



Monthly Newsletter

# HANDLOOM EXPORT

Vol. I No.5 Rs. 50

August 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	Completed
5	Sourcing at Magic, Las Vegas, USA	12-15 August 2018	Completed
6	India Trend Fair, Tokyo, Japan	September 2018	Registration Closed
7	WHOS NEXT, Paris, France	September 2018	Registration Closed
8	Maison & Objet, Paris, France	September 2018	No Participation
9	IHGF Delhi	October 2018	Registration Closed
10	China Import & Export Fair Phase III (CANTON), China.	October 2018	Registration Open (Subject to space Confirmation)
11	International Sourcing Expo, Sydney, Australia	November 2018	Registration Closed
12	Heimtextil, Frankfurt, Germany	8-11 January 2019	Registration Closed
13	Domotex, Hannover, Germany	11-14 January 2019	Registration Open
14	WHO's NEXT, Paris, France	18-21 January 2019	Registration Open
15	Sourcing at Magic, Las Vegas, USA	4-7 February 2019	Registration Open
16	Ambiente, Frankfurt, Germany	8-12 February 2019	Registration Closed
17	Domotex, Atlanta, USA	February 28-March 2, 2019	Registration Open (Subject to space Confirmation)

\* Status as on 31.08.2018



## HANDLOOM EXPORT

Newsletter of Handloom Export Promotion Council  
August 2018 Vol.L No.5

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please contact the Council at hepc@  
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Dear Members,

Due to the recent rupee slide around 3.3% in a month would definitely help textile exporters in alleviating their stress due to ITC refund delay. Rupee depreciation is one of the factors determining competitiveness in export market, but in the other way it increases fuel price there by increases transportation expenses. Hence, Industry is expecting more in removal of other bottle necks for exports viz. yarn price fluctuation, speeding up of ITC refunds, higher DBK rates, etc. Also, the other major impediment for Indian textile product is facing duty disadvantage vis-à-vis Bangladesh, Vietnam, Pakistan and Srilanka in major importing countries. All the issues have been discussed with respective stake holders during the meeting organised by the ministry from time to time.



Council, for the first time, participated in Sourcing at Magic, Las Vegas, USA held during 12-15 August 2018 along with 10-member exporters. The outcome of the fair was good and business generated worth Rs.9.66 cr. China, having potential for Indian textile products, Council repeated its participation in Inter textile Shanghai Hometextile fair, Shanghai and generated business worth Rs.11.45 cr. by members participated through HEPC.

This month handloom export data reveals negative growth by 5.13% in rupee term and 9.04% in dollar term during April-July 2018 when compared to the corresponding previous year. The initial phase of this financial showing declining trend and hopefully this could be changed into a positive trend only with the support of member exporters in future. Council is working on various avenues to explore/penetrate potential markets to increase exports. Also, I request all member exporters to send their suggestion/views and strategy to be adopted to augment the handloom export and achieve the export target of USD400 million for this year.

With warm regards,

Dr. K.N. Prabhu,  
Chairman



## SOURCING AT MAGIC, LAS VEGAS. USA

### Overview :

Organiser	: Magic International 2501 Colorado Ave., #280 Santa Monica, Ca 90404 1(310)857-7653   F(310)943-2720
Venue	: Las Vegas Convention Center, North Hall, 3150 Paradise Road, Las Vegas, NV 89109
Duration of the fair	: 4 days (12 <sup>th</sup> to 15 <sup>th</sup> August 2018)
Scheme	: National Handloom Development Programme under Ministry of Textiles
No. of HEPC participants	: 10 +HEPC stall
Products displayed	: Baby Products, Scarves, Bag, Men & Ladies garments (Women wear, beach wear, Night Wear, Shirts, etc), Stole, Shawl, Table Linen, Kitchen Linen
Exhibited countries	: India, Bangladesh, China, Colombia, Egypt, Ghana, Guatemala, Haiti, Hong Kong, Italy, Japan, Mexico, Pakistan, Peru, Philippines, Portugal, Singapore, South Korea, Taiwan, Tanzania, Turkey, United States, Vietnam, Kenya, Thailand, Germany, Rwanda
Buyers from	: USA, Canada, Mexico, Spain, etc
Spot orders generated	: 0.69 crore
Enquiries generated	: 8.97 crore

### About Sourcing at Magic

SOURCING AT MAGIC was a link to the entire global supply chain. This incredible source of inspiration, education, innovation and resources is what keeps fashion moving. With 27 countries represented, destination attracts designers, brands and retailers alike to discover what they need to move their business forward. This events cover all major fashion categories from men's, women's, and children's apparel, accessories. UBM Fashion is the leading producer of world-renowned fashion trade shows such as MAGIC, COTERIE, PROJECT, FN PLATFORM and CHILDREN'S CLUB. As per the organiser, fair welcomed a total of 11,556 attendees and 1198 exhibitors. Attendance among mature markets such as USA, Canada, Mexico, Spain, etc. This edition of the Sourcing at Magic Fair featured quality textiles from a number of Indian textiles organisations, which received a good attention from buyers.

