the gel in these mattresses offers a more effective cooling solution, retaining the benefits of traditional memory foam.

The mattress market offers various types, including air mattresses, silicone mattresses, and water beds, each with unique features. For instance, water beds can assist with regulating blood pressure, alleviating back pain, and supporting the spine correctly. Air mattresses offer adjustable firmness based on the amount of air pumped in, providing customisation options not typically available with other types of beds.

### Usage of Natural Textiles

In the coming years, natural textures such as sisal fibres, organic cotton, Pima cotton, and bamboo are set to be prominent, featuring in items ranging from woven baskets to bulky knit wraps. These textiles are ideal for creating a serene ambiance, adding a touch of coziness and warmth to any space.

Sisal fibres, known for their durability, longevity, and versatility, are perfect for carpets and rugs. Heavier materials like lawn, muslin, and Pima cotton are well-suited for table cloths, curtains, and drapes. Bamboo, seagrass, and sisal can be used to make rugs, baskets, and placemats.

This season, a notable trend is the combination of natural textiles with metallic thread work and cording, providing a shimmering new look to landscapes inspired by forests or underwater scenes. Additionally, abstract patterns have gained popularity in showrooms, appealing to those with a taste for modern aesthetics. Natural fibre textiles facilitate air circulation through their 'wicking' action, which absorbs and releases perspiration into the air, unlike synthetic fibres, which, due to their denser molecular structure, cannot 'breathe' in the same way.

### Ending Note

Many regard textile design as a traditional discipline bound by rigid rules and established trends. However, there is an emerging trend in textile design that embraces unconventionality and fosters creativity. By deviating from conventional patterns and structures, designers are crafting original and innovative designs that challenge the norms. These designs often push the boundaries of what is possible with textiles, introducing new methods and materials to the industry.

Home textiles play a crucial role in making various tasks visually appealing and convenient. Recent advancements in nanotechnology have facilitated the creation of these accessories, leading to automated home decor pieces. Creative textile accessories have the power to transform an ordinary house into a sanctuary. Achieving this transformation is only possible with the help of sophisticated, functional furniture and home decor items.

Source

**FF** FIBRE2FASHION







## INDIA HANDLOOM

COMFORT | STYLE | FASHION

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