

IHGF HOME | LIFESTYLE | FASHION | FURNISHINGS | FURNITURE

DELHI FAIR

AUTUMN | FURNITURE

12-16 OCTOBER 2023 INDIA EXPO CENTRE & MART
GREATER NOIDA EXPRESSWAY, DELHI-NCROrganiser:  EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

OPENS TO A MOMENTOUS START, PROMISING BUSINESS

56TH
EDITION

Engages buyers with diversity, creativity, innovative options and eco-friendly expressions



The 56th edition of IHGF Delhi Fair-Autumn 2023 and Delhi Fair Furniture being held concurrently were inaugurated on 12th October 2023 by Mr. Dileep Baid, Chairman, EPCH in the presence of Dr. Rakesh Kumar, Chairman, IEML; Mr. Raj K Malhotra, Past Chairman, EPCH; Dr. Neeraj Khanna, Vice Chairman II, EPCH; Mr. Naresh Bothra, President, IHGF Delhi Fair-Autumn and Delhi Fair-Furniture 2023; Mr. S K Goel, Vice President, IHGF Delhi Fair-Autumn and Delhi Fair-Furniture 2023; Committee of Administration Members, EPCH; and Mr. R K Verma, Executive Director, EPCH. The shows were inaugurated amidst exhibitors, overseas and domestic volume buyers as well as members of press and media. The first two days of the show got several buyers from across the world with many regular patrons as well as those from India's emerging markets for handicraft exports.

Glimpses of Inauguration



Our Special Guests...



Shri Rajendra Agrawal, Hon'ble Member of Parliament, Meerut

Shri Manvendra Singh IAS, DM, Moradabad



EPCH's COA members in a commemorative photograph with Mr. Dileep Baid, Chairman, EPCH; Dr. Rakesh Kumar, Chairman, IEML; Dr. Neeraj Khanna, Vice Chairman II, EPCH; Mr. Naresh Bothra, President, IHGF Delhi Fair-Autumn and Delhi Fair-Furniture 2023; Mr. S K Goel, Vice President, IHGF Delhi Fair-Autumn and Delhi Fair-Furniture 2023; and Mr. R K Verma, Executive Director, EPCH

In a message for success of the fair, Smt. Darshana Jardosh, Hon'ble Union Minister of State for Textiles, commended the fair organisers and exhibitors for making IHGF Delhi Fair - an excellent medium to promote the craft industry and provide an opportunity for them to interact, share knowledge and explore business opportunities. She appreciated EPCH's role in providing a platform to a large number of exhibitors, especially small and medium entities, who, with their hard work, creativity and enterprises have been able to add to the exports of handicrafts from the remotest regions of India. Hailing the idea of 'Local for Global' she called the fairs' intent in sync with the vision of 'Atmanirbhar Bharat', of the Government of India which aims to not only promote local products and reduce dependence on imports but also encourages exporters to manufacture products for the global market using local materials as well as skills.

In his welcome address, Mr. Dileep Baid, Chairman, EPCH, complimented the resilience of the handicraft exhibitors for collectively facing the challenges amidst changing times and keeping the sector upbeat. He appreciated the handicraft fraternity's efforts led by the past Chairmen of the Council and attributed the exemplary legacy of

the IHGF Delhi Fair to their hard work, vision and leadership. He hoped that the sector and the fair continue to gain strength and grow as one of the most successful handicraft fairs in the world. Announcing the opening of the 56th edition of IHGF Delhi Fair and Delhi Fair-Furniture, he said, "the event stands tall as one of the largest and most prestigious trade fairs in the country, a testimony to the entrepreneurial spirit and creativity of our member exporters who have been showcasing their exquisite craftsmanship and unique products to the world for around three decades. Credit also goes to the overseas buying community, who have reposed faith and confidence in EPCH and have consistently participated in each edition of the show since the last 30 years."

Sharing about the Delhi Fair Furniture, he further added, "a show crafted for connoisseurs of furniture trade, this brings a wide selection of modern designs, innovations, handcrafted fusion and contemporary & new age materials from craft clusters and production sectors spread across India. Delhi Fair Furniture will be a One Stop solution for importers, wholesalers, retail chains and design professionals dealing in all things furniture & accessories.

