

## Global Home Show, New York, USA



### About Global Home Show :

The publisher of Home & Textiles Today (H & TT), The Progressive Business Media, USA organised 14th edition of Global Home show during 18-22 September 2016 at the Adelante Studios, New York in conjunction with Fall'16 New York Home Fashion Market week. This is a bi-annual event, which in its concept is neither organized as a regular fair nor as a Buyer Seller Meet. This is organized on the basis of a third marketing strategy called as Showroom concept.

The show was organized at the following two venues :

1. Adelante Studio, 25<sup>th</sup> West, 31<sup>st</sup> Street, New York- 15 companies exhibited in this venue, from countries like India (10 companies), USA, Brazil and China.

2. The Prince George Ballroom, 15 East 27<sup>th</sup> Street, New York – Around 10 companies exhibited in this venue, which includes, India (3 companies), Mexico, Turkey & USA.

New York Home Fashions Market focused on home textiles directed at volume retailers. The permanent showrooms have been occupied in 230 and 295 buildings at Fifth Avenue. As a prelude to market week programme, Home & Textiles Today organised Market Kick-off Party on 18<sup>th</sup> September 2016 at 230, fifth Avenue, one day prior to New York Market Week which was from 19-22 September 2016, which had largest gathering of industry executives, retailers, wholesaling and importing sectors of the USA home textiles industry. This event was attended by the leading importers/retailers/department stores like Multi Glory Group Co. Ltd., Towellers, The Curtain Shops of Maine, Curates sources, The Adonus Group (Tag), American Dawn Inc., Casale Home, Avanti Linens, etc,

### Economy of the United States :

New York city, the financial centre of United States	
Currency	US\$
Statistics	
GDP	\$18.858 trillion (2016)
GDP rank	1 <sup>st</sup> (nominal), 2 <sup>nd</sup> (PPP)
GDP Growth	2.6% (2015)
GDP per capita	\$57,220 (2016)
GDP per capita rank	5 <sup>th</sup> (Normal), 10 <sup>th</sup> (PPP)
GDP by sector	Agriculture : 1.6%, Industry : 20.8%, Services : 77.6% (2015)
Inflation (CPI)	1.7% (May 2015)
Imports	\$2.35 trillion (2014)
Imports goods	Capital goods 25.2%, consumer goods (except automotive) 23.8%, Industrial supplies (except crude oil) 17.8%, motor vehicle and components 14.0%, crude oil 10.5%, food, feed, and beverages 5.4%, other 3.3.% (2014)
Main import partners	China-21.5%, Canada – 13.2%, Mexico – 13.2%, Japan-5.9%, Germany-5.5% (2015)

The United states is the world's largest national economy in nominal terms and second largest according to purchasing power parity (PPP), representing 22% of nominal global GDP and 17% of gross world product (GWP). The United States GDP was estimated to be US\$17.914 trillion as of Q2 2015. The United states has a mixed economy and has maintained a stable overall GDP growth rate, a moderate unemployment rate and high level of research and capital investment.

The United States is one of India's largest trade and investment partners. US-India bilateral trade in goods and services and the stock of Indian FDI in the United States have increased over the last decade. Bilateral trade between our two countries is up since we began our strategic dialogue. The United States and India are continuing efforts to deepen the economic relationship, improve investor confidence and support economic growth in both countries. India's market-oriented economic reforms have included an increasingly liberal foreign investment regime.

**Handloom Products exports to USA :**

Value US\$ million

Products	2014-15	2015-16	% growth in 2015-16
Fabrics	5.99	9.88	64.94
Floor coverings	47.09	40.22	-14.59
Clothing accessories	0.41	0.19	-53.66
Made-ups	54.27	55.83	2.87
<b>Total</b>	<b>107.77</b>	<b>106.12</b>	<b>-1.52</b>



**HEPC's participation in Global Home Show :**

Council participated for the second time in the Global Home Show held at the Adelante Studios, 25 West, 31<sup>st</sup> Street, New York, USA, from 18-22 September 2016 under National Handloom Development Programme of Office of the Development Commissioner (Handlooms), Ministry of Textiles, Government of India, with 9 member exporters.

HEPC provided table space to all exporters with basic display accessories, including furniture and lighting. HEPC also put-up a Central Promotional display table and showcased brochures on Indian Handloom Brand, IIHF, etc. Audio Video display of India Handloom Brand was also made in HEPC booth and visitors/exhibitors were explained about the benefits of India Handloom Brand. The event had limited number of visitors, since the event was appointment driven and not like a regular fair. Few of the exhibitors had already fixed the appointment with the buyers and had business. As part of inviting buyers to the venue, Council hired a hostess and made tele-call service to all buyers in Council's buyer database. The fair authority published a special edition of their September issue coinciding with the New York Market Week apart from their monthly edition highlighting the event in all aspect. HEPC also arranged to distribute the participants profile in a brochure format to all visitors in Market Kick off party as well as the textile showrooms in other venue.



As per the feedback received from participants, this event made an impact to get idea to explore a market like USA. They also felt that the appointments could be arranged well in advance with the buyers for their visit to the event. Buyers visited participants' booth and had an enquiry on Bath mats, Rugs, Carpets, Throws, Cushions, Bed Linen, Kitchen Linen and Curtains. Buyers were mainly from USA. As per the fair authority, some of the big retailers like Kohl's, Walmart, Target, Macy's, Rainbow carpet, Bed Bath & Beyond, Cosco visited the other venue of Global Home Show, where they had already fixed appointment with exhibitors.

Shri. Sreenivasa Rao Gudavalli, Consul (Trade, Education and Commerce), Consulate General of India, New York, visited the fair and interacted with member participants of HEPC. On the request to promote the forthcoming IIHF fair, he informed that if HEPC could provide them with the list of importers along with buying agent from New York, they would get in touch with them and invite them to IIHF on behalf of HEPC. Shri R.V.S. Mani, Deputy Secretary, Ministry of Textiles, Government of India, visited the venue and interacted with member participants.



HEPC organised a meeting with fair authority i.e. Shri Warren Shoulberg, Publisher / Editorial Director, Home & Textiles Today in the presence of Deputy Secretary and Vice Chairman of HEPC, Shri K.N. Prabhu, and discussed about issues concerning Global Home Show and also on the possibility of organising an India Handloom Brand Buyer Seller Meet at USA. They also requested fair authority to assure a minimum number of buyers visit to the BSM besides publicity undertaken by them. Vice Chairman also proposed to organize BSM during the fall/winter season. During the meeting, the Deputy Secretary also informed fair authority that Government of India is committed to see the growth of Handloom products in the retail segment by seeing the products on the shelves of the retailers at USA. The business cards of visitors of kick-off party had been collected from fair authority and distributed to participants.

As a highlight of event participation, as specified in the Annual Marketing Plan of the Council, coinciding the participation in above show, Shri V. Kumar, Chairman, HEPC had a meeting with Shri Harvey L. Richer, Director of Leasing, (Newmark Knight Frank), New York to explore the possibility of hiring show room space in one of the major Home Textile building at 230, Fifth Avenue. The agency has agreed to send a proposal in this regard.

As per the feed back received from 9 member participants, 40 buyers have visited and spot order worth of US\$ 2.05 lakh (Rs.1.39 crore) and enquiries worth of US\$ 3.53 lakh (Rs.2.40 crore) have been generated.

Few spot registrations for IIHF could be mobilized during the event. Around 5 member exhibitors have shown interest towards registration for India Handloom Brand.

The next edition of Global Home show is to be organised during March 2017.

- V. Ratheesh