

Report on Council's participation in Ambiente (3-7, February 2023)

1. About Ambiente :

Ambiente - the world's leading trade fair for consumer goods is organised by Messe Frankfurt in Frankfurt, Germany. Exhibitors and trade visitors establish first-class contacts, discover the latest developments in the market and in design, and they experience trends and opportunities in all segments. Covering three areas – Dining, Living and Giving – Ambiente showcases the most important aspects of the entire spectrum of consumer goods.

Sensational comeback:

Due to the COVID-19 impact, Ambiente 2021 and Ambiente 2022 were cancelled and now Ambiente 2023 had a sensational comeback, wherein, for the first time, The leading international consumer goods fairs Ambiente, Christmasworld and Creativeworld joined forces from February 3-4 to 7, 2023, to inspire as the global hub for upcoming lifestyle trends. They reflected the increasing merging of lifestyles and focus on the top theme of sustainability. 4,561 exhibitors occupied the entire Frankfurt exhibition center on 352,950 gross square meters and impressed 154,000 buyers / retailers from all over the world with their innovations. Participants from more than 170 nations celebrated the personal encounter.

With an overwhelming participation and tremendous internationality, the event made an incredible comeback for the global consumer goods world after two years of pandemic.



1.1 . Product wise segmentation of halls

Exhibitors were grouped under 3 categories namely Living, Dining and Giving as per the following hall bifurcations

LIVING: Hall 10.2, 10.3, 10.4

DINING: Hall 10.2

GIVING: Hall 10.1

And Hall 10.0, 10.1, 10.2, 10.3 and 10.4 were branded as Global sourcing wherein exhibitors from other countries were placed.

2. Economic Development in 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, etc The resumption of talk between India-EU Free Trade Agreement will be beneficial to the Indian textile industry.

3. About Council's participation in Ambiente

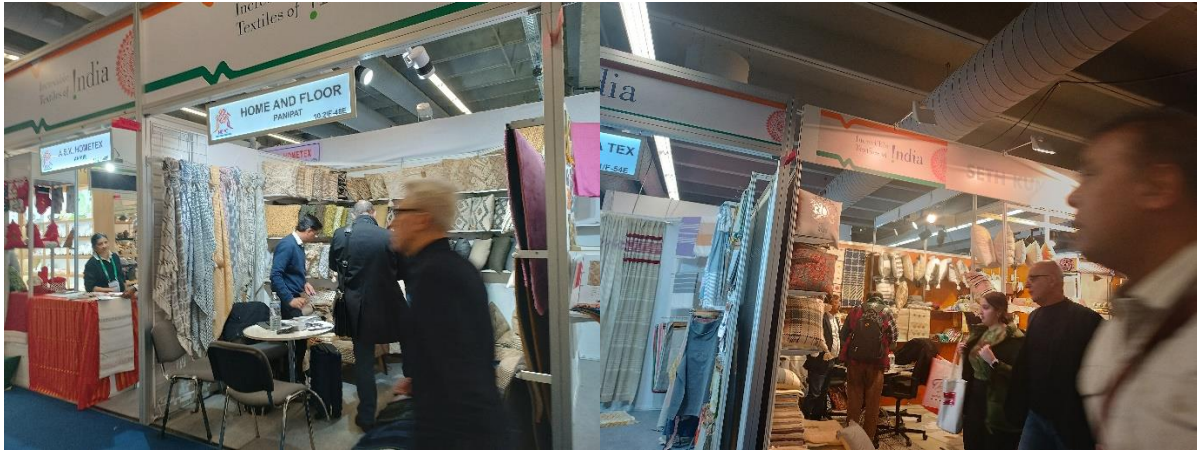
HEPC participated with 19 exhibitors, EPCH pavilion (55 exhibitors) and Plex Council pavilion (5 exhibitors).

HEPC participated in Ambiente held at Frankfurt, Germany during 3-7, February 2023 for the third time in succession by scaling up its participation from the earlier participation of 10 exhibitors (in 2019) to 19 exhibitors (in 2020 and 2023). For the first time in ambiente 2023, the event had a participation under three categories with 10 member exporter under Members categories, 4 under non-member categories and 5 under weaver artisans. The event participation was organised availing financial grant under **National Handloom Development Programme of O/o. Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India.**

The pavilion under HEPC was put up in a total area of 191 sq.mtrs, with Hall 73.5sqm in 10.1, 61.25sqm in 10.2 and 56sqm in 10.4 with the participation of following exhibitors

Participants stall views







HE Parvathaneni Harish, Ambassador of India, Berlin and Dr. Amit Telang, Consul General of India, Frankfurt, Germany, Mr. Vinod Kumar, Consul Commerce, Office of the CGI, Frankfurt, Germany visited HEPC Pavilion at Ambiente 2023 on 04.02.2022 along with Mr. Rakesh Kumar, Director General and Chairman and Mr. Dileep, Vice Chairman Export Promotion Council for Handicrafts (EPCH) and Mr. Ruban, Regional Director, Plastic Export Promotion Council, after inaugurating EPCH stall.



As per the feedback from the participants under the aegis of the Council had a satisfactory outcome with a **spot order of Rs.3.28crore and enquiries of Rs.14.24 crore from a total of 440 visitors** who visited them as reported in their feedback. The participants had visitors from Holland, Italy, Germany, Greece, USA, Europe, Russia, Mongolia, Equador, South Korea, Belarus, Latvia Switzerland, Georgia, Italy, Denmark, Netherlands, Israel apart from host country visitors.

Council had put up a central promotion stall with a display of participants' brochures specially brought out for the event , IHB leaflets and also put up a AV display on IHB.

4. MEETINGS:

4.1 Interactive meeting with Ambassador and CGI

HE Ambassador, Berlin and CGI, Frankfurt at hotel Kempinski, 63263 Neu-Isenburg at 6pm on 3.2.2023.

HEPC, EPCH and PLEX Council along leading importers of textile industry participated in the meeting.

After self introduction round, Mr. Rakesh Kumar, Director General n Chairman, EPCH along with Mr. Dileep , Vice Chairman, EPCH briefed about their activities.

Mr. Gagan Rai, Ex chairman n present Executive Committee member in his speech briefed about HEPC activities and our participation in ambiente fair being held now and also our association with Messe for more than 2 decades. He highlighted the visa issues faced by participants. He also requested for the waiver off import duty so as to serve better for the German customers and also requested the ambassador to hand hold the textile industry.

Then the PLEX Council Mr. Ruban, regional Director, South briefed about their activities.

The Ambassador while addressing, advised that to hand hold, participation in trade events should not be episodic and has to be informed well in advance, ie, atleast 6 months before the event so as to plan the activities. He also advised that BSMs should not be organised in Germany as Germany is not a platform for BSMs.

The meeting ended with dinner and group photos.



4.2 Meeting with fair organiser

A meeting was held with the fair organiser Ms. Paulina Abad on 06.02.2023 and the following points were discussed:

1. Better location without pillars and pillar space charges may be waived off
2. Additional space may be required as participants are interested in taking bigger size stall like heimtextil (space with 6 / 8/ 10 m depth)



5. ITSF buyer mobilisation :

During the event, mobilisation of buyers for India Textiles Sourcing Fair to be held during March 14-16 2023 at New Delhi was done.



The Council was represented at the event by Mrs.NCK Sreelegha, Executive
