

WHO'S NEXT, PARIS, FRANCE

Overview - France Market:

Organiser	: WSN Developement, Paris, France
Show Venue	: Viparis-Port de Versailles, 75015 Paris, France
Show dates	: 20-23 January 2017
Show timing	: 9.00 am to 7.00 pm
HEPC's Stall No.	: 511
No.of HEPC Participants	: 22 + HEPC promotional Stall

About the Event

More than 20 years after its creation, WHO'S NEXT has become the leading international fashion trade show for Womenswear in Europe. In January and September, the event welcomes 40,000 visitors through its doors at the Porte de Versailles Exhibition Centre in Paris, with around 700 French and international

ready-to-wear brands there for them to discover. The Who's Next trade show brings together French and International ready-to-wear collections across 5 different FAME, PRIVATE, TRENDY, URBAN, STUDIO.

FAME 200 brands: For 10 years running, designers and brands, from undiscovered to world-famous, reach out to international buyers.

PRIVATE – 175 brands: A selection of creative womenswear brands with strong commercial potential and international renown.

TRENDY – 85 brands: Womenswear collections that capture the spirit of the times at affordable prices.

URBAN – 65 brands: Brands with a mix of denim and streetwear.

STUDIO – 175 brands: Must-have women's ready-to-wear pieces regrouped by brand.



Economic Relations

France is the 5th largest economy of the world with a total GDP of € 2.1 trillion in 2015 with a GDP growth rate of 1.1% in 2015. It had a Per Capita GDP (PPP) of € 34,144 in 2015. France is an important member of the G-8, OECD and G-20.

India's main exports to France include: Textile & textile articles (23.5% share); mineral fuels & oils (17.54%); machinery & mechanical appliances and electrical equipment (11.73%); chemical & allied products (9.5%); animal, vegetable & food products (6.8%); vehicles & aircraft (4.9%); footwear (4.7%); metals & articles thereof (3.75%); leather articles (3.5%); gems & jewellery (2.9%).

Top French exports to India include: Machinery & mechanical appliances and electrical equipment (27.47%); vehicles & aircraft (19.58%); chemical & allied products (14.63%); optical, photographic, cinematographic, measuring, checking, precision, medical or surgical instruments and apparatus; parts and accessories thereof (10.05%); metals & articles thereof (8.77%); plastics, rubber and articles thereof (5.26%); animal, vegetable & food products (3.1%).

Exports of apparel and clothing material from India to France registered an increase of 3.7%, boilers and machinery (16.23%), organic chemicals (3.23%), electrical machinery and equipment (6.3%), vehicles, other than railways and parts (25.88%), footwear (10.64%), leather goods (6.76%) and gems and jewellery (28.23%) also registered an increase in exports to France.

Export Trends

Table detailing export of handloom products to France during 2013-14, 2014-15 and 2015-16

S.No	Category	2013-14		2014-15		2015-16	
		INR CR	US \$ M	INR CR	US \$ M	INR CR	US \$ M
1	Fabrics	1.13	0.19	0.33	0.05	3.20	0.48
2	Floor Coverings	28.19	4.66	28.23	4.62	28.74	4.39
3	Clothing Accessories	1.47	0.24	1.89	0.31	3.11	0.49
4	Madeups	55.71	9.21	60.26	9.86	50.89	7.77
	Total	86.49	14.30	90.71	14.84	85.93	13.13

About HEPC Participation



Handloom Export Promotion Council (HEPC) is participating in this event since 2010. HEPC participated in January 2017 edition with 22 member participants by taking a total space of 264 Sq.mts. Out of which 12 members participated under National Handloom Development Programme scheme and the remaining 12 participated without grant. Varanasi Mega Handloom Cluster also participated in this event. HEPC, ISEPC and some Indian exhibitors were placed in "FROM" section in Hall 3.

HEPC set up a central promotional stall to promote India Handloom Brand wherein publicity elements like posters, products registered under India Handloom Brand, Video promoting the India Handloom Brand were displayed. Also, posters of India International

Handwoven Fair (IIHF), Sourcing Directory, Handloom Atlas, India Handloom Brand Leaflet and brochures were distributed at the HEPC stall. Buyers were informed about the India Handloom Brand and India International Handwoven Fair. Council engaged a hostess to brief the buyers in their local language.



About Cluster Participation

Council organised participation of following handloom clusters.

1. Varanasi Mega Handloom Cluster, Varanasi
2. Eidgah Handloom Cluster, Jammu & Kashmir

Of the above, the representatives of Edigah Handloom Cluster did not attend the event due to the denial of VISA for the applicant. Under the circumstances, one of the participant under Varanasi Handloom Cluster had displayed their products. The products on display included stoles, dupatta, dress materials. Cluster participants received enquiries from visitors from

countries like France, Poland, Spain, Japan & USA.



Feedback

440 buyers visited our member participants stall. HEPC member participants had spot order worth Rs 8.65 crore and enquiry worth Rs 12.92 crore. Most of the participants want to participate in the upcoming editions through HEPC and are satisfied with the coordination of the event.

