

India Sourcing Fair, Santiago, Chile

About India Sourcing Fair:-

India Sourcing Fair in Santiago, Chile is one of the key event being organised by India Trade Promotion Organisation for the last 3 years in which Chileans are sourcing exclusive Indian products such as handlooms, handicrafts, textiles, artificial jewellery, ready-made garments, home furnishings, arts & Crafts, etc. This fair provides a unique opportunity to Chileans to buy Indian products manufactured by artisans & craftsmen. According to fair authority, 115 Indian companies participated in the Show in 4500 sq.m space in the current edition. The fair was held in Centro Cultural Estacion Mapocho, Santiago, Chile from 4-11 March, 2017. According to fair authority 60,000 visitors visited the fair. Theme Pavilion of the event was based on "Digital India". Cultural programmes were organised to attract more visitors to the show. The show was also publicised in metro stations, local transport buses and shopping malls.



The fair was inaugurated on 4th March 2017 by Ms.Anita Nayar, Ambassador, Embassy of India, Chile in the august presence of Mr.Alejandro Buvinic, Director, Pro Chile (Institution of Ministry of Foreign Affairs, Chile) and Ms.Hema Maity, Deputy General Manager, ITPO. Ms.Anita Nayar, Ambassdor visited HEPC member participant's stand & central promotion stand and interacted with them.





India-Chile relations:-

India-Chile Bilateral relationship: India-Chile relations are characterized by warmth, friendship and commonality of views on a wide range of issues. In 2009, India and Chile celebrated 60 years of establishment of diplomatic relations which coincided with the visit to India by the President of Chile, Dr. Michelle Bachelet Jeria. The bilateral relations have strengthened over the years with the exchange of high-level officials visits. India and Chile signed Agreements/MoUs covering various fields of cooperation viz. PTA, Sports, S&T, Antarctica, Air Services, Agriculture, New and Renewable Energy, Education, Outer Space, Geology and Mineral Resources. Traditional items being imported by Chile are garments, handicrafts, textiles, carpets, and hand tools. India's imports from Chile are predominantly copper, iodine, chemical wood pulp, molybdenum concentrates and fresh apples.

Handloom products Export to Chile

Export of handloom products to Chile was Rs.36.20 crore during 2013-14, declined to Rs.26.64 crore during 2014-15 and registered negative trend of 26%. But during 2015-16, exports increased to Rs.39.54 crore and has registered positive growth of 48%.

Value INR crore

| Products | 2013-14 | 2014-15 | 2015-16 | % growth during | |
|----------------------|---------|---------|---------|-----------------|---------|
| | | | | 2014-15 | 2015-16 |
| Fabrics | - | - | - | - | - |
| Floor coverings | 25.35 | 18.92 | 18.90 | -25.37 | -0.12 |
| Clothing accessories | 0.13 | 0.004 | 0.10 | -96.99 | 2471.18 |
| Madeups | 10.72 | 7.72 | 20.55 | -28.02 | 166.31 |
| Total | 36.20 | 26.64 | 39.54 | -26.41 | 48.44 |

About HEPC's participation

India Sourcing Fair was held in Centro Cultural Estacion Mapocho, Santiago, Chile from 4th March, 2017. Council has participated in this fair with 10 registered holders of India Handloom Brand (IHB) through India Trade Promotion Organisation under National Handloom Development Programme Scheme of O/o. Development Commissioner for Handlooms.



HEPC exhibitors showcased wide range of IHB products such as Kullu and Kani Shawls, Ikat Fabrics and dress material, Banarasi cut-work dress material, Garments, Made-ups, Tanchoi-Silk dress material, Fashion accessories etc. for the visiting buyers.

IHB promotion:

In Central promotion stand of the Council IHB products, posters describing India Handloom Brand have been displayed along with promotional material for IHB. Audio Visual film on IHB was run in the stand. Salient features and advantages of India Handloom Brand were explained to visitors by the hostess/interpreter engaged by the Council. Many visiting buyers showed interest to buy products of India Handloom

Brand and list of HEPC participants along with IHB brochures have been distributed to the buyers.



Buyer Mobilisation for Textiles India 2017

Meetings were arranged with Ms.Elizabeth Lagos Rubio, Vice Director International Affairs, Chamber of Commerce, Santiago and Ms.Magdalena Diaz, Executive Director, Chilean-Indian Chamber of Commerce (Camindia) & they were briefed about Textiles India Fair 2017. Both of them agreed to extend full support to visit Textile India Fair with delegation.

India Sourcing Fair, practically being a B2C Show, most of the visitors were retailers. However, a few wholesale buyers visited and they were also invited to visit Textiles India Fair. Buyer registration forms were obtained from two buyers to visit Textiles India Fair.

Feedback from participants: -

As per feedback received from participants, 7096 visitors visited their stand and generated business worth of Rs.1.34 crore/- (including spot sale of Rs.0.65 crore & enquiry of Rs.0.69 crore) of handloom products. The participants also informed that overall turnout of visitors was good and most of the participants sold their products in good quantity. Stoles, Scarves, shawls and garments of medium price range were in high demand. Apart from retail sale they got good enquires from wholesale buyers of Brazil, USA, Columbia, Malaysia, Peru & Argentina. All participants were interested to repeat their participation through HEPC.

- Lakshmi Narayan