

Who's Next, Paris, France

Overview - France Market:

France is the fifth largest economy in the world and the second largest in EU, as detailed below:

- ▣ GDP current prices : US\$ 2,421 Billion
- ▣ GDP growth constant price : 1.14%
- ▣ GDP per capita current prices : US\$ 37,675
- ▣ Inflation rate : 0.1%

The country's well-developed infrastructure and strong services sector add strength to the economy. France is among the leading industrial economies in the automotive, aerospace, and railway sectors, as well as in cosmetics, luxury goods, insurance, pharmaceuticals, telecoms, power generation, defense, agriculture and hospitality. France is also the world's leading tourist destination.

Imports of France - Textiles:

India's top 20 exported commodities of Textiles & Apparels to France forms a share of 85% in India's total T&A exports to France, in which Shawls, Scarves, Mufflers, Mantillas, Veils etc. export stood at US\$ 47 M, with 3% share. In 2015, Apparel was the single largest category in the textile and apparel imports of France with a share of 76%. It was followed by fabrics with a share of 7% and home textiles category with a share of 6%. The total textile and apparel imports by France in 2015 stood at US\$ 28,810 million against US\$ 31,876 million in 2011.

About the Fair:

Who's Next 2016 was held at Porte de Versailles, Paris from September 2-5, 2016. The fair showcased French and International ready-to-wear collection across 5 different areas (FAME, PRIVATE, TRENDY, URBAN, STUDIO) catering to different market segment. The exhibition covered the entire range of fashion accessories. Trend Forum and conferences were also part of the fair, as usual.

This year India Pavilion consisting of Handloom

Export Promotion Council (HEPC), Indian Silk Export Promotion Council (ISEPC), and some direct Indian participants was located in the "FROM" section in Hall No.4 and primarily had exhibits of clothing accessories like stoles, scarves, shawls, etc. The section had about 100 exhibitors, in which 28 exporters participated through Handloom Export Promotion Council (HEPC) of which 12 exporters were subsidised under National Handloom Development Programme (NHDP) of the Ministry of Textiles. Additionally, Pochampally cluster participated under NHDP as part of the initiative to provide direct international market exposure to clusters.

Hon'ble Minister of Textiles, Government of India inaugurated the India Pavilion at Who's Next fair by formally cutting the ribbon and releasing the combined (HEPC & ISEPC participants) fair catalogue of the Indian Pavilion. She also witnessed live demonstration of handloom weaving organised for the first time in Paris to showcase the richness of the process of weaving and to create interest in handlooms among French buyers of textiles. Ikat weaving was demonstrated in this fair by two weavers who are national awardees. HMoT also visited stalls of member exporters as well as other Indian participants and interacted with them. Indian Ambassador, DCHL, Chairmen and EDs of HEPC and ISEPC accompanied the HMoT.





The Development Commissioner (Handlooms) and Member Secretary, Central Silk Board made a presentation on 'Sourcing of high quality eco-friendly Indian hand woven' and on 'Indian Silk industry' respectively in the seminar organized by the fair authority. This was the first time that HEPC had booked a presentation slot in the seminar organized by fair authority as part of its efforts to create awareness and promote India Handloom Brand abroad. Council also displayed some stoles with India Handloom Brand (IHB) logo in the central promotional stall and in selected member participants stalls to make buyers aware of the quality of IHB products and to create market for the same.

Around 528 buyers from countries like Italy, France, Spain, Uruguay, Mexico, Japan, Greece, Brazil, Egypt, Norway, Sweden, Russia, USA, UK, Belgium & Switzerland visited member participants' stalls. As per feedback from member participants, total business generated was to the tune of Rs. 11.25 crore / US\$ 1.64 Million.

The next edition of Who's Next will be held from 20th to 23rd January 2017.

- R.P.Rajalingam