

Heimtextil 2017, Frankfurt, Germany

Heimtextil is the biggest and most important international trade fair for Home Textile products, organised by Messe Frankfurt. This year it was held at Frankfurt, Germany from 10th January to 13th January 2017. 2963 exhibitors from 67 countries presented their new textile products and designs in the fair visited by more than 70,000 people from different parts of the world. Around 300 exhibitors from India exhibited their products in this world class fair. The fair also had Theme park “Explorations” along with Conference Centre at Hall 6.0 and Green Village with Speakers Corner at Hall 8.0.

The Indian Pavilion for Heimtextil 2017 consisted of participants from HEPC (Handloom Export Promotion Council), Texprocil (Cotton Textiles Export Promotion Council), and direct participants. Shri. Raveesh Kumar, Consul General of India at Frankfurt inaugurated the Indian pavilion in the presence of Shri. Puneet Aggarwal, Joint Secretary, MOT, Govt of India, Shri. Sarvepalli Srinivas, MD, NHDC and other delegation members of Govt. of India, Council representatives and Indian exhibitors



HEPC participation

HEPC, under Market Access Initiative (MAI) Scheme of Ministry of Commerce, participated in Heimtextil with 50 member exporters, under a common branding “Incredible Textiles of India”. HEPC exhibitors were given space in halls 6.3 & 10.3 and wide range of products in Cushion covers, Kitchen linen, Bed linen, Floor Coverings, Home Furnishings, Durries, Made ups etc. were showcased in the stalls for the buyers. The member exporters exhibited their range of products in the raw space and standard booths given by HEPC.





Cluster participation

As a part of HEPC initiative to provide international exposure to handloom clusters, for Heimtextil 2017, two clusters; Artfed, Assam and Chennimalai, Tamilnadu participated with the funding under National Handloom Development Program and they were allotted a stall at Hall 10.3. The clusters exhibited their range of products like kitchen linen, stoles, home furnishing products and had good response from the visitors. The products made from eri silk material of Artfed cluster had good response. The clusters together had spot orders worth Euro 12,000(Rs 8,76,000) and enquiries worth Euro 72,000 (Rs 52,56,000)



Incredible Textiles of India Branding

For Heimtextil 2017, Ministry had given a uniform branding for all stalls “Incredible Textiles of India”. HEPC had undertaken this branding for all its participants in the signage of their stalls

Road show

A Road show was jointly organised by Texprocil, HEPC, EPCH and Pedexcil on 12.1.17 as directed by Ministry of Textiles. About 40 buyers, Indian participants and Shri.Raveesh Kumar, CGI, Frankfurt and the Indian officials led by Shri.Puneet Aggarwal, Joint Secretary, MOT attended the Road show.

India Handloom Brand promotion

A 36 sq.m stall for IHB branding promotion and product display at Hall 6.3 C72C was coordinated by HEPC. IHB products, banners to educate buyers regarding IHB branding and its benefits were displayed in this stall, along with the promotional materials for IHB. Two hostess were engaged to explain regarding IHB to the visitors and many were eager to know about the branding given for Handloom. The list of IHB registered holders in Home Furnishings was also distributed to the visitors.

Promotion materials for IHB and Printed Brochures regarding the HEPC participants’ stall details and leaflets were distributed by the hostess. Audio Visual film was run in the stall about Indian Handloom Brand.

On site Advertisements

One of the eye-catching feature of Heimtextil was the numerous onsite advertisements for IHB, titled Incredible Textiles of India which has surely propagated the brand. The advertisements were in the form of slim box, window advertisement, triangular tower, lumio, optimo, e-poster etc.

