



Monthly Newsletter

HANDLOOM EXPORT

Vol. I No.4 Rs. 50

July 2018



THE HANDLOOM EXPORT PROMOTION COUNCIL

Proposed Calendar of Events 2018 - 2019

Sl. No.	Name of the Event	Date	Status/Remarks*
1	Hong Kong International Home textiles& Furnishing Fair, Hong Kong	20-23 April 2018	Completed
2	Global Indian Festival, Kuala Lumpur	9 - 17 June 2018	Completed
3	India Home Furnishing fair, Japan	18 - 20 July 2018	Completed
4	Inter textile SHANGHAI home textiles, Shanghai	27-30 August 2018	Registration Closed
5	Sourcing at Magic, Las Vegas, USA	August 2018/ February 2019	Registration Open / Circular Issued
6	India Trend Fair, Tokyo, Japan	September 2018	Registration Open / Circular Issued
7	WHOS NEXT, Paris, France	September 2018	Registration Closed
8	Maison &Objet, Paris, France	September 2018	Registration Open
9	IHGF Delhi	October 2018	Registration Open
10	China Import & Export Fair Phase III (CANTON), China.	October 2018	Registration Open
11	International Sourcing Expo, Sydney, Australia	November 2018	Registration Open / Circular Issued
12	Heimtextil, Frankfurt, Germany	8-11 January 2019	Registration Open / Circular Issued
13	Domotex, Hannover, Germany	11-14 January 2019	Registration Open
14	WHO's NEXT, Paris, France	January 2019	Registration Open
15	Ambiente, Frankfurt, Germany	February 2019	Registration Open
16	Domotex, Atlanta, USA	February 28-March 2, 2019	Registration Open

* Status as on 31.07.2018



HANDLOOM EXPORT

Newsletter of Handloom
Export Promotion Council
July 2018 Vol.L No.4

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ANNUAL SUBSCRIPTION

Non Members : Rs. 1000/-

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please contact the Council at hepc@
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Dear Members,

I am happy to state that as a motivation to the handloom exporters across India, Council, with the support of Ministry of Textiles, Govt. of India has conferred 28th Handloom Export Awards for the financial years 2014-15 & 2015-16. Smt. Smriti Zubin Irani, Hon'ble Minister for Textiles and Shri O.S. Manian, Hon'ble State Minister for Handlooms and Textiles, Govt of Tamilnadu graced the occasion and presented Awards to the award winners.



Council with financial support of Ministry of Textiles, Govt. of India had been participated in 29th edition of India Home Furnishings Fair / 39th edition of India Garment Fair at Mydome, Osaka, (Japan) from July 18-20, 2018 under National Handloom Development Programme scheme. As per feedback submitted by the participants, business enquiries generated worth Rs.3.79 crore.

The recent increase in cotton yarn price has put the industry in a difficult situation thereby caused price of cotton textile products become uncompetitive in the international market alongside of other domestic concerns viz. Duty Drawback rates, GST issues. All the issues have been taken up with the ministry and anticipating favourable consideration from the Ministry.

As per DGCI & S data, the export of handloom products during the period April-June' 18 have registered negative growth by 1.95% in INR terms and 5.75% in dollar terms when compared to the corresponding previous year.

I request all member exporters to continue their efforts to increase the export figures and also let us know your suggestions/ views on domestic concerns as well as international barriers for handloom exports.

With warm regards,

Dr. K.N. Prabhu,
Chairman

XXVIII Handloom Export Award Function

Handloom Export Promotion Council, with the support of Ministry of Textiles, Govt. of India has conferred awards to member exporters for best export performance of Handloom Products for the financial years 2014-15 & 2015-16 during 28th Handloom Export Award function held at Hotel Leela Palace, Chennai on July 6th 2018.





Smt.Smriti Zubin Irani, Hon'ble Union Minister for Textiles and Shri.O.S.Manian, Minister for Handloom & Textiles, Govt. of Tamilnadu graced the occasion and presented awards to the award winners.



During 28th export award function, best export performance awards were given to 48-member exporters under 10 categories for the year 2014-15 & 2015-16. Based on the application, the number of exporters awarded under each category are given below.

