

International Sourcing Expo, Melbourne, Australia
(15-17, November 2022)
Event Participation Report

As part of various export promotion activities proposed in the Annual Marketing plan (2022-23) of the Council , the participation in International Sourcing Expo held at Melbourne, Australia during 15-17 November 2022 was organised by the **Handloom Export Promotion Council** in association with **National Handloom Development Corporation** as approved under **National Handloom Development Programme of O/o. Development Commissioner(Handlooms), Ministry of Textiles, Govt. of India.**

1. Australia Market- An Overview

Australia is the 7th major export destination for Indian handloom products during 2021-22 with an export value of USD 9.4 mn. The major handloom products exported to Australia are Other furnishing articles, table cloth and table covers, Cushion covers, mats and mattings, Napkins, carpets & rugs, etc.

The Australia-India Economic Cooperation and Trade Agreement (ECTA) was signed on 2 April 2022 by **Shri.Piyush Goyal, Hon'ble Minister of Commerce and Industry, Consumer Affairs and Food, and Public Distribution and Textiles of India and Australia's then Hon'ble Minister for Trade, Tourism and Investment Mr.Dan Tehan.** Around 98% of the tariff lines of Indian is having immediate market access at Zero duty. The Australian parliament ratified ECTA in November 2022 which unlocks a new era of trade between the countries. Sectors such as Apparel and textiles, Gems and Jewelry , leather and footwear , furniture, sports goods , electrical goods , machinery , railway wagons and specified pharma products will gain Zero-duty benefits expected come into force from January 2023 . With the signing of ECTA, the two-way commerce is expected to double to USD40-50 billions. Indian exports and manufacturing will be equally benefitted with the duty free import of raw materials from Australia for their competitiveness. The duty free import coal, alumina, copper, nickel, cobalt, bauxite, raw hides and skin, wool and cotton (upto 300,000 bales) will benefit a large number of manufacturing sectors including steel and engineering , leather, cotton and woolen textiles.. Against a total import of 2011 Million\$ of textile made ups by Australia from the World , India has a current share of only 190 Million\$ (only 9.5%). Similarly, against a total import of 3495Million\$ of woven apparels by Australia from the World, India has a share of only 159 Million \$ (4.5%). Hence, there exists a huge potential for market expansion in Australian market under ECTA

2. About International Sourcing Expo

International Sourcing Expo Australia organised by International Expo Group Pty Ltd., Australia connects Australian and New Zealand trade buyers with a broad range of manufacturers and suppliers from across the globe. With a focus on apparel, accessories and textiles, the event provides an efficient way for international sourcing, learning and networking for industry professionals. International Sourcing Expo Australia is co-located with the Footwear and Leather show Australia and China Clothing Textiles Accessories Expo. This event is Australia's dedicated destination for global apparel and textile sourcing, and due to the scale and breadth of international participation, it is the leading sourcing event across South East Asia for trade professionals. As the major international sourcing forum in Australasia, the above event provides unparalleled access to meet major volume buyers across Australia and New Zealand.



The current edition held in November 2022 had around 400 exhibitors from 20 countries which included participation from overseas countries such as India , Bangladesh, Pakistan, Hong Kong, Japan, Peru, Sri Lanka, Taiwan, Turkey, USA, Indonesia , Columbia , South Africa, Vietnam etc

The following trade organization from various countries participated in the event

- FEDERATION OF INDIAN EXPORT ORGANISATIONS
- HANDLOOM EXPORT PROMOTION COUNCIL
- APPAREL EXPORT PROMOTION COUNCIL
- COUNCIL FOR LEATHER EXPORTS
- TAIWAN TEXTILE FEDERATION
- PROVINCIAL GOVERNMENT OF JAKARTA
- SOUTH AFRICAN FOOTWEAR AND LEATHER EXPORT COUNCIL
- EXPORT PROMOTION BUREAU BANGLADESH
- TRADE DEVELOPMENT AUTHORITY OF PAKISTAN
- DEPARTMENT OF TRADE AND INVESTMENT SOUTH AFRICA
- ISTANBUL TEXTILE AND RAW MATERIALS ASSOCIATION

The 2022 edition attracted major decision makers, trade buyers and agents, leading manufacturers and brands as well as major retail groups and wholesalers.. The event had a total of 3128 unique visitors. The visitor composition had Designers (25%), Distributor/Wholesalers (20%), independent retailers (18%), Importers (14%), Manufactures (9%), Retail chain and Department stores(5%) others (11%)

