

Maison & Objet, Paris, France

The event is organized twice a year during September and January regularly. The January 2017 edition of Maison & Objet fair was organized by M/s. SAFI Salons Francias Et Internationaux, 8 rue Chaptal, CS 50028, 75442 Paris, Cedex 09, France at Parc des Expositions de Paris Nord Villepinte, ZAC de Paris-Nord II, CD 40, 93420 VILLEPINTE, Paris, France for 5 days from 20-24 January 2017 in 8 halls. HEPC participated with 6 member exporters and one promotional stall of HEPC for promoting India Handloom Brand products.



Highlights of Fair reported by Fair Authorities:-

Total Number of visitors	-	85825 – 12.31% increase over last year
Type of visitors	-	70% Retail (distributors, retailers, departments stores & chain stores) 30% Specifiers (architects, interior designers, hotel owners, project managers)
Top 10 visitors	-	Russia, Japan, USA, China, south Korea, Portugal, Spain and Italy
Total number of exhibitors	:	2871

More than 800 new exhibitors participated in the event for this time. Of the 1719 exhibitors that travelled from abroad (accounting 60% of total exhibitors), 307 exhibitors were from Italy, 184 from UK, 159 from Belgium, 150 from Germany, 137 from The Netherlands and 80 from Japan and the others from USA, France and Switzerland.

About Maison & Objet

Over the years, Maison & Objet has assigned itself 3 fundamental tasks : **to federate, promote and accompany** the interior decoration, design and lifestyle community. And these three values are certainly apparent as the January show marks the start of 2017. Maison & Objet Fair

federates by ensuring that everyone – exhibitors and buyers can share their experiences and present their work in a very best manner.

promotes by highlighting all that is new, with the very latest collections and previously unseen products.

accompanies by providing an opportunity for purchasers, key influencers and exhibitors to stay in touch all year round.

Products were displayed in eight halls as detailed below:

Eclectic (Be Surprised)	-	Hall No.1
Cosy (The Softest Interiors)	-	Hall No.2
Elegant (Refinement is at Hand)	-	Hall No.3 +Hall No.4
Actuel (Be in the Here and Now)	-	Hall No.5b
Craft, Métiers D’art (Esteemed Know How) Complements (Essentials for Your Home), Fragrances (Tomorrow’s Scent)	-	Hall No.5a
Cook + Design (Creativity Sits Down at the Table), Easy Living (a Highly Colourful World), Kids (The Childhood Kingdom), Fashion (At the Forefront of Fashion), Beloved (Love at First Sight)	-	Hall No.6 + Hall 5a
Now! Design À Vivre (The Soul of Design) + Scènes D’intérieur (The Stamp of Excellence)	-	Hall No.7 + Hall No.8

About HEPC’s participation in Maison & Objet (January 2017)

Handloom Export Promotion Council participated in Maison & Objet, Paris held from 20-24 January 2017 under National Handloom Development Programme (NHDP) Scheme of the office of the Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India with 6 member exporters. HEPC Member exporters displayed their products in Hall 3 – Elegant.



Shri. Manish Prabhat, Chef de Mission adjoint, Embassy of India in Paris visited the stalls of HEPC member exporters on the first day of the fair and expressed that the products displayed were very impressive with the branding “Incredible Textiles of India” logo.

Samples of India Handloom Brand products along with IIHF promotional materials were displayed in HEPC stall during the fair. Many buyers were very interested in sourcing the IHB products displayed in the stall and the name, address and contact details of those IHB products manufacturers were shared with those interested buyers. AV film on India Handloom Brand was played continuously during the fair.



IIHF mobilization

IIHF promotional bags were distributed to nearly 100 international buyers and they were explained about the forthcoming India International Handwoven Fair to be held during March 22-24, 2017.



Many buyers showed interest in visiting the fair.

Feedback from participants: -

The range of products exhibited by our participants include Woollen Shawls, Stoles, Scarves (assorted), Cushion covers, Curtains, Duvet covers Throws, Abaca & Wool rugs, Accessories, Handmade woollen carpets, Rugs, Mats, Durries, etc.



Participants informed that the overall turnout of buyers was good and they were able to penetrate into new markets Viz. Spain, Croatia, Espana, Morocco, Europe, Belgium and USA. Around 465 buyers visited the stalls of HEPC member exporters. Spot orders to the tune of Rs.2.14 crore and business enquiries to the tune of Rs.3.75 crore were generated during the fair.

All exhibitors have expressed their willingness to participate in the next edition through HEPC.

- NCK Sreelegha