Mr. Naresh Bothra, President, IHGF Delhi Fair Autumn and Delhi Fair Furniture 2023, while delivering the vote of thanks, thanked the Ministry of Textiles; the Office of Development Commissioner, Handicrafts; and various departments of the Govt. of India, for their support and the exporters, overseas buyers, artisans and press & media for their valued patronage.



India Manufacturers' Mart

Exporters showcase new product lines for regular buyers

Rich display at all Marts provides vibrancy and business solidity



Dr. Rakesh Kumar
Chairman,
India Exposition Mart Ltd.

Persistence is key to success. With successive fair editions regular and new buyers are habituating to visit Mart exhibitors, as they find their regular suppliers at the same place

every time. This gives the business dealing solidity.

I'm happy that more and more Mart owners have positively come forward to build up their year round business through the unparalleled opportunities that IHGF Delhi Fair brings.

Our vision for the Mart showrooms to be the prime destination for year round sourcing, across categories, is bound to take an upturn, with the opening of Expolnn within IEML premises and India's largest international airport coming up nearby, at speed. Enhanced, multi-mode, high speed connectivity will further boost ease of business.

Large showrooms, expansive visual indulgences, multitude of products in thoughtfully curated neat displays, easy to navigate aisles, lounges and well-appointed meeting rooms greet buyers at the India Manufacturers' Mart, located on four levels at the India Expo Centre & Mart, Greater Noida Expressway. With the IHGF Delhi Fair-Autumn 2023 and Delhi Fair Furniture in full swing, visiting buyers seem to be pressed for time. They have their pre-appointed meetings with the showroom owners, product samples to look into and the fairs alongside to visit. Some of the trade visitors shared that they visit their suppliers at the Marts at a mutually agreed convenient time and it works well because the showrooms are accessible the year round, except days when both sides meet at prime European fairs. For some, visit to the showrooms usually precedes a visit to the concerned manufacturer's "back to base" visit where buyers can take stock of more inventories, look at customisation options and finalise orders. The India Manufacturers' Mart has become a proven business platform and a significant step in a working relationship with manufacturer exporters in India.



Buyers at the Mart share their thoughts...

Inspirational and peaceful, a perfect sourcing environment

Tamra Bryant, Creative Co-op Inc., USA



I have been in business since 21 years. We have 450 employees all across the globe and we have US and Denmark based branches. I am here to source products of decor, daily use and furniture. I am doing business in India since 18 years and I have a first-hand experience in witnessing the major progress in the sophistication of Indian vendors. The quality and variety of Indian products has deliberately increased over the decade. Quality is the most important for products and India knows how to do it well. The makers of the products take significant care of the whole process from manufacturing till exporting. US admires these products as they are long lasting and handmade. I am here for both the fair and the Mart. I choose vendors and then I like to personally visit them. Another thing worth mentioning is India's hospitality, something which one cannot find in any other country.

Anna, Tell Me More, Sweden

This isn't my first time, I like visiting India often. I am mostly looking for textile products from the Mart and the fair both. Organic and sustainable Indian products work well in Scandinavian countries. 'Tell Me More' is an interior design company. We design and manufacture our own collections of textiles, hemp rugs, porcelain and interior details for home, all inspired by nature. We would like products that are developed with an aim for use with love, over a long period of time. Craftsmanship is too important for us.



Larissa, Finarte, Finland



Our business is 30 years old and we have been working with Indian exporters since then. Since 1985, we have made rugs that reflect a careful balance of heritage and creativity, tradition and modernity, innovative design and sustainable materials. All Finarte rugs are handwoven by skilled Indian artisans. Our production partnership is based on a life-long relationship with people and communities. We visit our suppliers' factories, old friends and their families at least twice a year. We are also working on finding new suppliers through the Marts this time.

Denis, Importer, UK

I am majorly looking for fair trade, ethically handcrafted goods. I am bringing the wholesale business to the UK, since it has a big market chain. I am doing this business throughout the year, but specially during seasonal fairs. UK loves Indian products, many are newly discovering Indian products.