The 2022 Global Sourcing Seminars included nine sessions presented by industry experts across the three days event. A Seminar on “**Post ECTA: Business opportunities Between**



India & Australia” had the presentation from **Dr. Ajay Sahai, Director General & CEO, FIEO** and **Mr Richard Emerson Elliot , Asst. Secretary , Free Trade and Stakeholders engagement Division, DFAT , Australia**

3. HEPC’s participation in the event:

The event had a total participation of over **140 exhibitors** from India under various trade promotion organisations such as **HEPC, AEPC, FIEO and CLE** .

HEPC organised participation of **20 exhibitors** in the event under **National Handloom Development Programme (NHDP)** of **O/o. The Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India**. The event was organised jointly in association with National Handloom Development Corporation.

As stipulated in the latest NHDP guidelines, Council organised participation of **10 member exporters , 5 Non member exporters and 5 Nos of individual weavers** besides a live weaving demonstration by a State awardee in a total area of **213 sq.mtrs** (including Central promotional area of HEPC)

The participants displayed hometextile made ups ,Curtains and cushions, Aprons , Rugs and floor coverings ,Bath mats , Quilts, Woven garments , Stoles , Scarves. The exhibitors under individual weavers category displayed Banarasi silk brocades, stoles, scarves , patola stoles , shawls, patola tie, Ikat handloom fabrics and furnishings etc. As there were VISA issues for 3 participants, HEPC had to find replacement participants (as listed SI.No.8,9 &10) so as to utilise the space already hired by the Council.

Mr.Rajendra Sudharshan Ankam a state awardee(2018) from Solapur, Maharastra deputed for the event demonstrated the art of tapestry weaving of portraits and wall hangings which attracted the attention of many visitors.



Dr.Sushil Kumar , Consul General of India in Melbourne inaugurated India Pavilion on 15-11-2022. The Consul General accompanied by **Shri.Girish Singh Kavia , Consul (Commerce, Consular & Political)** visited the Indian exhibitors at the event. Earlier the Consul General was received by **Dr.A.Sakthivel, President, FIEO , Dr. Ajay Sahai , Director General & CEO , FIEO** and official representatives from HEPC, AEPC and CLE.

The Consul General also visited Handloom Pavilion of the Council and interacted with the individual weavers / National Awardees who displayed their product at the pavilion put up by HEPC. The Consul General also interacted with the weaver artisan who demonstrated the art of handloom weaving. The Consul General informed that with the presence of a sizeable population of Indian Diaspora (over 60000) particularly at Melbourne in Australia, the traditional handwoven textiles of India have a good market demand.





As per the feedback from the participants, our exhibitors collectively had about **750 visitors** in total to their booth. Visitors were predominantly from Australia and New Zealand. The visit of few other country visitors like from Greece, France were also reported. Our exhibitors reported that they were able to book **spot order of Rs.0.76crore** and generate business enquiries of **Rs.2.90 crore**.

Council had put up a central promotional stall with a screening of AV film on India Handloom Brand and different handloom weaving techniques of India. Exhibitors catalogue brought out by the Council for the event and the leaflets on India Handloom Brand were distributed to all visitors