An impressive line-up of group pavilions India, including three textile industry associations from India, namely the Handloom Export Promotion Council (HEPC), Apparel Export Promotion Council (AEPC) and Council for Leather Exports (CLE), participated this year. Group pavilion also included Chinese Mainland.

Exhibitors from India, Bangladesh, China, Colombia, Egypt, Ghana, Guatemala, Haiti, Hong Kong, Italy, Japan,





Mexico, Pakistan, Peru, Philippines, Portugal, Singapore, South Korea, Taiwan, Tanzania, Turkey, United States, Vietnam, Kenya, Thailand, Germany, Rwanda, had displayed their products. The Indian Pavilion for Sourcing at Magic consisted of 10 participants from HEPC (Handloom Export Promotion Council), around 60 participants from AEPC (Apparel Export Promotion Council) and 10 participants from CLE (Council for Leather Exporters).

#### Handloom product Exports to USA :

USA is the major import market for Indian Handloom Products and stands 1<sup>st</sup> position with an annual export of 93.10 USD mn during 2017-18. The major handloom products exported are

- a. Mats and Mattings
- b. Other Furnishing Articles
- c. Cushion covers
- d. Toilet Linen and Kitchen Linen, of Terry Towelling
- e. Table Cloth and Table covers

As per DGCI & S data the export of handloom products to USA registered negative growth of around 7% during 2017-18.

Handloom Export to USA (Top 12 products)		Value in USD million					
S.No	HS Code	Commodity	2015-16	2016-17	2017-18	% grwth 2016-17	% grwth 2017-18
1	57050042	MATS AND MATTINGS INCLUDING BATH MATS, WHERE COTTON PREDOMIN	22.06	27.99	27.19	26.90	-2.88
2	63049291	OTHER FURNISHING ARTICLES OF HANDLOOM	11.51	13.98	17.81	21.50	27.37
3	63049281	CUSHION COVERS OF HANDLOOM	7.63	7.50	7.44	-1.69	-0.80
4	63026010	TOILET LINEN AND KITCHEN LINEN, OF TERRY TOWELLING OR SIMILA	4.50	5.92	5.45	31.52	-8.04
5	63049241	TABLE CLOTH AND TABLE COVERS OF HANDLOOM	5.92	4.90	5.12	-17.34	4.53

6	63049231	PILLOW CASES AND PILLOW SLIPS OF HANDLOOM	3.61	5.04	4.84	39.49	-3.89
7	57024230	CARPETS, RUGS AND MATS OF HANDLOOM	9.77	8.62	4.67	-11.83	-45.85
8	63025110	OTHER TABLE LINEN: OF COTTON, HANDLOOM	3.42	2.38	4.31	-30.48	81.37
9	57050024	COTTON DURRIES OF HANDLOOM (INCLUDING CHINDI DURRIES, COTTON	8.39	7.90	3.47	-5.80	-56.06
10	63049221	NAPKINS OF HANDLOOM	3.46	2.84	2.87	-17.94	1.10
11	63041940	BED SHEETS AND BED COVERS OF COTTON, HANDLOOM	10.40	2.71	2.81	-73.99	3.73
12	63029110	OTHER BED LINEN, TABLE LINEN, TOILET LINEN, KITCHEN LINEN: 0	2.78	3.02	2.68	8.60	-11.35

#### HEPC's participation

Council participated for the first time in Sourcing at Magic with 10 member exporters under financial assistance from National Handloom Development Programme of Office of the Development Commissioner (Handlooms), Ministry of Textiles. Council provided constructed booth with basic display accessories, including furniture and lighting. Council also put up a central promotional stall and showcased the brochures, posters, samples of Indian Handloom Brand. An Audio Video display of India Handloom Brand was also made in Council's booth and visitors were explained about the benefits of India Handloom Brand.

On the first day, Dr. K.N.Prabhu, Chairman of HEPC, inaugurated the HEPC pavilion in the presence of President, Director of International sales of Magic International (fair authority) and participants.

The display of products includes Table Linen, Kitchen Linen, Baby Products, Scarves, Bag, Men & Ladies garments (Women wear, beach wear, Night Wear, Shirts, etc), Stole, Shawl, etc.

