

Domotex, Hannover, Germany

Domotex Fair:

Domotex is the leading trade fair for international floor coverings, the fair sets the trend for the next season. Around 1,409 exhibitors from 60 plus nations participated in the current edition of Domotex. The fair encompasses participants from retailing, wholesaling, architecture, interior design, skilled trades, furniture and home furnishings sector. Many countries including Germany, Turkey, Belgium, India, China, Netherlands, Iran, Italy, Egypt and the United States exhibited in the event.

The products displayed varied from textile and resilient floor coverings for residential and commercial property to machine and handmade carpets, parquet, laminate flooring and floor coverings for outdoors as well as installation and application technology. As per fair authority, nearly 70 percent of visitors were from abroad, with the majority (43 percent) coming from EU countries. There was a considerable increase in visitors from the near and Middle East (up 9 percent) as well as East and Central Asia (up 16 percent). Notably more visitors came from the U.S. and the United Kingdom, in particular.

Export of handloom products to Germany:

Value in Rs.crore and US\$ million

Sl. No.	Products	2013-14		2014-15		2015-16		% growth in 2014-15	% growth in 2015-16
		INR	US\$	INR	US\$	INR	US\$	INR	INR
1	Fabrics	0.26	0.04	0.95	0.16	4.01	0.47	263.32	320.04
2	Floor Coverings	51.55	8.52	45.89	7.50	39.15	5.98	-10.99	-10.99
3	Clothing Accessories	1.28	0.21	2.13	0.35	1.90	0.29	66.86	66.86
4	Madeups	97.91	16.18	106.15	17.36	55.53	8.53	8.41	8.41
	Total	151.00	24.96	155.12	25.37	100.59	15.27	2.73	-35.15

Export of Handloom products to Germany in both rupee and dollar terms witnessed a mixed trend with increasing trend during 2014-15 and decrease in 2015-16.

Export of Floor coverings during 2014-15 and 2015-16:

Value in Rs.crore and US\$ million

Sl. No.		2014-15		2015-16		% growth in 2015-16
		US\$	INR	US\$	INR	
1	Carpets, Rugs and Mats of Handloom	20.56	125.69	13.92	90.92	-27.66
2	Cotton Durries of Handloom	33.53	205.02	27.09	177.08	-13.63
3	Mats and Mattings	95.49	583.84	84.26	551.82	-5.48
	Total	149.57	914.55	125.27	819.82	-10.36

Sl. No.	Product	April-December 2015		April-December 2016		% growth
		US\$ M	INR cr	US\$ M	INR cr	INR cr
1	Carpets, Rugs and Mats of Handloom	10.85	70.22	11.60	77.81	10.80
2	Cotton Durries of Handloom	20.35	131.56	18.08	121.30	-7.80
3	Mats and Mattings	61.32	397.13	69.07	463.39	16.69
	Total	92.52	598.91	98.75	662.50	10.62

Council observed that floor coverings as a product category occupy around 41% of total export. Export of floor coverings has registered increase in both rupee & dollar terms during April-December 2015 vis-à-vis April-December 2016, even though the total handloom exports showed a declining trend during 2015-16.

In order to improve the export of floor coverings, Council decided to actively participate in fairs predominantly earmarked for floor coverings. As a result, Council organized participation in the current edition of Domotex, availing financial assistance under National Handloom Development Programme (NHDP) Scheme of O/o Development Commissioner for Handlooms, Ministry of Textiles, Government of India. Council proposes to continue participation in the next edition of Domotextoo.

Council's participation in Domotex Fair:

Council has been participating in Domotex fair till 2010 and during 2010, Council participated directly with 36 members. Later, participation for Council's members was organized by taking space through CEPC up to 2016. 6 Member Exporters participated in the previous edition.

For the current edition, Council hired space of 108 sq.mtr. directly from the fair authority for participation of 10 Member Exporters and a central promotion stall was set up wherein India Handloom Brand registered products were also displayed.

Council's participants were accommodated at Hall 15.

Member Exporters displayed variety of products like Handloom Rugs, Handloom Durries, Made-ups and Floor coverings, Bath Rug & Carpets, Bath Mats, Floor Rugs,

Cotton Rugs, Rag Rugs and other home furnishings in the fair.

On day one of the fair, Shri Ram Deswal, Vice Consul, Consulate General of India, Hamburg visited stands. He interacted with Council's Members, enquired with them to ascertain whether any exporter faced issues in getting visa. He appreciated Members for putting up a wide range of products and wished them good business at the fair.

It was observed that footfall of the buyers was relatively good at the fair with some days registering high to medium visitor footfall.

The fair authority in order to showcase high-quality floor coverings, cutting-edge materials and innovative technologies had formed an expert jury to select most interesting product innovations at the fair. The selected innovations were displayed artistically at the fair in the Innovations@DOMOTEX Areas.

Shri Alok Kumar IAS, Development Commissioner for Handlooms and Handicrafts, Ministry of Textiles, Government of India visited member



Report



exporters stands at Domotex 2017. He, along with Shri Ram Deswal, Vice Consul, Consulate General of India, Hamburg interacted with Members enquiring about the quality of buyers, business generated during the current edition vis-à-vis previous edition, issues faced by exporters during fair participation etc. Member Exporters responded that compared to the previous edition business during the current edition was good.

As per Members Exporters feedback, participation in the current edition of Domotex Fair has enabled them to enter into new markets like America, Sweden, Norway, Germany, Italy, France, U.K., Finland, Israel and Chile.



Most of the participants have expressed their desire to participate again through the Council in the next edition of Domotex Fair. Totally 128 buyer visits were received by member exporters. Total spot orders secured by Members were Rs.0.79 crore & enquiries generated were Rs.2.00 crore resulting in business generation of Rs.2.79 crore during the current edition of Domotex Fair.

The fair authority has indicated a change in the fair days of Domotex for the next edition. Fair days are being changed to Friday to Monday (earlier Saturday to Tuesday) and the 2018 edition will be held from 12th – 15th, January 2018.