

Index International Design Exhibition, Dubai

Mrs. Reena Sawhney

Handloom Export Promotion Council organizes many trade fair participations around the globe as an export promotion measure for the benefit of the handloom sector with financial assistance from Ministry of Textiles and Ministry of Commerce & Industry, Govt. of India. In this continuing endeavour, Council has organized an exploratory participation with 5 member exporters in the Index International Design Exhibition 2016 held from 23rd to 26th May 2016 in Dubai, UAE. The fair was organized by DMG Events at the Dubai International Convention & Exhibition Centre.

and Industry of the United Arab Emirates, officially opened the doors for the exhibitors.

According to the fair authority, 750 exhibitors from 43 countries exhibited their products in an area of 35000 sqm in this edition. Nearly 28993 visitors visited the fair. 101 Textile exhibitors displayed their products from 21 countries viz. Austria, Belgium, China, Egypt, France, Germany, Greece, India, Italy, Portugal, Pakistan, Qatar, South Korea, Saudi Arabia, Taiwan, Tunisia, Thailand, United Kingdom, United Arab Emirates, Ukraine, Vietnam in Hall No. 7.

Export to Dubai:

As per the DGCI&S export statistics there is an overall growth of 259.15% in the year 2015-16 over 2014-15. As Dubai being free trade zone, many export consignments are not actually been imported in Dubai, the same been sent to other destinations.

About Our participation:

Handloom Export Promotion Council organized an exploratory participation with 5 member exporting firms in the Index International Design Exhibition 2016 held from 23rd to 26th May 2016 in Dubai, UAE under NHDP scheme of Development Commissioner (Handlooms), Ministry of Textiles, Government of India.

Most of the exhibitors displayed furniture, lightning products (decorative material) and carpets in this fair. However, Textile exhibitors were accommodated exclusively in Hall No. 7.



About the fair:

INDEX, the GCC's biggest event for sourcing interiors and design products, and workspace at INDEX, the region's only exhibition dedicated to commercial interior design, has opened their doors for the 26th and 15th times respectively.

H.H. Sheikh Hamdan Bin Rashid Al Maktoum, the Deputy Ruler of Dubai and the Minister of Finance



Aisle (Hall No. 7)



Aisle (Hall No. 6) Furniture & Furnishings

Mr. Rahul Srivastava, Consul, Consulate General of India, Dubai visited HEPC stall and interacted with Chairman and other member exporters.



Chairman & Council's representative informed Consul, Consulate General of India, Dubai about the exploratory participation to plan for future. Consul was also informed about the facilities being provided to buyers visiting India International Handwoven Fair 2017, Chennai (RBSM) and requested him to help in mobilizing buyers from Dubai.

During the fair, about 7 buyers were mobilised to visit the IIHF 2017, Chennai. Business cards have been exchanged with them to follow up through mail.

Trade enquiries worth of USD 500 was generated from 8 UAE buyers in the fair. None of the participants received spot order during the fair. However, as per the feedback received from the participants, out of five participants, three of them are interested to participate in the next edition of Index fair. The Fair authorities are planning to organize the next edition of the fair more successfully for Textile products. They are in the process of accommodating exhibitors in the relevant halls as per their product profiles. Bath mat & floor covering and carpet (wall to wall) will also be accommodated separately.

A market survey was undertaken by visiting some famous Malls in Dubai and found that most of the products viz. bed sheets, curtains, kitchen towels,

aprons, kitchen napkins, bath mats, place mats, table clothes, shaggy rugs, duvet covers, pillow cases in different sizes and quantities are being imported from different countries viz. India, Pakistan, China, Portugal, Turkey, etc. and are selling these products in their own brands and price.