A meeting with fair organizer i.e. Mr. Bob Berg, Senior Sales Manager & Chairman, HEPC, was held on 15<sup>th</sup> August 2018 at HEPC's booth and discussions were held regarding the promotional activities to be undertaken for HEPC's participation in next edition of Sourcing at Magic and also about the location of HEPC's pavilion. The fair organizer assured their necessary support for participation in the next edition and requested Council to bring more participants for the event in the next edition. Also, Chairman, HEPC, had a meeting with the fair authority



of "Apparel sourcing" fair to be held at New York during 2019 and discussed about Council's participation in this fair. They will be sending a detailed proposal of the event shortly. Another meeting was held with the fair authority of Sourcing at Magic to be held at Japan and Chairman proposed that the same may be included in the next year calendar of events of the Council for handloom garment exporters.

**Business outcome:**

The flow of visitors during the first day was nominal but the second and third day witnessed better flow of visitors. Overall, most of participants got serious enquiries and few got spot orders. As per feedback received from member participants 123 business visitors visited their booths, mainly from USA, Canada, Mexico, Spain, etc. Out of 10 companies, 8 companies have informed that they would repeat their participation through HEPC for the next edition.

Business generation	
Particulars	Rs. in crore
Spot orders	0.69
Enquiries	8.97
Total	9.66

Council was represented by Shri V.Ratheesh. The next edition of the Sourcing at Magic will be held at USA from 4<sup>th</sup> to 7<sup>th</sup> Feb 2019.

**IMPORTANT CLIPPINGS OF THE EVENT**

Buyers visit to participant's booth



Inauguration of Council's pavilion

HEPC Central Promotional Stall

- V.Ratheesh, Executive



**INTERTEXTILESHANGHAI HOMETEXTILES- AUTUMN EDITION  
SHANGHAI, 27-30, AUGUST 2018**

**1.0 Status of India / China textiles market scenario within Global textiles segment :**

In 2015, the export value of textiles was USD 11.53 billion in China, with a decline of 2.3% YOY which was mainly caused by increasing costs. In recent years, the growing costs of land, energy and labour dramatically increased the comprehensive costs of textile enterprises in China, which placed them in an inferior position in international competition. For example, the land cost of Chinese companies is 5-10 times as high as that of foreign competitors.

In China, six sub-industries of the textile industry include cotton, chemical fiber textile and printing & dyeing finishing industry, wool textile and dyeing finishing industry, linen textile, silk textile and finishing industry, finished textile product manufacturing as well as knitted and woven product industry. As a traditional advantage industry, textile industry plays an important role in national economy. China is the world's largest textile producer and exporter. The output volume of China textile industry accounts for more than half of the global one. The processing capacity and export value of textile fiber account for a higher proportion in the world. The market international share exceeds one third of the world.

- ✚ In 2017, the production value of textile industry accounted for around 7% of China's GDP whereas the Indian Textile Industry contributes approximately 2 per cent to India's Gross Domestic Product (GDP), 10 per cent of manufacturing production and 14 per cent to overall Index of Industrial Production (IIP). The Government of India targets textile and garment sector exports at US\$ 45 billion for 2017-18.
- ✚ Textile industries are playing a major role in the Indian & Chinese Economy
  - (i) It contributes 14 per cent to industrial production and 4 per cent to GDP
  - (ii) With over 45 million people, the industry is one of the largest source of employment generation in the country
- ✚ The size of India's textile market as of July 2017 was around US\$ 150 billion, which is expected to touch US\$ 250 billion market by 2019, growing at a CAGR of 13.58 per cent between 2009-2019.
- ✚ The central government is planning to finalise and launch the new textile policy in the next couple of months. The policy aims to achieve US\$ 300 billion worth of textile exports by 2024-25 and create an additional 35 million jobs.

It is predicted that in the next 3-5 years, China textile industry in possess of perfect industry chain and large domestic market will continue to maintain a certain advantage in the world. However, in the longer run, the costs of China textile industry rise so fast that the production capacity of the textile industry will

continue to transfer overseas, which will undermine the overall advantages of China textile industry chain. In addition, the position of China's textile industry in the world will face more challenges.

India's hope that it will benefit from China's shift away from low-end, labour-intensive manufacturing, is unlikely to be fulfilled with rivals like Bangladesh, Vietnam, Cambodia, Mexico and Poland giving it tough competition.

