

27th India Home Furnishing Fair & 37th India Garment Fair, Osaka, Japan

India Home Furnishing Fair and India Garment Fair are two events being organized concurrently at the same venue in Osaka, Japan for the past 27 and 37 years respectively by India Trade Promotion Organisation (ITPO). The event is an exclusive show for Indian exporters catering to both garments and home furnishing section. 27th India Home Furnishing Fair and 37th India Garment Fair were held in Mydome, Osaka, Japan from 20th to 22nd July, 2016. This year, total space of 1164 Sqm was taken by the fair authority in two floors i.e. 2nd and 3rd floor of Mydome, Osaka, Japan. The exclusive theme pavilions which comprise mainly of hometextiles and garments were arranged in 2nd and 3rd floors during the exhibition.

In this edition, HEPC participated with 31 member exporters including one handloom cluster from North East India by taking constructed booth area of 384 sq.m. The participation of 30 member exporters was organized with the financial assistance under the Market Access Initiative Scheme of Ministry of

Commerce & Industry and participation of Handloom cluster – “Bodoland Regional Apex Weavers & Artisans Coop. Federation Ltd.”, Kokrajhar, Assam from North East India under National Handloom Development Programme of the office of Development Commissioner (Handlooms), Ministry of Textiles. Of the above 31, 25 member exporters were accommodated in Home Furnishing Section in second floor area and 6 member exporters were accommodated in Garment Section in 3rd floor. HEPC put up Central Promotional Stall in the fair to showcase publications of HEPC and to mobilize buyers for the India International Handwoven Fair 2017.

Wide range of Handloom products such as Eri and Muga Silk, Shawl, Stoles, Bed covers, Duvet Cover, Quilt, Half Jacket, Scarf etc. were displayed by the cluster in Garment section (3rd floor). Buyers praised the uniqueness of products and they required some options in mix of Eri and cotton.



The fair was inaugurated on 20th July 2016 by H.E. Shri. Sujan R.Chinoy, Ambassador, Embassy of India, Tokyo, Japan in presence of Shri. L.C.Goyal, CMD, ITPO, Shri. T.Armstrong Changsan, CGI, Osaka, Japan, Shri. Hiroshi Yamaguchi, Dy. Director General for International Policy & Coordination, Ministry of Economy, Trade & Industry, Japan, Shri. Osamu Tsugumi, Director General, Department of Commerce, Industry & Labour, Osaka Prefectural Government, Shri. Tatsuki Kodama, President, Osaka

Chamber of Commerce & Industry, Shri. Shinya Fuji, Director General, Japan External Trade Organisation, Osaka, and Shri. Hideyuki Nanbu, President, Osaka Foundation for Trade & Industry. H.E. Shri Sujan R.Chinoy, in his inaugural speech stated that it is right time for Japanese importers to take advantage of CEPA as tariff duty on textile products came down to zero under this agreement. Formal ribbon cutting ceremony was also held.



After the inauguration, Ambassador of India along with CMD, ITPO and other officials visited participants stalls and interacted with them.



Ambassador visit to participant stalls

In addition, Live demonstration of weaving of Handwoven Jacquard silk brocade stole was arranged with financial assistance from the Office of the Development Commissioner (Handlooms), Ministry of Textiles, Government of India. The live demonstration was performed by Shri. Peer Mohammad Ansari, National Awardee and Shri. Ram Lal Maurya, National and Sant Kabir Awardee. Shri. Manoj Jain, Deputy Director, Office of the Development Commissioner (Handlooms) described the weaving procedures and uniqueness of Handloom products to the Ambassador and other dignitaries with the help of interpreter and the same was appreciated by the Ambassador. Product samples of brocade stole and saree were also shown to visitors and they have shown keen interest in weaving techniques, designs made in light and dull colour.



Live Demonstration of Loom on weaving of Handwoven Jacquard Silk Brocade stole

Elaborate publicity was made for India Handloom Brand through posters in Council's promotional stand and distribution of brochures.

According to fair authority, about 86 exhibitors displayed their products in 2 Halls i.e 30 exhibitors of Home Furnishing products at 2nd floor and 56 exhibitors of garments and accessories products in 3rd floor more than 2200 buyers have visited the fair and total business of Rs.40 million were generated during the event.

As per feedback received from the participants 434 visitors visited the HEPC member stalls and spot order worth of USD 445812 and business enquiries worth of USD 900121 were generated during the fair. Participants reported that they have got spot orders for rugs, towels, cushions, bags, apron, throws, bathmat, blankets, scarves, stoles, shawls and garments. Most of the participants expressed their interest to participate in next edition of this fair through the Council.



The next edition the event will be held from 2nd to 4th August, 2017 at Mydome in Osaka, Japan.

- Lakshmi Narayan