Susanne, Emma Hobson Designs, Australia



I have exported from India before as well and I work regularly with suppliers in India. I am here for apparel. Our product lines are defined by handcrafted fashion, accessories, and homewares. We have Jaipur's hand-block cotton fabrics and natural dyed silks in form of flattering and comfortable options, perfect for curvy women living in hot, arid, and humid tropical climates. I am interested in the fair and the Mart both. Looking forward to purchasing from the Mart and I am eager to check out the halls. Australians enjoy good quality products with superior materials and flexibility. I am here for exclusives, not looking for mass products.

Marianne Sinding, Bloomingville A/S, Denmark

I am the Brand Director for Bloomingville A/S, Denmark. It is my fourth time in India, and first time since covid happened. I am looking to export textiles, home decor and interior products as well as accessories. I can say that as compared to before, now a lot of new products are coming up. There is a huge surge of new collections. India has a long tradition in crafting beautiful products. Textile is a major category for us and the marble products we get here is amazing. I do not look for any particular designs, I purchase both traditional and modern. The craftsmanship is also something that India does well.



Diana (Rustic Bougie) & Kerry (Universal Ironworks), USA



It is our first time in India and at the Expo Centre. We had heard a lot about it. Overall so far, all displays are attractive. Products are amazing, from the segmentation to the quality of products. We have imported from India before as well. Products wise, we aren't looking for trendy styles in home accents, personalised gifts and other such things that appeal to youth for Rustic Bougie. Universal Ironworks is located in Arizona, USA. We offer custom designed marquees. We are also for beads, jewellery, metals and wooden items. We have found some great pieces to add to our collections.

Travis & Hunter, AISG, USA

We have attended the fair many times, imported several collections and continue to work with Indian counterparts. Our markets are very receptive to the products we source from here. We specialise in hard goods made from marble and metal, as well as Moradabad style art goods. We source products all year long for various seasons.



Exhibitors enthuse buyers with Innovative Product Offerings

Excerpts from conversations with exhibitors at IHGF Delhi Fair-Autumn and Delhi Fair Furniture 2023

Ankur Agarwal, Jo Exports



This business based in Moradabad, was started by my parents in 1994, and I have been a part of it since 1998. We've been active participants in this fair ever since its establishment in 1994. With 30 years of expertise, we specialize in crafting vases, modern furniture, and outdoor accessories, with solar lights being our bestseller. Our focus on unique designs and finishes sets us apart. The IHGF has allowed us to explore new opportunities in different markets and connect with more buyers, shaping our successful journey in the business world.

Adit Singh, Khushbu Handicrafts



We are manufacturer suppliers of leather as well as leather in combination with wood and iron furniture like sofas, chairs, dining sets, dressers, study tables, swings and accent pieces as well as related items. Our business has been around since more than 10 years and we have been participating in this fair since 5 years now. Ours is a manufacturing company and USP is making a product in variations, using raw materials

from different parts of India. Our factory is at Boranada, Jodhpur, Rajasthan. Our export markets are UK, US and Australia. We also have an e-Commerce presence for the domestic market in India.

Noid Khan, Crest Exports

We are based in Jodhpur. Our speciality is mango wood furniture and display cum storage units made with responsibly procured raw material. In some styles we combine wood with wrought iron. Our style is mostly rustic and vintage and we customise for our main buyer market in Poland. We have been participating in this fair since two decades now and have met many businesses here.



Nimish Gupta, Gupta Creations



At Gupta Creations, we specialize in a unique category of products, that is trophies. In our early years, we used to import our goods from China, but now we have shifted our focus to manufacturing in India. We are based in Moradabad but our factory is located in Delhi. We export our trophies to the Middle East, South Asia, and Europe. We have a dedicated team of trained artisans, who not only create masterpieces but also pass on their expertise by training others, ensuring our commitment to quality and craftsmanship. We are third generation of the family in this business. Founded in 1956 Gupta Industries is a renowned name in the field of trophies, medals and handicrafts. Our recent venture Gupta Creations is a state of art manufacturing facility to make trophy, medals, antique silverware and handicrafts in India. We specialize in all kinds of trophies and medals like acrylic trophies, ABS trophies, wooden trophies, silver trophies and medals that can be preserved for a long time. The company also manufactures antique silverware and handicrafts which is perfect for home decoration.