China currently dominates the global market of textiles and apparel, footwear and furniture. But with rising wages threatening to erode its global competitiveness in labour-intensive sectors, China is moving up the value chain of manufacturing, vacating space for other low-cost producers in the developing world. For instance, in 2010, low-value apparel and home textiles accounted for 51% and 29% of China's textile industry respectively. But in 2017, their shares came down to 36.8% and 22.6%, with the share of value-added industrial textiles rising from 20% to 38%.

Shares of apparel and home textiles in China's basket of textile products are projected to further decline by 2025, creating a \$50 billion opportunity for other low-cost producers in apparel market alone, according to FASH455 a global apparel and textile trade and sourcing agency and so INDIAN exporters stands better chance to garner more business from global markets. According to recently released data by Chinese Customs, India-China trade in 2016 decreased by 0.67% year-on-year to US\$ 71.18 billion. India's exports to China decreased by 12.29% year-on-year to US\$ 11.748 billion while India's imports from China saw a year-on-year growth of 2.01% to US\$ 59.428 billion. The Indian trade deficit with China further increased by 6.28% year-on-year to US\$ 47.68 billion. In 2016, India was the 7<sup>th</sup> largest export destination for Chinese products, and the 27<sup>th</sup> largest exporter to China.

India-China trade in the first four months of 2017 increased by 19.92% year-on-year to US\$ 26.02 billion. India's exports to China increased by 45.29% year-on-year to US\$ 5.57 billion while India's imports from China saw a year-on-year growth of 14.48 % to US\$ 20.45 billion. The Indian trade deficit with China further increased by 6.07% year-on-year to US\$ 14.883 billion.

In 2017, India's top exports to China included diamonds, cotton yarn, iron ore, copper and organic chemicals. Indian exports of diamonds grew 29.48% and amounted to US\$ 2.67 billion. India was the second largest exporter of diamonds (worked/not worked) to China (with a share of 31.81%). India's cotton (including yarn and woven fabric) exports to China showed a decline of 44.1% to reach US\$ 1.27 billion, although India was the second largest exporter of cotton to China with 16.43% market share.

The total export of handloom products to china has come down to Rs.4.61 Cr (0.69 USD million) during 2016-17 from Rs.6.99 Cr. (1.08 USD Million) during 2015-16 registering a negative trend by 34.04% in rupee term 36.11% in dollar term. Among various handloom products in the export basket, export of floor coverings to China has shown an increase of 23.7% in 2016-17 as compared to previous year and clothing

accessories has also shown a positive trend witnessing a growth of 26.3% during 2016-17 over 2015-16. However, fabrics and made ups witnessed a declining trend of 5.1% and 69.35% respectively during 2016-17 as compared with 2015-16. Fabrics contributes almost 44.37% of total exports of handloom products from India to China. (Data Courtesy: DGCI&S data)

## 2.0 Intertextile Shanghai hometextiles

Intertextile Shanghai Home Textiles is Asia's leading home textile event which is held every year for the last 14 years at the *National Exhibition and Convention Center –NECC, Shanghai, China*. The event is held twice in a year catering to spring and autumn season separately. It is a dynamic platform for industry professionals to source and to gain design inspirations through the conveniently structured product displays and the fringe programme.

The event is hosted by China Hometextile Association, The sub Council of textile industry CCPIT and Messe Frankfurt (Hk) Ltd. The event is jointly organised by Messe Frankfurt (Hk) Ltd & Beijing Hometex Expo co ltd

### 2.1 14<sup>th</sup> edition of Intertextile Shanghai home textiles - autumn 2018

Autumn -2018 Edition of Intertextile Shanghai Home Textiles opened its doors from 27<sup>th</sup> to 30<sup>th</sup> August, filling seven halls at the National Exhibition and Convention Center in Shanghai with quality products and proactive industry conversations. The halls welcomed around 41,000 visitors from around 100 countries and regions (2017: 38,964), creating a unique platform for 1,040 suppliers from 26 countries and regions (2017: 1,096) to meet their business targets. Many exhibitors provided good feedback, noting multitudes of new contacts, meetings with current clients and onsite orders.

A common topic of conversation during the fair was the demand for home textiles in the China market, and increasingly, the demand in the contract business sector. “The contract business market has proved to be a firm point of interest for many home textile suppliers, and our new feature, Contract Business 360°, was introduced to help buyers find suitable exhibitors. It’s a burgeoning market, particularly in China, that is brimming with potential as the country’s commercial construction, hospitality and tourism sectors continue to expand,” said Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd. “Over the fair period, we saw suppliers meeting countless potential partners and even receiving onsite orders. Intertextile Shanghai Home Textiles is a prime location for suppliers looking to promote their brand awareness and ultimately expand their business.”