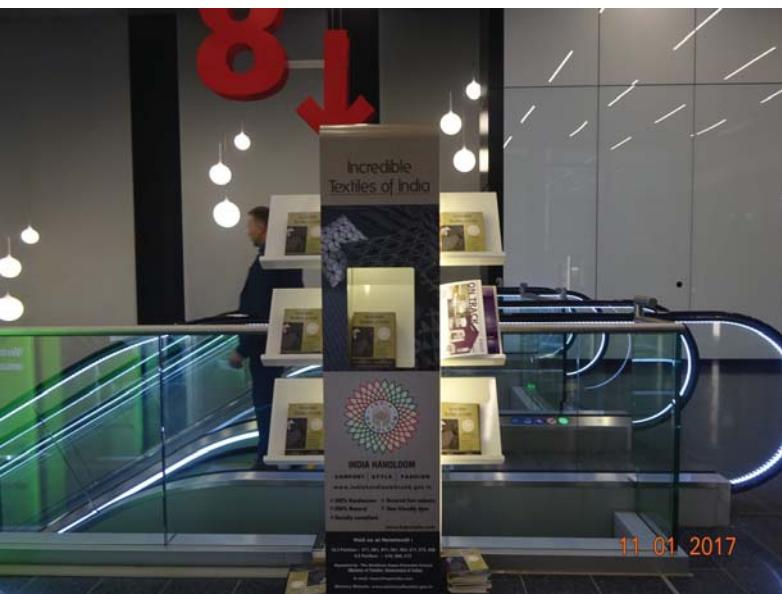


Exports to Germany

Germany lists among the top 5 export markets for Handloom products and the exports of Handloom products to Germany was Rs 100.59 Cr in 2015-16. The exports to Germany for 2014-15 was Rs. 155.12 Cr and for 2013-14 was Rs 151 Cr. The potential products exported to Germany are Home Textiles like Kitchen Linen, Toilet Linen, Floor Coverings, Bed linen, Made ups etc.

IIHF Promotion

IIHF promotion also was done during the Heimtextil fair. IIHF promotional bags which had a set of all the promotional materials of IHB and IIHF was a major hit in Heimtextil. Many visitors appreciated the bag and desired to carry it with them.



Seminar at Heimtextil 2017

A seminar “Sourcing of high quality hand woven from India” was presented by Shri. R. Anand, Executive Director, HEPC at the Speakers edge in Hall 8.0 on 12th January 2017, 4 pm. The benefits of India Handloom Branding, procedure for getting the branding, testing parameters, IHB products, Products made from IHB etc were presented in detail.



Meetings

A meeting was held with Messe Frankfurt fair authorities, Ms.Meike Kern, Director and Ms.Maria Lopez, Sales on 11.01.2017. Showcasing India in trends forum, Additional space requirement, Premium location for Indian exhibitors, free space for live demonstration of handloom weaving during Heimtextil 2018 etc. were some of the key points discussed during the meeting.



Feedback from the participants

As per the member exporter's feedback, the first day started slow but second and third day the footfall of buyers in HEPC exporter stalls were better. Around

1000 buyers had visited HEPC participant stalls and this has enabled them to enter into new markets like Sweden, South Korea, Canada, Europe, U.S.A., Argentina, China. Most of the participants were satisfied with the performance of the fair and have expressed their desire to participate again through the Council. Member exporters have received about total spot orders worth Rs.16.20 crore & enquiries generated were to the tune of Rs.56.50 crore.



Heimtextil Trends

The Theme Park was situated in Hall 6.0 and this year's motto "Explorations" took visitors on a spectacular journey of a variety of innovative materials, textures and new patterns. The main attraction was the Digital printing factory and the sewing machines which converted the digital printed fabrics to made ups and accessories.



Heimtextil is not only a platform to showcase one's strength of business and business capital, but the fabrics speak out the forthcoming trends of the season. A quick passing through the Halls 4, 8, 10,11 teaches us the textile trends for Home textiles. Digital printing was the main trend and simple fabrics in plain, Huck a Back, mat weave, cords etc. decorated these halls. The colour trends varied from shades of beige, grey, pink to earthy colours and then to dynamic bright shades, particularly for towelling. Bed spreads were mostly in printed, soft fabrics. Surface ornamentation particularly in Cushion was mainly with fabric tessellations, simple printed.



- R P Rajalingam & Jini Varghese



HEPC welcomes Mr.Sundar Murugesan, M.Tech., M.B.A., M.A. - Public Administration, (Ph.D), who has recently joined the Council as Deputy Director.

He has experience of around 30 years in export promotional activities related to Textiles & Handlooms.