Rajiv and Abhishek Pulga, Aanya Designs



We have been in this business from the past 25 years but I found this company 5 years ago which is named after my daughter Aanya. The raw materials include glass, wood, marbles, aluminium and metals from Moradabad. All of my products are both designed and manufactured in my manufacturing set up which is spread in about 200000 square metre in Moradabad. Initially we used to source products from Jodhpur and Jaipur. Now we do all of it on our own. We also export to US, Europe and Middle East and recently started our online platform that is 1.5 years back.

Delegation from RoDTEP Committee led by Chairman, Shri G K Pillai visit IHGF Delhi Fair-Autumn/Furniture 2023, interact with exporters

On Day 2 of the IHGF Delhi Fair-Autumn and Delhi Fair-Furniture, a RoDTEP delegation led by Shri. G.K.Pillai, Chairman RoDTEP Committee (RoDTEP stands for the Remission of Duties or Taxes on Export Products Scheme); and Mr. Gautam Ray, Member-RoDTEP Committee, along with Sr. Officers from Ministry of Finance, Govt. of India. They visited the stalls across product categories from various craft clusters. Thereafter, the Chairman-RoDTEP interacted with the exporters and discussed of reasonably considering remission of duties, based on inputs to be submitted through the relevant data formats circulated amongst member exporters. EPCH has been making representations at the concerned Govt. departments towards remission of these duties on export products, to make them cost-competitive and create a level playing field for them in the global market. The meeting held today on this matter was attended by Mr. Dileep Baid, Chairman, EPCH; Mr. Naresh Bothra, President, IHGF Delhi Fair Autumn'23 / Furniture Fair'23, Members of Committee of Administration - EPCH, Mr. O.P Prahladka, Mr. Raj Kumar Malhotra, Mr. K. L. Ramesh, Mr. Avdesh Agarwal, Mr. Hansarj Baheti, Mr. Girish Agarwal and Mr. Hemant Juneja; and other prominent member exporters - Mr. Rajat Asthana and Rajendra Gupta.



Amir Suhail, A F Exports



My father started this company in 1973, and we started our relations with EPCH in 2011. Participations in fairs followed thereafter. We are based in Moradabad, however we do source certain raw materials from different parts of India like iron from Ghaziabad, mango wood from Uttar Pradesh. We manufacture various styles of furniture as well as lamps, urns, pillars and interior definers. Our USP is mix of old and new with different materials like marble, wood and metal to create elegant and

appealing designs. Our vertically integrated unit includes a spacious section for inventory and warehousing apart from other facilities.

Nitesh Parakh, Aryan Craft

This company is 18 year old and we regularly participate in EPCH fairs. We specialise in furniture and we do our sourcing as well as manufacturing in Jodhpur itself. We make buyer friendly designs and keep up with the trends. We also make customised



designs chosen by our buyers. It's been 15 years since we started coming to IHGF Delhi Fair. This time it has been great again for us. The footfall was good and beneficial. We got a good response. Our major export markets are Europe and US. Over the years, we have gained immense expertise in supplying & trading of handicrafts, wooden furniture, candle holders, etc.

Ghanshyam Agarwal, Chandni Crafts

We are based in Boranada, Jodhpur, Rajasthan, where we have a well-established factory and showroom. We have our own seasoning & treatment plant, which we use for seasoning woods. This company started in 1997 and we have been associated with EPCH since the past 24 years. We specialise in elegant and exquisite furniture and



handcrafted products made from sheesham, acacia, and mango wood. Our focus is on our design theory as we create an entire range in seating, storage, display units, corner accents, etc., all defined with textures, contours, shapes and finishes. Some of our products are made with metal fittings, carvings and handmade embellishments. We are exporting our products to our regular buyers in the USA, Canada, U.A.E., Greece, France, Italy, Spain, Turkey, and Cyprus.