The event had a total of around 1040 exhibitors which included around 820 domestic exhibitors and around 220 overseas exhibitors from 26 countries using the exhibition space of more than 170,000 sq mtr. Mainly Overseas exhibitors were from Afghanistan, Australia, Austria, Belgium, China, Denmark,

France, Germany, Hong Kong, Hungary, Iceland, India, Indonesia, Israel, Italy, Japan, Korea, Morocco, New Zealand, Pakistan, Portugal, Spain, Switzerland, Taiwan, Thailand, Turkey, United Arab Emirates, United Kingdom, USA and Vietnam.

In 2017, 1,096 exhibitors from 30 countries and regions, 38,964 visitors from 99 countries and regions joined the event

Given the strengthening market conditions in China the fair maintained its popularity, with the number of trade buyers increasing than last year.

### 2.2 International exhibitors:

All the exhibitors both local Chinese exhibitors and overseas exhibitors were presented in Halls 1H, 2H, NH, 3H, 4.1H, 5.1H, 6.1H There were 7 overseas country pavilion and 4 Chinese Regional Pavilions located in all the above seven halls. India pavilion had 10 exhibitors under Handloom Export Promotion Council. Apart from India pavilion, there were international exhibitors from below countries:

-  Belgium Pavilion had 6 exhibitors organised by Fedustria vzw
-  Korea Pavilion had 8 exhibitors organised by Korea Fashion Textile Association (KFTA);
-  Morocco Pavilion had 5 exhibitors organised by Marocexport (CMPE);
-  Pakistan Pavilion had 9 exhibitors organised by Trade Development Authority of Pakistan (TDAP);
-  Taiwan Pavilion had 15 exhibitors organised by Taiwan Textile Federation (TTF) & Taiwan Weaving Industry Association (TWIA);
-  Turkey Pavilion had 16 exhibitors organised by Uludag Textile Exporters' Association (UTIB).
-  Many Exhibitors from Japan & Australia participated in scattered manner & not just in single location as country pavilion

### 2.3 Product Profile

Indian exhibitors had specialists in rugs, bath mats, throws, shawls, handloom carpet and handmade rugs predominantly made out of 100% cotton and also blended fibres. Two companies from Karur area participated & displayed products like made ups, cushion covers, table cloth etc.

Japanese companies were mainly presented Bedding fabrics & fine fabrics collections and Australia



exhibitors displayed mainly woollen items

Korean companies at the fair specialised in fashionable micro-fibre fabrics, polyester blankets and curtain fabrics, and had also demonstrated a full range of machine-made natural dyed sewing products.

Exhibitors in the Pakistan Pavilion specialised at bedding products, featuring bed sheets produced with 100% combed and carded cotton or bamboo cotton. Pakistani companies had also showcased a reversible stitching technique for bed sheet sets that helps save water and electricity.

The Taiwan Pavilion showcased eco-friendly fabrics and yarn with features including anti-odour, anti-ultraviolet, black-out, fire-retardant and fireproof, mosquito repellent, water repellent and more.

The Belgian group displayed upgraded fabrics with backing, laminations and fire retardant properties. Pavilion members also presented quality fabrics which are widely applied on decorative pillows, lampshades and other hospitality upholstery.

The Morocco Pavilion displayed their uniquely designed fabrics with embroidery, geometric shapes and ornamentation. And the Turkey Pavilion displayed quality products including towels, bed sheets, curtain fabrics, bathrobes, furnishing articles, curtains, interior blinds, bed valances and upholstery fabrics.

#### 2.4. Digital Printing - a focus in Hall 4.1

Indian & Chinese textile industry is one of the largest printing markets in the world, yet the majority of printing is still done in the traditional method. Given the advantages of digital printing including higher colour definition, shorter design time and lower production cost, the industry is paying much more attention to this new technology in recent years, including in China.

Intertextile Shanghai Home Textiles featured more exhibitors in HALL 4.1 with digital printing, a series of seminars to reflect this growing interest in the industry.

#### 2.5 Concurrent events

Apart from facilitating business between exhibitors and visitors, the fair also incorporated various design elements via a series of concurrent events. These included display area like Trend Area, International Fiber Art Exhibition and Home Furnishing Crossover Exhibition where participants could find innovative designs and ideas. The fair's VIP buyer programme also assisted buyers in meeting worldwide exhibitors at ease with a prefixed meeting through buyer matching process.