Category	Description	Trophy		Gold medal	Total Awards	No. of exporters eligible under each category	
		Gold	Silver			2014-15	2015-16
I	Overall Handloom Export Performance	1	2	7	10	10	10
II	Highest increase in export over the preceding year	1	1	3	5	1	5
III	Deemed Exports	1	1	1	3	0	0
IV	Fabrics	1	1	1	3	2	2
V	Madeups	1	1	1	3	3	3
VI	Floor Coverings	1	1	1	3	3	3
VII	Clothing Accessories	1	1	1	3	1	1
VIII	North Eastern Region	1	1	1	3	1	0
IX	Young entrepreneur			1	1	1	0
X	Woman entrepreneur			1	1	1	1
	Total	8	9	18	35	23	25



The 28th Export Award Function started with Prayer followed by Welcome speech by Dr. K.N. Prabhu, Chairman, HEPC. In his Welcome note, Chairman detailed about HEPC & its objectives and its growth over the years. Chairman welcomed the dignitaries, award winners, stake holders, press & media and officials to the function.



This was followed by felicitation of the dignitaries, Hon'ble Minister for Textiles, Govt of India and Hon'ble Minister for Handlooms and Textiles, Govt of Tamilnadu, by Chairman, HEPC.



The Hon'ble Minister for Handlooms & Textiles, Govt of Tamilnadu, Shri O S Manian , addressed the gathering. He appreciated the efforts of Ministry of Textiles and Handloom Export Promotion Council for organising the export award function and conferring the awards. He also congratulated the award winners. During his speech, Hon'ble Minister gave a brief note on the textile value chain of Tamilnadu emphasising the steps taken by Govt of Tamilnadu for the holistic development of textile sector in the state. He also requested Hon'ble Minister

of Textiles to support the demands raised by the textile sector particularly pertaining to exports like enhanced Drawback rates, Free Trade Agreement with major importing countries, removing cap in the marketing incentive scheme and exemption of Handloom sector from GST. A memorandum in this regard was handed over by Shri.O.S.Manian, Hon'ble Minister for Handlooms & Textiles, Govt of Tamilnadu to Hon'ble Union Minister for Textiles.



A special Souvenir on 28th Handloom Export Award was released by Smt. Smriti Zubin Irani, Hon'ble Minister for Textiles by giving a copy each to Shri O.S. Manian, Hon'ble State Minister for Handlooms and Textiles, Govt of Tamilnadu and Dr. K.N. Prabhu, Chairman, HEPC. The special souvenirs were distributed among member exporters, visitors and media present for the event.

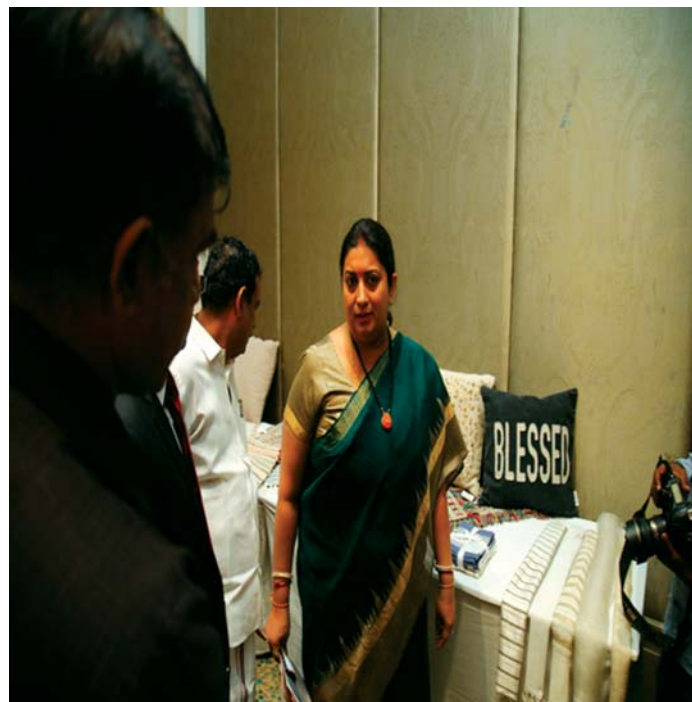
After release of special souvenir, Smt. Smriti Zubin Irani ,Hon'ble Minister for Textiles and Shri O.S. Manian, Hon'ble State Minister for Handlooms and Textiles, Govt of Tamilnadu presented 28th Handloom Export Awards to the award winners.