Chirag Suneja, Sant Exports

We are based in Saharanpur and I am the second generation in this business of making hadcrafted wooden home interior artefacts. This business was founded by my father in 1997. We used to work with cast iron as well but since 1999 we work with mango wood. We export to US, Europe Australia and Middle East. The response at the fair has been fairly good. We have met international buyers and made deals with them.



Buyers at the Fair

HOME DÉCOR



Kelly and Cuno, Studio Cuno, Netherlands

This is our 2nd year in this particular business and one of us has been in this field from the past 8 years. We are interior and product designers and create showpieces, home decor artefacts and event accent furniture. In fact, after years of growing as an international interior brand, we have a design studio for products that take inspiration from daily objects and life in general. This is our second visit to Indian exporters.

FURNITURE & ARTEFACTS



John Chamberlain and Rodrigo, Chile

We have been in this business for 13 years and we operate from our main branch in Santiago, Chile. Our work is around furnitures and home decor artefacts. We are still looking at all the variety and feel its too soon to form an opinion. However, we really liked the festive themed lamps and tables. We are looking forward to doing business with Indian exporters.

BRASSWARE



Nicola, Umdaba, South Africa

I found the fair very well organized and neat. This is my first time in India. I've been in this business for 10 years. Our company mainly deals in wooden, metal and all types of furniture. We source them for lodges. We have a tune key contract with all of them. Brass furniture from India really got our attention and we are looking forward to do business with exhibitors here.

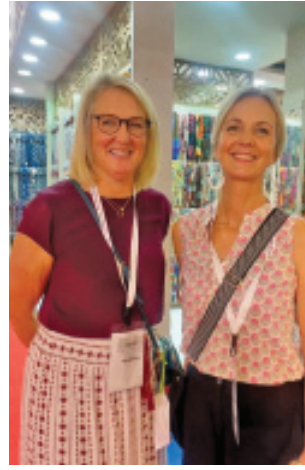
COTTONS, HOME DECOR



Cindy, Spinners & Weavers, Zimbabwe, Africa

The company has been around for over 70 years, we specialise in cotton clothing, playing a crucial role in the cotton to clothing value chain that generates employment. This is my first time in India, and I'm interested to buy home interiors products and decor. I have already purchased multiple Christmas décor and clothing items and am fond of the lamps around here too.

FASHION JEWELLERY



Stella and Christine Holden, Peace of Mind, UK

What we do we call 'more than a gift'! From fine sterling silver jewellery to silver plated fashion jewellery, scarves, handbags and even socks, each piece is ethically made, beautiful and affordable. Whether the style is subtle and muted or bright and bold, classic or contemporary, we offer a lot through our lovely designs. We've been coming to this fair since over 10 years. We are looking for autumn/ winter products.

HANDCRAFTED FASHION



Yasuki Nakano, Ansnam, Tokyo, Japan

I am astonished by the size of the fair firstly, so much variety to choose from and the fair is well organised too. I am working in the fashion industry since the past 20 years. I am looking for handloom and hand crafting exclusive suppliers who could make our designs come to life and collaboration with Indian designers. We do a variety of fashionable products. I really loved the embroidery products.

HOMEWARE, FURNITURE, GIFTS



John Allan and Martin, Stone the Crows, UK

I, John, the MD of my firm, have been coming to this Handicraft Fair in India since over 30+ years. It is Martin's first time in India. We are wholesalers and retailers and specialize in homeware, furniture, and gifting items, exclusively sourced from India. We are here to look for various home décor items that are 'One-of-a-Kind' pieces, with each story having its own story to tell. We buy restoration pieces, upcycled assortments and such products that our customers will not find elsewhere in UK. We really adored the baskets and ceramic items and are looking around to explore much more.

FASHION JEWELLERY



Giuseppe Bucciarelli, Italy

Perhaps the oldest patron of this fair and the Indian handicrafts industry, I have been in this business of sourcing various lifestyle products since the past 50 years. Long back, we had to seek out suppliers in various cities but with the fair and the Marts at India Expo Centre, we get a delightful chance to explore all products at one place. I have been doing business with almost each and every exported present here in the Mart. I sell jewellery and garments to wholesalers in Rome.

