

REPORT ON HEPC'S PARTICIPATION IN

***WHO'S NEXT FAIR***

ORGANISED

BY

WSN DEVELOPPEMENT, PARIS, FRANCE

AT

PARC DES EXPOSITIONS - PORTE DE VERSAILLES, PARIS FRANCE

HELD DURING 21<sup>st</sup> TO 23<sup>rd</sup> JANUARY 2023

SUBMITTED

BY

V. RATHEESH,  
HANDLOOM EXPORT PROMOTION COUNCIL,  
NO.34, CATHEDRAL GARDEN ROAD, NUNGAMBAKKAM,  
CHENNAI – 600034  
TEL : +91-44-28278879  
FAX : +91-44-28271761  
E-MAIL : HEPC@HEPCINDIA.COM  
WEBSITE : WWW.HEPCINDIA.COM

## **WHO'S NEXT FAIR (JANUARY 2023) AT A GLANCE**

Name of the fair	:	Who's Next
Organizer	:	WSN Development
Venue	:	Hall 1, Parc Des Expositions – Porte De Versailles, Paris
Duration	:	3 days (21 <sup>st</sup> to 23 <sup>rd</sup> Jan 2023)
No. of exhibitors through HEPC	:	21

### **HIGHLIGHTS OF THE FAIR AS REPORTED BY THE FAIR AUTHORITIES :**

Total Exhibitors	:	992
Total Visitors	:	40,147 (61% from France and 39% from other countries)
No. of Indian Exhibitors	:	Nearly 120
Top 5 Exhibiting countries:	:	Italy, Spain, India, Germany, Turkey
Top 5 Visiting countries	:	Italy, Belgium, Spain, Germany, UK
Products	:	Textile Accessories, Scarves Jewellery, Beauty, Belts, Hats, Socks, Shoes, Ties, Polish Concept, Gloves, Underwear, Glasses, Watches, Multi Accessories, Design, Umbrellas, Fragrance, Bags, Luggage, etc.

### **PARTICIPANTS FEED BACK:**

Products displayed	:	Scarves, Stoles, Shawls, Hand bags, ladies garments, etc
Products of interest shown by buyers	:	Scarves, Stoles, Shawls, Bags, etc
No. of visitors	:	296
Spot orders	:	INR 3,97,61,785/-
Enquiries generated	:	INR 3,83,93,110/-

## **PREFACE :**

WHO's NEXT, a bi-annual event, was held from 21<sup>st</sup> to 23<sup>rd</sup> January 2023 at Porte de Versailles, Parc des Exposition, Paris, France. Who's Next trade show brought together French and International ready-to-wear collections across different areas: Textile Accessories, Ready to wear, Bags and Leather goods, What's up & Foot wear, Impact and Neonyt Paris, From, Fame, Trendy, Jewellery The "Who's Next" exhibition organized in Hall 1 covering the entire range of Fashion accessories. As per fair authority, during 3 days, Who's Next witnessed 40 147 visitors: 61% from France and 39% from all over the world. Top 5 of visiting countries:

- Italy
- Belgium
- Spain
- Germany
- UK

This season, 992 exhibitors showcased at Who's Next,IMPACT, Bijorhca and Neonyt Paris, 49% from France and 51% Internationals, 32% Exhibiting for the first time. Top 5 of Exhibiting countries:

- Italy
- Spain
- India
- Germany
- Turkey

## **ABOUT FRANCE & ITS ECONOMIC POLICIES:**

France is ranked 28th in the Human Development Index, with the world's seventh-largest economy by nominal GDP and tenth-largest by PPP; in terms of aggregate household wealth, it ranks fourth in the world. France performs well in international rankings of education, health care, and life expectancy. It remains a great power in global affairs being one of the five permanent members of the United Nations Security Council and an official nuclear-weapon state. France is a founding and leading member of the European Union and the Eurozone.

France has a developed, high-income mixed economy, characterised by sizeable government involvement, economic diversity, a skilled labour force, and high innovation. 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.

