

Spring Fair, Birmingham, England

ABOUT SPRING FAIR

Spring Fair is the UK's No.1 trade show for gift and home products, welcoming more than 60,000 visitors through the doors of Birmingham NEC over five days. Connecting people and products (across 14 curated show sectors) for more than 40 years, it's an explosion of newness, trend-led design, expert-led seminars, industry insights and more. It attracts a purchasing power of £2.4 billion, making it a must-do event for 2,500+ exhibitors a must-see for buyers across independents, multiples, e-commerce and department stores.



The Spring Fair 2017 brought the world's brands and buyers in one space attracting approximately 25,000 visitors around the world and provided a launching pad for new products. The fair attracted more than 2,200 leading British and overseas companies which were spread over at Halls 1- 12 and 17-20. The Exhibition was spread as per the product as detailed below: Hall 1 : Home; Hall 2 : Christmas Gifts, Floral & Seasonal Decorations; Hall 3 : The Party Show and Greetings & Gift; Hall 4 & 5 : Gifts; Hall 6 & 7: Retail Solutions and Contemporary Gifts; Hall 8 : The Summer house; Hall 9 : Kitchen, Dining & Housewares; Hall 10 : DIY & Home Improvement; Hall 10,11 & 12 : Volume Gift and Home; Hall 17 & 18: Jewellery & Watch; Hall 19 & 20 : Body & Bath, Fashion Jewellery, Accessories & Luggage.



Council organised participation with 12 exporters (including EPCH member exporters) in the Spring Fair held from 5th to 9th February 2017 under MDA scheme of Ministry of Commerce & Industry, Govt. of India.

The Products on display by the Indian contingents were: Home Textile Fabrics and Made-ups, Floor coverings, Bath

Mats, Floor Mats, Aprons, Towels, Cushions & other Kitchen Textiles Handicrafts of jute Bags & Accessories, Scarves, Stoles & Fashion accessories etc. The uniqueness of the Hall 5 was, it was dedicated to New Product Showcase. The business generated by the Indian companies during the show was GBP 98,500.00 (80 lakhs) and business expected GBP 3,09,000.00. (2.53 Cr). Participants received total 377 good business



enquiries for their products. Member exporters also got good leads for their future business.

The fair was quite appreciated by all participants and they gained the knowledge of market trends and the requirement of the visitors.