This was followed by the Presidential address by Smt. Smriti Zubin Irani, Hon'ble Minister for Textiles, Govt of India. In her speech, HMoT conveyed her heartiest congratulations to all the award winners and appreciated the efforts of handloom export community who not only export Indian handwoven products but also exports the rich legacy of our country along with our handcraft ability and the potential of India. During the speech, HMoT specified regarding India Handloom Brand and its importance for Handloom products and urged the exporters and weavers to get their products registered under IHB. With reference to the challenges faced by the sector, Hon'ble Minister quoted that lack of information is the major challenge particularly in GST regime and explained in detail regarding the schemes and programs under Ministry of Textiles particularly for handloom sector like MUDRA credit scheme, 75% fees reimbursement support for the education of the children from weaver communities and Hathkargha Samvardhan Sahayata Yojana wherein financial assistance for technological upgradation being provided for handloom weavers. Hon'ble Minister requested the support of handloom exporters and HEPC to disseminate this information among the handloom weaving community.



Hon'ble Minister of Textiles, Govt. of India and Hon'ble Minister for Handlooms and Textiles, Govt of Tamilnadu took a look at handloom products of award winners displayed in the hall.



29th India Home furnishing Fair / 39th India Garment Fair 18-20, July 2018, Osaka, Japan

About the event :

The 39th edition of India Garment Fair (IGF) and 29th edition of India Home Furnishings Fair (IHF) as concurrent twin events were organised by India Trade Promotion Organisation (ITPO) at Mydome, Osaka, (Japan) from July 18-20, 2018. ITPO for the first time organised 1st India Silk Fair (ISF) concurrently with the 39th IGF and 29th IHF.

The twin events have been successfully organized continuously for more than two decades and have proved to be catalysts in promoting India's stake in the "quality conscious" Japanese market. These twin events have always enjoyed the unstinted support and cooperation from various trade promotion bodies/associations, related industries and departments of Government and other stake holders of Japan and India.

India Japan Economic scenario

The economy of Japan is the third largest in the world by nominal GDP, the fourth largest by purchasing power parity and is the world's second largest developed economy. Japan is the world's largest creditor nation, generally running an annual trade surplus and having a considerable net international investment surplus. **Major import sources** : China (25.8%), USA (11.1%), Australia (5.0%), South Korea (4.1%), Taiwan (3.8%), Germany (3.6%), Thailand (3.3%), Saudi Arabia (3.2%), Indonesia (3.0%), UAE (2.8%) **Major items of imports**: LNG, clothing & accessories, petroleum products, semiconductors, computer units & parts, coal, non-ferrous metals, audio and visual apparatus, medical products

Economic relations between India and Japan have vast potential for growth, given the obvious complementarities that exist between the two Asian economies. Japan's interest in India is increasing due to variety of reasons including India's huge and growing market and its resources, especially the human resources. The signing of the historic India-Japan Comprehensive Economic Partnership Agreement (CEPA) and its implementation from August 2011 has accelerated economic and commercial relations between the two countries. During the visit of Prime Minister Modi to Japan in September 2014, PM Shinzo Abe pledged \$35 billion in investment in India's public and private sectors over the next five years. The two countries also set a target of doubling Japanese FDI and the number of Japanese firms in India by the year 2019.

Bilateral trade between the two countries more than doubled between 2006-07 and 2012-13. However, total trade has come down to \$ 14.51 billion in 2015-16 from a peak of \$ 18.5 billion in 2012-13. In 2015-16, India's exports to Japan were \$ 4.66 billion while imports were \$ 9.85 billion. In 2016-17, India's exports further fell by 17.38% to \$3.85 billion and imports by 2.2% to \$9.63 billion. The negative or slow growth in trade with Japan is a matter of concern for India in view of the fact that there is high potential for faster progress on goods and services trade. The share of India-Japan bilateral trade in Japan's total trade has been hovering around 1 per cent but it is in the range of 2.05 to 2.34 per cent of India's total trade in the last five years.