In 2018, France was the fifth-largest trading nation in the world and the second-largest in Europe, with the value of exports representing over a fifth of GDP. Its membership in the Eurozone and the broader European Single Market facilitates access to capital, goods, services, and skilled labour. Despite protectionist policies over certain industries, particularly in agriculture, France has generally played a leading role in fostering free trade and commercial integration in Europe to enhance its economy. In 2019, it ranked first in Europe and 13th in the world in foreign direct investment, with European countries and the United States being leading sources.<sup>1</sup> According to the Bank of France, the leading recipients of FDI were manufacturing, real estate, finance and insurance. The Paris region has the highest concentration of multinational firms in Europe.

### TREND OF HANDLOOM PRODUCTS EXPORT TO FRANCE

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, and Rs. 40.85 (upto November 2022-23).

## HEPC'S PARTICIPATION IN WHO'S NEXT FAIR:

HEPC is participating regularly in Who's Next since 2010. HEPC was allotted total space of 182 sq.mtrs. at Hall No. 1 for 21 participants (10 member participants + 5 non member participants and 6 weavers (one weaver for loom demonstration) + Council's booth). Event was organized under National Handloom Development Programme of Ministry of Textiles, Government of India.

Council's participants were allotted in the areas From, Impact, Textile Accessories and Ready to wear. Other than HEPC's member participants, few Indian exhibitors also participated directly, and exhibited in the same hall.

Other than Indian exhibitors, participation from Italy, Spain, France, Israel, Japan, Netherlands, Greece, Austria, Morocco, UK, Portugal, Denmark, Italy, United States, Germany, Turkey, etc also exhibited various products in the same hall. Exhibitors in Hall 1 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.

As per the feed back received from the participants, first day was the highlight of the fair, and most of the participants had visitors and received sport orders & serious enquiries. The flow of the visitors during the second and last day was nominal, when compared to previous day. However, most of the participants are happy with the overall outcome of the event. As per the report, buyers from Spain, Chile, Italy, France, Netherland, Poland, Italy, Rome, Portugal, Greece, USA, Belgium, Scotland, China, 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. As per the feed back, members felt that after pandemic, this show was a breakthrough for their business in international market.

Council also promoted a booth for individual weavers from different states (UP, HP, Kashmir, Bihar, Chattisgarh), whose participation were sponsored by Development Commissioner (Handlooms). In the weavers booth, they displayed product like Shawls, Stoles, Scarves, Dupatta, Banarasi Sari, Caps, Muffler, Tie, Socks, etc, Weavers also received few spot orders and enquires for their products like Pashmina Shawls, Kani Shawl, Tassar Silk, etc. A National Awardee from Badamwari, Srinagar, shown loom demonstration for Kani weaving and designing technique. The loom demonstration attracted many buyers and they had shown interest to know about the Kani weaving technique.

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

As per their feed back, the participants had about 296 visitors (total visitors for the event is 40147) , spot order worth Rs.3.98 crore and business enquiries worth Rs.3.84 crore were generated. Most of them expressed their desire to participate next edition of Who's Next fair through Council.

During the 3<sup>rd</sup> day of the event, Shri Deepanshu Khurana, Second Secretary (Commerce) visited venue and interacted with participants. Some of the participants appreciated Councils effort to him for organizing such events. Also visited the weaver's booth and interacted with them. He was guided them to enter into international market by direct export. The second secretary witnessed the loom demonstration about Kani weaving and assured full co-operation of the Indian Mission in our future endeavors.

Visit of Second secretary , Embassy of India, France to the venue



Council official had a meeting with fair authorities and discussed about location, discounted price, etc. They confirmed that space fee will not be increased for next time and also try to get better space location for next time, if we submit the application for next event by May month. The fair authority also happy with HEPC pavilion and participants display.

### Meeting with fair authority



During the fair, 7 importers submitted their registrations to visit upcoming India Textile Sourcing Fair to be held in Delhi and also business cards of potential importers were collected. Importers were also briefed about the various facilities offered by HEPC in organising ITSF. Further, we had propagated about "Indian Handloom Brand" to all the importers who had visited HEPC's booth.

One member participant M/s. Ra Ma, Andhra Pradesh, confirmed their participation in ITSF with payment and application. Some of our member participants also showed keen interest in participating in the forthcoming IIFH at Chennai.

The next edition of Who's Next fair will be held during 2<sup>nd</sup> to 4<sup>th</sup> September 2023 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 want 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





LOOM DEMONSTRATION AND WEAVERS BOOTH



