

Report on Participation in Heimtextil 2023

10-13 January, 2023

1. About Heimtextil 2023

After a successful organising Heimtextil 2022 which was held for the first time as a summer edition in June 2022, Heimtextil winter edition was back on track and was held in Frankfurt from January 10-13, 2023 to help the trade to launch its sourcing activities for the season ahead.

Heimtextil is the International trade fair for hometextiles, which takes place annually at the Frankfurt trade fair grounds. Held on four days at the beginning of January, the fair is the first major presentation and ordering date of the year and sets standards for the year of the textile industry. Heimtextil offers a wide range of home textiles from bath, bed, and table textiles products for windows, floors, walls, sun protection and upholstery. The main topics of Heimtextil are the equipment of objects, the coupon business, sustainably produced home textiles and youth development which completes the wide range of the exhibition.

Heimtextil 2023 ended with concentrated intercontinental strength and set the course for a successful trade fair year. 44,000 buyers from 129 nations took advantage of the opportunity to participate in the global market for home and contract textiles and to gain a bundled overview of global textile innovations displayed by 2400 exhibitors - from fibers, yarns, upholstery and decorative fabrics, functional textiles, outdoor fabrics, artificial leather and wallpapers to bed and bathroom textiles, mattresses, sleep systems, curtains and decorative cushions. The top ten exhibiting countries were China, India, Turkey, Pakistan, Italy, Germany, Spain, Portugal, France and Great Britain. The top visitor countries included Germany, Italy, Turkey, the United States, Great Britain, France, the Netherlands, Spain, Pakistan, India and Greece.

"Heimtextil made a powerful return to January and set all the signs for success as a barometer for the trade fair business year - with an outstanding degree of internationalization of 129 participating nations," said Detlef Braun, Member of the Executive Board of Messe Frankfurt. Compared to 2020, the leading trade fair for home and contract textiles achieved an increase in the degree of internationalisation - in terms of exhibitors to 94 percent and in terms of visitors to 82 percent. In 2023, there were also more buyers from Italy, Turkey, Spain and especially Greece.

Innovative material developments from natural raw materials such as mushrooms, plant fibers or recycled waste products provide impulses for the future of home textiles. This was clearly demonstrated by the "Future Materials Library" at Heimtextil. But also to the present applies: the majority of the global textile industry has long since set out on the path to sustainably redesigning manufacturing processes and forming strong partnerships and measures for transparent supply chains. To this end, Heimtextil exhibitors offered products, solutions or suggestions at many booths.

1.1 . 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 6th place in the list of top export destinations. 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,

2. HEPC's Participation in Heimtextil 2023

HEPC's presence in Heimtextil spanning a period of over 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 10-13, January 2023.

The event participation was organised by the council availing financial assistance under **Market Access Initiative Scheme of Ministry of Commerce & Industry, Govt. of India.**

As there were issues concerning VISA for travel to Germany , HEPC in coordination with MesseFrankfurt (India) and with the support of German Consulate in Mumbai and VFS Global organised VAYD services of VFS at its premises facilitating VFS appointments for the participants from Southern region. Further, in coordination with MesseFrankfurt(India), such services were also organised in Delhi and Mumbai for the participants from Northern region

This winter edition participation had the record number of 61 participants under the aegis of the Council. Based on the profile of member participants, space was acquired in **Hall 10.3 (894 sq.mtrs) and 6.2 (395 sq.mtrs) for a total area of 1289 sq.mtrs**. As in the past, the participants were provided spaces both as a raw space (1035 sq.mtrs) for the participants to have their own custom built stand and as a standard booth (254 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 & Chennai (Tamil Nadu), Bangalore (Karnataka), Alappuzha (Kerala), Agra, Noida, Bhadohi & Varanasi (Uttar Pradesh), Delhi, Jaipur (Rajasthan). 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

3.1. Inauguration

The HEPC pavilion was inaugurated by Shri.Vinod Kumar, Consul, Consulate General of India in Frankfurt in the presence of Shri.N.Sreedhar, Executive Director, HEPC and member participants



During the visit, the Consul released the exhibitors catalogue brought out exclusively by the Council for the event

Subsequently, the Consul also visited the exhibitors and interacted with them.