#### 3.0. Trends for 2019-FUTURE

Intertextile Shanghai Home Textiles is regarded as an indicator of home textiles trends in China, not just for the latest styles to be found in exhibitors' booths but also the trend forecast that is released every year. New colour trends via FUTURE -2019 published by the fair authority for the benefits of exhibitors. This year, China Home Textile Association, The Department of Home Textile Trend Research and Promotion worked jointly with Trend setter designer NELLY RODI from Paris to analyse the global and domestic market together with consumer behaviour. 2019 lifestyle themes mainly on below three concepts

1. CARING- Nature/Recycle/sharing/responsibility
2. CRAZY-Freedom/Art/curation/Hero/Paradox/repetition
3. EMO- Humanism, universe/spirituality/existence/transcend

#### 4.0 HEPC's Participation in Intertextile Shanghai Home Textiles

Handloom Export Promotion Council organised participation in this event for the fourth consecutive year with 10 members. The event participation was organised under National Handloom Development Programme (NHDP) scheme of O/o The Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India. Total area of **108 m<sup>2</sup>** (including central promotion stall) was hired and following member exhibitors were provided with built-in space for exhibition of their products.

**Dr.J. Aravind, Consul -commercial** in Shanghai visited Indian pavilion. The Consul also interacted with all Indian exhibitors and assured any necessary assistance if needed by exporters including buyers credential verification & future buyer-seller meet etc. Total **INR 2.28 cr spot orders** and around **9.17 Cr enquires** were obtained by members participated thru HEPC

The participants' product included Handloom Durries, Handmade rugs, carpets, bathmats, tufted bathmats, throws, cushions, table cloths, table mats, napkins, kitchen linen, embroidered handloom products, Bed cover, shawls, scarves and accessories. Council had also put up a central promotion stall of 9 sq mtr.

Publicity activities such as screening of AV film on India Handloom Brand, display of India Handloom brand (IHB) registered products, distribution of pamphlets on IHB and participants catalogue were undertaken at the Central promotional stall of the Council. Interpreter services was also offered to member participants during the event. Apart from the participants under the aegis of HEPC, there were nearly 15 Indian exhibitors participated in the event with a direct participation.

#### 4.1 Participants' feedback

As per the feedback from our participants, a total of 274 buyers visited their booths. Main feedback was



that due to free entry, individuals Chinese home makers visited fair & enquired about 1 pc / 2 pc purchase which was strongly objected by members. Members asked us to convey to fair authority to impose entry fee so that only serious buyers will attend the fair. During council official meeting with fair authority, this point was strongly emphasised & conveyed to them for taking further action. Participants also reported that apart from China, they also had visitors from countries such as South Korea, USA, Japan, Romania, Jordan, South Africa, UAE, Algeria, Russia and Lebanon. One of the exhibitors also informed that the purchasing power of Chinese customers is much better in relative terms than the developed markets. Except members from Karur region, other exhibitors expressed their interest to participate in this event again through Council for the next year.



Visit by Dr. J. Arvind, Consul -Commercial, Shanghai to HEPC & members stalls



Council Official meeting with fair authority

Participants stalls







**4.2. Observation during the event**

There was a good demand for products like floor coverings, carpets, decorative cushion, handmade cotton rugs and fabrics for upholstery items, Chair pad, throws, bed linen, towels, cotton / woollen stoles (especially Pashmina) and scarves. However market trend for other major product categories such as table linen, kitchen linen was negative since no serious buyers in the group represented these product items visited our two members from karur who had stalls displaying these kind of items. Central promotion stall of the Council had about 57 visitors and some of them had shown interest on IHB products displayed in the stall. Council's official had a meeting with fair authority and discussed on the following issues.

- ✚ allocation of stalls in relevant finished products segment for the next edition 2019
- ✚ Imposing entry fee to buyers & visitors so that only serious buyers will visit for next edition
- ✚ Splitting the participants into two groups viz floor covering segment and other made ups segment and allocate space accordingly in appropriate hall
- ✚ Better improved display of Fascia branding similar to china exhibitors in terms of appeal & look
- ✚ Possibility of arranging one to one meeting with buyers who visit the exhibitions thru fair authority for HEPC members

The Council was represented by Shri.Sundar Murugesan, Joint Director of HEPC

- Sundar Murugesan, Joint Director



To be published in the Gazette of India Extraordinary Part II Section 3, Sub Section (II)

Government of India  
Ministry of Commerce & Industry  
Department of Commerce  
Udyog Bhawan, New Delhi


Notification No:22/2015-2020  
New Delhi, the 26 July, 2018

**Subject: Amendment in Para 2.47 and para 3.05 of Chapter-3 of FTP 2015-2020.**

S.O.(E): In exercise of the powers conferred by Section 5 of the Foreign Trade (Development and Regulation) Act 1992 read with Para 1.02 of the Foreign Trade Policy, 2015-2020, the Central Government hereby makes the following amendments in the Foreign Trade Policy 2015-2020 with immediate effect:

Para of the FTP 2015-20	Current para	Amended Para
2.47	2.47 Export through Courier Service/Post Exports through a registered courier service is permitted as per Notification issued by DoR. However, exportability of such items shall be regulated in accordance with FTP/ITC(HS),2017.	2.47 Export through Courier Service/Post Exports through a registered courier service is permitted as per Notification issued by DoR. However, exportability of such items shall be regulated in accordance with FTP/ ITC (HS), 2017. The value limit for such exports through courier service and Post shall be Rs 5,00,000 per consignment.
3.05	3.05 Export of goods through courier or foreign post offices using e-Commerce i. Exports of goods through courier or foreign post office using ecommerce, as notified in Appendix 3C, of FOB value upto Rs. 25000 per consignment shall be entitled for rewards under MEIS. ii. If the value of exports using e-commerce platform is more than Rs 25000 per consignment then MEIS reward would be limited to FOB value of Rs.25000only. iii. Such goods can be exported in manual mode through Foreign Post Offices at New Delhi, Mumbai and Chennai. iv. Export of such goods under Courier Regulations shall be allowed manually on pilot basis through Airports at Delhi, Mumbai and Chennai as per appropriate amendments in regulations to be made by Department of Revenue. Department of Revenue shall fast track the implementation of EDI mode at courier terminals.	3.05 Entitlement under MEIS for Export of goods through courier or foreign post offices Exports of goods through courier or foreign post office, as notified in Appendix 3C, of FOB value upto Rs 5,00,000 per consignment shall be entitled for rewards under MEIS. If the value of exports, is more than Rs 5,00,000 per consignment then MEIS reward would be calculated on the basis of FOB Value of Rs 5,00,000 only.

**Effect of this Notification:** The value limit for exports through Courier service/ Post has been placed at Rs 5,00,000 and the eligibility criteria for entitlement under MEIS for courier/ post exports have been increased to Rs 5,00,000 per consignment from the earlier Rs 25,000 per consignment. The limitation on the port of exports for courier exports for the purpose of incentivisation under MEIS has been done away.

  
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To be published in the Gazette of India Extraordinary Part-II, Section-3, Sub-Section (II)

Government of India  
Ministry of Commerce & Industry  
Department of Commerce  
Directorate General of Foreign Trade

Notification No. 24/2015-2020  
New Delhi, Dated: 08 August, 2018


**Subject: Amendment in Para 2.05 of Foreign Trade Policy 2015-2020.**

S.O. (E): In exercise of powers conferred by Section 3 of FT (D&R) Act, 1992, read with paragraph 1.02 and 2.01 of the Foreign Trade Policy, 2015-2020, as amended from time to time, the Central Government hereby amends and revises the provision in Para 2.05 of the Foreign Trade policy (2015-20) on Importer- Exporter Code (IEC) as under:

**2.05 Importer-Exporter Code (IEC)**

Existing Para	Revised Para
<p>(I)</p> <p>(a) Application for obtaining IEC may be filed online in ANF 2A with applicable fees and submitted with digital signature.</p> <p>(b) When an e-IEC is approved by the competent authority, applicant is informed through e-mail that a computer generated e-IEC is available on the DGFT website. By clicking on "Application Status" after having filled and submitted the requisite details in "Online IEC Application" webpage, applicant can view and print his e-IEC.</p> <p>(c) The applicant may submit online application with the following details /documents (scanned copies to be submitted/ uploaded) along with the IEC application:</p> <p>(i) Digital photograph of the signatory applicant;</p> <p>(ii) Copy of the PAN card of the business entity in whose name Import/ Export would be done (Applicant individual in case of Proprietorship firms); (iii) Cancelled cheque bearing entity's pre-printed name or Bank certificate in prescribed format ANF-2A(I)</p> <p>(d) For modification in IEC, applicants may submit online application through digital signature (Class-II or Class-III), by paying applicable fees and uploading requisite documents, corresponding to the changes sought.</p> <p>(e) Detailed guidelines for applying for e- IEC is available at <a href="http://dgft.gov.in/exim/2000/iec_anf/iecanf.htm">http://dgft.gov.in/exim/2000/iec_anf/iecanf.htm</a></p> <p>(II) No Export/Import without IEC:</p> <p>(i) No export or import shall be made by any person without obtaining an IEC number unless specifically exempted.</p> <p>(ii) Exempt categories and corresponding permanent IEC numbers are given in Para 2.07 of Handbook of Procedures.</p>	<p>(a) No export or import shall be made by any person without obtaining an IEC number unless specifically exempted. For services exports, IEC shall be necessary as per the provisions in Chapter 3 only when the service provider is taking benefits under the Foreign Trade Policy.</p> <p>(b) Exempt categories and corresponding permanent IEC numbers are given in Para 2.07 of Handbook of Procedures.</p> <p>(c) Application process for IEC is completely online and IEC can be generated by the applicant as per the procedure detailed in the Handbook of Procedure.</p>