Japan is the 10th largest importer of handwoven products from India and the export of handwoven products to Japan has been hovering around Rs.75 crore per year since 2015-16. Among various handloom products being exported to Japan, Mats and matting including bathmats leads the table with an export value of Rs.26.84 crore



The function ended with Vote of Thanks by Shri T.V. Chandrasekaran, Vice Chairman, HEPC followed by National Anthem.

followed by Cushion covers (Rs.18.12 crore) , bedsheets and bed covers (Rs.8.31crore), other furnishing articles (Rs.6.8 crore) and other Table linen (Rs.3.73 crore).

About 39th edition of IGF /29th edition of IHF and 1st edition of ISF

Inauguration of the exhibition was held on July 18, 2018 at Mydome. H.E. Mr. Sujan R. Chinoy, Ambassador of India to Japan, Embassy of India, Tokyo was the Chief Guest and other dignitaries were :

- Mr. T. Armstrong Changsan, Consul General of India, Consulate General of India, Osaka-Kobe, Japan
- Mr. Mikihiro Murakami, Director-General for International Affairs Department, Kansai Bureau of Economy, Trade and Industry
- Mr. Junichi Nishida, Director-General, Department of Commerce, Industry and Labor, Governor of Osaka Prefecture
- Mr. Minoru Furukawa, Osaka Chamber of Commerce and Industry, Vice Chairman. Senior Corporate Adviser, Hitachi Zosen Corporation
- Mr. Ichiro Sone, Director-General, Japan External Trade Organization, Osaka
- Mr. Osamu Tsugumi, President, Osaka Foundation for Trade & Industry
- Mr. Toru Ebana, Executive Managing Director, Japan Textile Importers Association (JTIA)

The supporting organizations included Embassy of India-Tokyo/Consulate General of India, Osaka-Kobe, Osaka Prefectural Government, The Kansai Bureau of Economy, Trade and Industry, The Kobe Chamber of Commerce and Industry, Japan External Trade Organisation (JETRO), Japan-India Business-Co-operation Committee, Osaka Urban Industry Promotion Centre, Osaka Foundation for Trade & Industry, Nippon Interior Fabrics Association, Osaka Chamber of Commerce & Industry, Manufactured Imports and Investment Promotion Organisation (MIPRO)□, The Japan Textile Importers Association, The Indian Chamber of Commerce-Japan, Japan DIY Industry Association, Japan General Merchandise Promotion Centre, Japan Gifts Association Centre, Japan Association of Chain Drug Stores, Japan Retailers Association, Japan Hotel Association, Japan Departmental Stores Association.

The event spread in a gross area of 3836 sqm hosted 65 exhibitors in total (last edition 69 exhibitors). This included 44 exhibitors under Garments segment, 17 exhibitors under Homefurnishing segment and 4 exhibitors under Silk segment. The Joint stand participant organisation included the following:

- Handloom Export Promotion Council
- Export Promotion Council for Handicrafts
- Central Silk Board
- National Jute Board
- Uttar Pradesh Export Promotion Council
- West Bengal Industrial Development Corporation

- Directorate of Sericulture and Weaving Department, Bodoland Territorial Council.

2147 business Visitors (last edition 2000 visitors)visited the event apart from High level Dignitaries including diplomats and representatives from trade and industry in Japan and Indian business community.

The visitors were from a cross-section of companies, including a few leading ones in Japan e.g. Adventure International Co., Ltd, Asahi Kasei Trading Service Co., Ltd., Dijon Co., Ltd., Etoile Kaito& Co., Ltd., I.I.I. Co., Ltd., Itochu Corporation, Itochu Modopal Co., Ltd, Kawashima Selkon Textiles Co., Ltd., Kiyohara& Co., Ltd., Koizumi Apparel Co., Ltd., Koizumi Co., Ltd., Liv Heart Corporation, Manhyo Co., Ltd., Marubeni Corporation, Marubeni Fashion Link Ltd., Marubeni Intex Co., Ltd, Marubeni TexCo.,Ltd., Mitsui Bussan Inter-Fashion Ltd., Murata Cho Co., Ltd, Mycal Corp., N.I. Teijin Shoji Co., Ltd., Nishikawa Living Inc., NITORI CO.,LTD., ProrouteMarumitsu, Rio Yokoyama Co., Ltd., Senshukai Co., Ltd., Sumikin Bussan Corporation, Suminoe Co., Ltd., Sumisho Textile Co., Ltd., Sumitex International Co., Ltd., Sumitomo Corporation Kyushu Co., Ltd, Takihyo Co Ltd., Takisada&Co.,Ltd., Tamurakoma& Co., Ltd., Toray International Inc., Toyoshima & Co., Ltd., Toyota Tsusho Corporation, Toyotsu Textile Corporation, Unitika Tsusho Ltd., YAGI & CO.,LTD., Titikaka, FO International, Nishimatsuya, etc.