3.2. Meeting with Messe Frankfurt Management Team

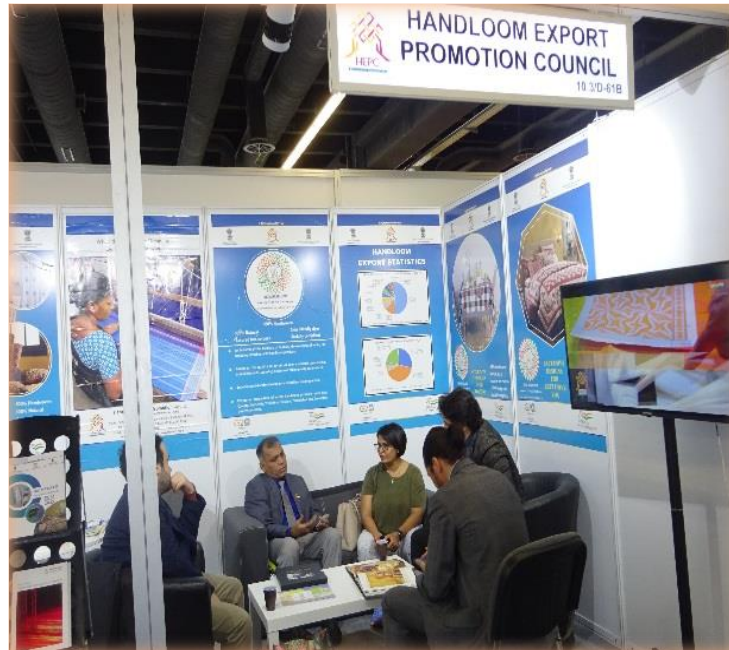
On the side-lines of participation in Heimtextil , Mr.N.Sreedhar, Executive Director & Mr. P. Rangasamy, Joint Director, HEPC, had a meeting with Mr. Olaf Schmidt, Vice President, Textiles and Textile Technologies, Ms.Meike Kern, Director and Messe Team. During the meeting, various issues such as pillar charges, better location , VISA issues concerning our participation and participation in the upcoming Heimtextil edition were discussed



3.3. Other Meeting by HEPC officials

At the Central promotion stall of the Council the following meetings were held

- meeting was held with Mr. Ilhan Erem, Vice, Chairman, CNR Holding , Turkey **Mr.Volkan Salar, Head of International Sales & Mr.Serhan Erem, Board Member of International Home Textile Exhibition, Dubai** on subject of participation in inhometex, Dubai scheduled during September 2024



- Meetings were also held with other event organisers who visited the event
- Council's officials also attended Texperitise lunch meeting hosted by MessFrankfurt and met Messe Team from region such as Russia, USA , Hong Kong etc

3.4. Onsite Advertisements

A wide publicity on-site was undertaken by the Council which included distribution of exclusive exhibitor's catalogue hiring Optimo services , and placing on-site advertisements on various medium such as Lumio, Triangle Tower, Slim Box and Window Advertisements etc in various locations at the fair ground



3.5. 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.28.77 crore** and trade enquiries worth **Rs.102.89 crore** was also generated during the event from a total **business visitors of 1741** who visited our exhibitors pavilion. Most of the exhibitors wanted to rebook their space for Heimtextil 2024 with a larger size booth.

3.6. Observations during the Fair :

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

- Compared with June.edition , January edition had many visitors from USA
- In the present recessionary trend, buyers are very cost conscious and looking for products within the affordable range . Hence, there is a less demand for high end and highly decorative products.
- 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 Council was represented by the Mr.N.Sreedhar, Executive Director, Mr.P.Rangasamy, Joint Director and Mr.S.Ramesh, Sr. Executive coordinated the onsite activities and also members' participation in the event.

To summarie, this winter edition of Heimtextil delivered to the expectation of many exhibitors .

In times of geopolitical challenges, Heimtextil is the most important place-to-be for the global home textiles industry - both for new business contacts and also to renew the existing contacts

The next Heimtextil will take place from 9-12 January 2024.