A gist of products explored at is furnished below:

S.#	Products	Dimension	Value
1	BATH TOWELS EMB	70X40 CM	AED 39
2	BRAVO BED SHEET (DOUBLE) 3PC	SHEET: 81X90") WITH 2 PILLOWS SIZE 20X30"	AED 49
3	BRAVO BED SHEET (DOUBLE) 3PC	SHEET: 81X92") WITH 2 PILLOWS SIZE 20X30"	AED 55
4	QUEEN 4 PCS 100 % COTTON BED SHEET (MADE IN INDIA)- FLAT SHEET	94.4"X102.3" WITH 2 PILLOWS (15.8"X29.1")	AED 169
5	WINDOW CURTAIN	50"X72"	AED 92
6	KITCHEN TOWEL	THREE PIECES - SET	AED 12
7	TERRY WASH TOWELS (MADE IN PAKISTAN)	100% COTTON 30X30 (10 PCS)	AED 12
8	KITCHEN TOWELS 100% COTTON (MADE IN INDIA)	100% COTTON 30X30 (10 PCS)	AED 12
9	KITCHEN APRON	60X80 CM	AED 12
10	KITCHEN NAPKINS 6 PCS	50X70 CM	AED 19
11	BATH MAT SET WITH LATEX BACKING	4 PCS	AED 12
12	H/W PLACE MAT FIBER (MADE IN INDIA) (1 PC)	33 X 48 CM	AED 5
13	TABLE CLOTH 100% POLYESTER - 4 PCS	58"X72", 58"X104", 58"X90", 58"X58"	AED 46
14	TABLE CLOTH - 4 PCS	52"X70", 80"X84", 58"X90", 58"X58"	AED 50
15	PLAIN KITCHEN TOWEL - 3 PCS	40 X 65 CM 100% COTTON	AED 15
16	STANDARD PILLOW SHAM (MADE IN CHINA) - 10 PCS	50X75+5 CM	AED 150
17	TENDENCE'S WAFFLE TOWEL - 3 PCS (100% COTTON)	40X65 CMS	AED 15
18	TERRY KITCHEN TOWEL - 2 PCS (100% COTTON)	40X65 CMS	AED 15
19	SHAGGY RUG	120X180	AED 119
20	DUVET COVER (MADE IN TURKEY) - COTTON	240X220 CM	AED 325
21	DUVET COVER WITH 2 PILLOW CASES - 100% PURE COTTON	240X220 CM	AED 325
22	PILLOW CASE (COTTON) (MADE IN PORTUGAL)	50X75 CM	AED 95

India Trade & Exhibition Centre middle east (ITEC m.e.)

ITEC- A brief

ITEC m.e. is a not for profit trade Centre, established with the mandate from Ministry of Commerce, Government of India and Sharjah Chamber of Commerce and Industry, Government of Sharjah – UAE, is one of its kind in the world outside India to promote trade & investment between India –UAE, India-GCC & India-MENA region.

ITEC m.e. is a one stop shop for State Governments, Export Promotion Councils, Corporates, SME's and Indian businessmen to promote and expand their commercial interests or experiment with new areas of operation at nominal costs in the markets of the UAE, GCC and MENA countries.

ITEC would provide the following support to HEPC as per our requirement

1. Conduct Buyer Seller meet exclusively for HEPC in UAE, Saudi Arabia and Iran
2. Publicize HEPC Events and services in UAE and GCC Countries. All direct costs of such publicity shall be borne by HEPC. (Reverse BSM)
3. Explore various new promotional trade opportunities for HEPC as a part of long term strategic trade development plan.
4. Provide handholding services to HEPC members, like setting up offices in ITEC m.e, opening of bank account, recommending local partners for setting up business ventures

outside the Free Trade Zones, recommending different service agencies, distributors etc and issuing residence visa to your members.

5. Assist in trade delegations of HEPC to UAE/ GCC / MENA region (including Iran).

Members of HEPC can set up their operations in UAE for as low as 5000 USD per annum which includes a working desk and residence visa. They can use the facility of ITEC m.e and visit UAE, GCC region without any hassles for their business meetings and meet distributors in this region.

The Index International Design Exhibition 2016 fair was well coordinated by Mrs Sri PriyaaKumari, Director General, ITEC m.e., and Mrs Ivy Majumder, Director- Business Development, ITEC m.e.



Mrs. Reena Sawhney, Assistant, HEPC