4. Observations of the official:

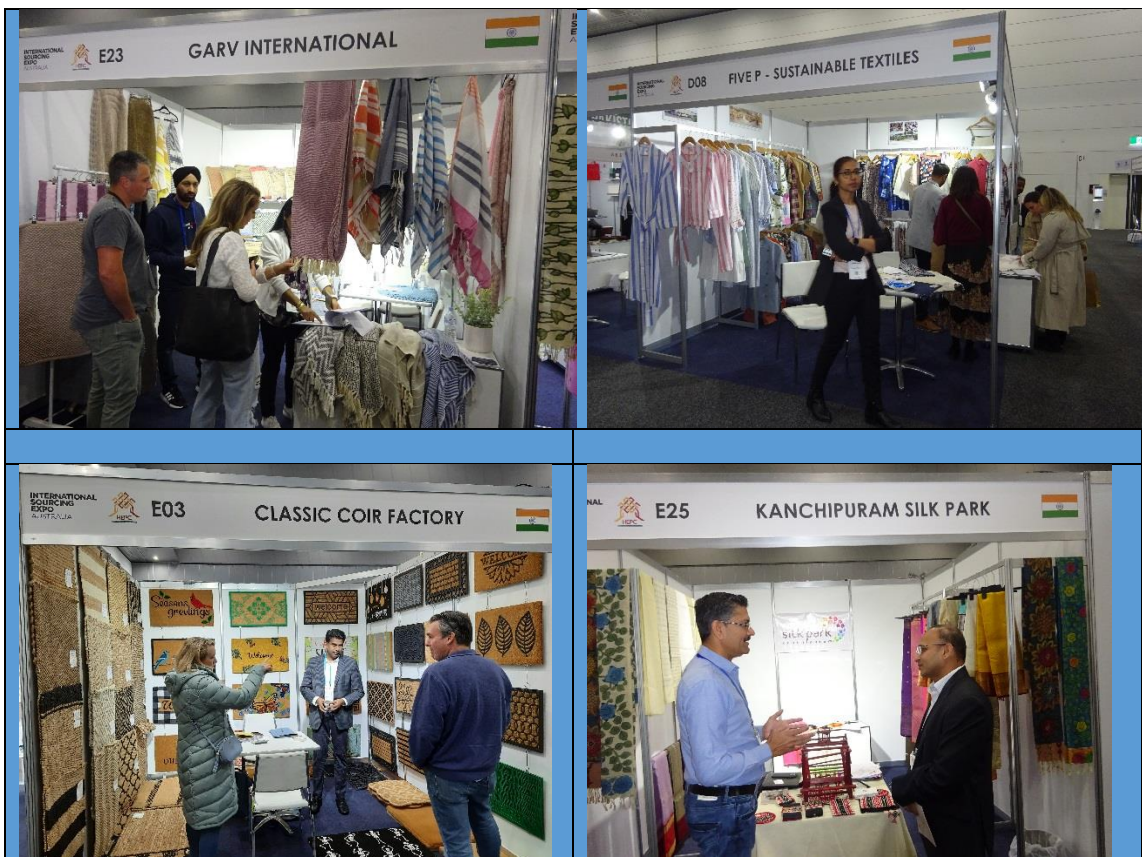
- The sizeable presence of India Diaspora and many boutiques in Australia had attracted many trade visitors to the pavilion of Individual weavers in particular and couple of them booked spot orders as well.
- The event had a record number of participants from India this time almost matching to that of Chinese exhibitors
- The event predominantly attracted many garment buyers and also buyers of hometextile products more of retailers category

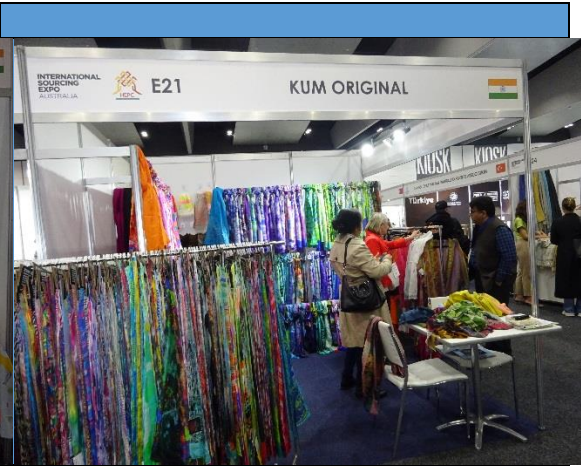
- Signing of ECTA which is expected to come into force in January 2023 paving a way for the duty free import for Indian textiles will help Indian exporters to gain a better market reach and market expansion for our exports to the region
- Product of organic , sustainable , recycled characteristics evoked good response among the trade visitors
- Organising of a B2B/B2C event exclusively for Indian traditional textiles coinciding International event in the region may fetch good results.
- The official had a meeting with **Ms.Marie Kinsella, CEO, International Exhibition and Conference Group** and **Ms. Julie Holt, Global Exhibitions Director, International Exhibition and Conference Group**. During the discussion the event organiser informed about their upcoming Global sourcing event to be held in Sydney during July 2023 which will have much focus on hometextiles and suggested to consider Council's participation in the event so as to avail the market opportunity arising out of ECTA environment



The event was coordinated by Mr.P.Rangasamy, Joint Director (Export Promotion) deputed to the event.

Photographs of HEPC Participants' Stall







Individual weavers

