

International Sourcing Expo, Melbourne, Australia

Organiser	:	International Exhibitions & Conference Group Pty. Ltd., Level 1, 197, Bay Street, Brighton, Vic 3186, Australia Tel: +61-395969205 Email: info@iecgroupp.com.au
Venue	:	Melbourne Convention & Exhibition Centre, 2 Clarendon Street, South Wharf VIC 3006, Melbourne
Duration	:	3 days (15-17 th November 2016)
No. of HEPC participants	:	12 + HEPC stall
Products Displayed	:	Cushions, Rugs, Jute Baskets, Stoles, Shawls, Scarves, Bath mats, Shopping bags, Cosmetic bags, Garments, Throws etc.

About the fair

The International Sourcing Expo is the only textiles, accessories and clothing exhibition for Australia and New Zealand regions. It provides an ideal networking platform for the buyers and sellers besides giving exhibitors, an opportunity to showcase wide range of products from textile, fashion and home interiors to other related product.

This year, the remit of the expo has broadened substantially with the addition of the inaugural Footwear & Leather Show, adding more than 100 new exhibitors to the event. With upwards of 15 countries and 600 exhibitors involved in the year's event, it offers opportunity for commercial connection across volume business as well as smaller and emerging supply partnerships with exhibitors and visitors alike of varying scale.

This year's new additions include International Keynote Speakers in conjunction with our established and highly subscribed free seminar presentations. The fair organisers have also included an additional and more informal free-to-attend Show, where the visitor will have the chance to discover more about some of the exhibiting pavilions and market and business insights.



Product Groups at International Sourcing Expo

Menswear, Womenswear, Trims and Components, Plus Size, Jewellery, Outerwear, Footwear, Scarves/Hosiery Gloves, Children's and infantwear, Handicrafts, Hometextiles, Handbags, Wallets, Travel goods, Activewear, Fabric and textiles, Workwear and Uniform, Intimate apparel, Sportswear and goods, Resort and swimwear, Functional/ special purpose fabrics.

About HEPC's participation in International Sourcing Expo, Australia

HEPC under National Handloom Development Programme (NHDP) scheme of office of the Development Commissioner (Handlooms) participated in this fair with 10 member exporters. Financial assistance was provided by way of reimbursement of travel grant as per eligibility and one cluster participation was represented by Bardhaman Handloom Developers and Producers Company Limited, from Samudragarh Dhartrigram Cluster Dist., who also received spot orders to the tune of 3300AUD for products like Silk Bar Mat set, Silk Dressing Table Set, Silk Patola Kantha Duppatta, Silk Kantha Dupatta, Silk Kantha Stole & Cotton Kantha Dupatta. A separate brochure brought out by HEPC highlighting the cluster participation was distributed to visitors.

Council had also put up a Central Promotion Stall, wherein, India Handloom Brand (IHB) products were displayed and a AV film of IHB was also continuously played in the stall and brochures / flyers on IHB were distributed.

The Indian pavilion comprised of member participants of HEPC, FIEO & AEPC. Indian pavilion at International Sourcing Expo, Australia was inaugurated by Shri. Rakesh Malhotra, Consul and Head Chancellery in the presence of Shri M.C. Gupta, Additional Development Commissioner (Handlooms), Shri. S.C. Ralhan, President, FIEO and Shri. Ajay Sahai, DG & CEO, FIEO.

Live handloom demonstration

HEPC organised demonstration of live-weaving of handloom in the main foyer near Seminar Theatre. Frame loom for weaving of "Jamdani" was presented to the visiting buyers not only to give a visual appeal but also to make them understand the process involved in creating a handloom product. This attracted many visitors.

Shri. Rakesh Malhotra, Consul and Head Chancellery Consulate General of India, Melbourne also visited the fair and interacted with the member participants of HEPC.



Seminars during the Fair

Comprehensive series of Seminars were organised by the fair authority for all industry professionals. Seminars were held in the Seminar Theatre. Shri M.C. Gupta, Additional Development Commissioner (Handlooms), made a presentation titled “Sourcing High Quality Eco-friendly Indian Handwovens” on 15/11/2016, which was well received by the gathering.



Feedback from participants: -

Many of the participants informed that the arrangements made by HEPC was good and most of them have expressed their interest to participate again through HEPC. The turnout of buyers was evaluated by the participants to be good. There was a total of 287 business visitors to the stalls of HEPC participants.

Business generated

While Fashion accessories, Stoles, Scarves, Shawls, Cushion covers, Carpets and Floor coverings bagged spot orders, concrete business enquiries were generated for Table linen, Kitchen linen, Bed linen, Cushion covers, Shopping bags, Fashion accessories, Stoles, Scarves, Shawls, Carpets and Floor coverings. Visitors also expressed their interest in sourcing Fashion accessories, Stoles, Scarves, Shawls & Shopping bags. Business generated during the fair are as follows:

No. of visitors	Spot orders		Enquiries	
	US\$&AUD	INR	US\$&AUD	INR
287	246000 US\$ 75000 AUD	2.05 crore	196800 US\$ 350000 AUD	3.12 crore

- S.Prabha