HEPC's participation in the event:

HEPC organised participation in this event with financial grant under National Handloom Development Programme of O/o The Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India. The event had the following exhibitors under the aegis of the Council

Sl. No.	Company Name	Products Displayed
1	Image Styles, Karur	Apron, Glove, Potholder, Lunch mat, Placemat, Lunch bag, Tote bag, Tissue cover, Table cloth, Curtain, Pillow cover, Cushion cover, Kitchen towels, Coaster, etc.
2	Ashoka Overseas, Panipat	Rugs, Bathmats, Cushion Cover, etc.
3	Sri Eesan Company, Karur	Cotton Handloom Made-ups.
4	Meridian Fabrica, Karur	Noren, Café Curtain, Cushion covers, Coaster, Lunch mats, Aprons.
5	Sri Ganesh Textile, Chennai	Home Furnishings
6	Ashoka International Exim Pvt. Ltd., Kolkata	Shawls, Stoles & Scarf
7	Ekta Fashions , Jaipur	Dress, Skirt, Trouser, Top, Blouse, Scarf, Pareo, Bandana, etc.
8	Goodwill Impex Ltd, Jaipur	Ladies woven Garments, Stoles

Council hired an area of 90 sqmtrs and provided built-in booth for the above 8 participants 5 of them were placed in hometextile segment and 3 of them were placed under garment section

The participants offered their exhibits in a wide range covering major exportable items viz. home textiles, garments and clothing accessories as per the details specified in the above table. Besides, Council had also put up a central promotion stall with a display of publicity brochures, posters, and AV display of India Handloom Brand promotional videos.

As per the feedback submitted by the participants, spot order worth Rs.0.79 crore and enquiries worth Rs.3.0 crore were generated from a total of 95 visitors who visited the participants under the Council. All the participants under the Council expressed their willingness to participate again in this event. The India Garment Fair and India Home furnishing Fair organised as 39th edition and 29th edition respectively had many repeat visitors and witnessed on-site order placement happening during the event.

Participants also opined that the upcoming events could be organised alternately between Osaka and Tokyo as it was in practice in the past so that it could cater to the need of buyers who are located in two major buying places in the country. Participants also opined that the placement of hometextile and garment exhibitors together in a hall in this edition complemented each other and facilitated steady flow of visitors and increased number entries to the stall.

Market Observations:

As per the interaction the official had with various stake holders during the event, the following observations are submitted for information of the trade.

- The market demand for hometextile products particularly for table linen item has shrunk. However, the participants under floor coverings, garments and clothing accessories witnessed either a retention or expansion in demand.
- Fifty-six years after having organised the Olympic Games, the Japanese capital will be hosting the Summer edition for the second time, from 24 July to 9 August 2020. Further, World Expo 2025 is also scheduled to be held in Japan. These two major events are expected to trigger increased economic activities, thereby increasing the demand for home décor, towelling, contract furnishings and fashion items during the upcoming buying season.

Important Meetings during the event:

- Council's official on deputation to the event had a meeting with representatives of Japan educational foundation / Graduate school of Asian and African Area studies, Kyoto University who had shown interest to sign-up an MoU with the Council for organising supply of fabrics from Indian exporters for their students project for development of samples which will be displayed during Fashion show being organised by the institution. This will benefit the Indian supplier in creating a demand for their fabric.
- A meeting was also held with the representatives of Reed Exhibitions Japan Ltd who organises Fashion World Tokyo during March and October every year.
- A meeting was also held with Trade coordinator (International Business Support Center) of Osaka Foundation for Trade & Industry who had shown interest for organising trade delegation visit to Council's RBSM.



Address of H.E. Mr. Sujan R. Chinoy.



Release of Fair catalogue









A SECTION OF VISITORS DURING THE EVENT



CENTRAL PROMOTION STALL AND MEETINGS



- Shri. P. Rangasamy, Deputy Director



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