**Effect of the Notification:** Para 2.05 on IEC is revised and details on the procedure is shifted to para 2.08 of Handbook of Procedures.

  
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F.No 01/93/180/20/AM-13/PC-2(B) /e-5200



To be published in the Gazette of India Extraordinary Part II Section 3, Sub Section (II)

Government of India  
Ministry of Commerce & Industry  
Department of Commerce  
Udyog Bhawan, New Delhi

Notification No: 28/2015-2020  
New Delhi, the 27 August, 2018

**Subject: Amendment in Para 3.24 (j) of Chapter-3 of FTP 2015-2020.**

S.O.(E): In exercise of the powers conferred by Section 5 of the Foreign Trade (Development and Regulation) Act, 1992 read with Para 1.02 of the Foreign Trade Policy, 2015-2020, the Central Government hereby makes the following amendments in the Foreign Trade Policy 2015-2020 with immediate effect:

2. Existing Para 3.24(j) of the FTP 20 15-20

Status holders shall be entitled to export freely exportable items (excluding Gems and Jewellery, Articles of Gold and precious metals) on free of cost basis for export promotion subject to an annual limit of Rupees One Crore or 2% of average annual export realization during preceding three licensing years, whichever is lower. For export of pharma products by pharmaceutical companies, the annual limit would be 2% of the average annual export realisation during preceding three licensing years. In case of supplies of pharmaceutical products, vaccines and lifesaving drugs to health programmes of international agencies such as UN, WHO-PAHO and Government health programmes, the annual limit shall be upto 8% of the average annual export realisation during preceding three licensing years. Such free of cost supplies shall not be entitled to Duty Drawback or any other export incentive under any export promotion scheme.

3. Amended Para 3.24(j) of the FTP 2015-20

Status holders shall be entitled to export freely exportable items (excluding Gems and Jewellery, Articles of Gold and precious metals) on free of cost basis for export promotion subject to an annual limit as below:


a. Annual limit of 2% of average annual export realization during preceding three licensing years for all exporters (excluding the exporters of following sectors-(1) Gems and Jewellery Sector, (2) Articles of Gold and precious metals sector) .

b. Annual limit of Rupees One Crore or 2% of average annual export realization during preceding three licensing years, whichever is lower, (for exporters of the following sectors-(1) Gems and Jewellery Sector, (2) Articles of Gold and precious metals sector).

c. In case of supplies of pharmaceutical products, vaccines and lifesaving drugs to health programmes of international agencies such as UN, WHO-PAHO and Government health programmes, the annual limit shall be upto 8% of the average annual export realisation during preceding three licensing years.

The free of cost supplies made under provisions of Para 3.24(j) shall not be entitled to Duty Drawback of any other export incentive under any export promotion scheme.

**Effect of this Notification:** The limit of Rs One Crore per year for exports on free of cost exports basis for export promotion for Status Holders is removed and is made 2% of average annual export realization during preceding three licensing years with immediate effect.

  
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### EXPORTS THROUGH POSTAL CHANNEL BY DEPARTMENT OF POST, GOVT. OF INDIA

India Post facilitates residents in sending their consignments across the globe. The services are attractively weaved to suit the needs of different categories of senders who may be an individual or company or any other bulk senders. The items may be letters or parcels with a maximum weight of upto 35kgs.

Chennai Foreign Post is one of the intermediary offices in India through which international articles are exported and imported. Foreign Trade Policy has been recently revised to permit export of goods through Delhi, Mumbai and Chennai Foreign Post offices. Exporters can trade internationally through postal channel by filing Postal Bill of Export (PBE) enabling them to be entitled for subsidies/GST Claims as and when applicable.

Our facility named International Business Centre is situated at GST Road, Meenambakkam where the articles can be examined by Customs, booked and despatched on the same day. The contact details are as follows:

**International Business Centre**

GST Road, Meenambakkam,  
Chennai 600016.

Working hours: 10.00hrs to 18.00hrs

Contact Person: K. Santhakumar, Marketing Executive  
Phone: 8870037688

A Tribute to



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