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Our buyers - at work



KNOWLEDGE SESSIONS

Leveraging International Multi-Modal Transportation to Optimize Supply Chains

13th October 2023: With Mr. Vanish Ahluwalia, expert on Global Supply-Chain, International Shipping & Integrated Logistics Solutions, as the guest faculty, this session was on global competitiveness of cargo through multimodal logistics solutions; correct use of right incoterms; ocean freight management; analyzing the cost factors in multi-modal transportation; and understanding supply chain efficiency.

With general awareness of EXIM trade as an introduction, the speaker spoke of logistics facilities and high traffic giving example of Nhava Sheva that handles maximum export traffic with more than 34% shipments valued more than INR 365000 Crore. He touched upon how **logistics costs influence overall export costs** as hikes in fees contribute to accumulative costs.

Trends in import countries also determine cost changes. As of now, India jumps 6 places to rank 38 out of 139 countries on the 7th edition of logistics performance index. Competition with China has to be addressed aggressively for India to get ahead. Thereafter, **the speaker detailed on stakeholders** like custom house agent/broker, freight forwarder/NVOCC (Non-Vessel Operating Common Carriers), shipping lines, transporter, surveyor, consolidator, ICD/CFC/MMLP Operator, container train operators, custom authorities and consignee as well as how their inclusion adds to the costs. He informed of cost reduction by one tenth if sea freight is chosen over air. This mode has become 90% lesser than it was in covered and since then India has made tremendous success.

The audience was also updated in detail with **functions of the stakeholders and their importance in the logistics process** through documentations, negotiations, taking responsibility of consignments' movement from warehouse-to-warehouse, etc. While describing the process and its time sensitivity, Mr. Ahluwalia urged EPCH to raise a voice against people who paralyze exporters' money by keeping cheques and formulating new policies to protect them.

A question was asked from among the audience that, where should they go when they want to file a complaint against a transporter? The speaker suggested that they could go for better transporters and one should take charge of one's own shipment to save major money. For this, companies like Blackbuck were suggested. They organise, digitize and simplify trucking for every shipper and trucker. The speaker also suggested that



Mr. Vanish Ahluwalia, expert on Global Supply-Chain, International Shipping & Integrated Logistics Solutions, making a detailed presentation on the topic

the concerned ICD could be asked for the list of consolidators who could help in such cases. In course of the session, it was suggested that the weight of the freight should be calibrated well before giving it out for shipping because it is checked on various checkpoints and if some discrepancy is noticed it would be deported on exporter's own cost.

The speaker spoke about **ULIP (Unit linked Insurance Plan)** that would have direct and indirect benefits to the shippers/consignees like, Real Time Inventory Management; Support for informed decision making and "Just-in-time" inventory management; Real Time Monitoring; Real-time process and cargo movement monitoring on a single platform, and Identification of cheaper logistics modes. The **NLP(National Logistics Policy)** was explained. Launched in September 2022 it seeks to cut the current cost of transporting India-made goods internally and to the world by half, by 2030.

This is supported by PM's **Gati-Shakti National Master Plan**. Part of the policy will be **DAP (Delivered at Place)** that means the seller delivers when the goods are placed at the disposal of the buyer on the arriving means of transport ready for unloading at the named place of destination. The seller bears all risks involved in bringing the goods to the named place; DFC will mean India's most ambitious **Dedicated Freight Corridor (DFC)** project that is a high-capacity railway corridor exclusively meant for transportation of goods & commodities. The DFCs will be a **game changer in the freight scenario and will substantially lower the logistics cost** in the country.

Jammu & Kashmir artisans showcase live craft demonstration alongwith products on display



Embracing tomorrow's Aesthetics: Upcoming Decor & Furniture Trends

13th October 2023: Ms. Srishti Srivastava, Business Development Associate, Fashion Snoops and her colleague, Mr. Piyush, through an illustrated presentation updated on upcoming trends in the furniture industry and generally demystified trends for the 2024 and 2025 seasons.

Introducing their company, **Mr. Piyush** shared that Fashion Snoop is a 22-year-old US-based trend and design platform serving retailers and manufacturers in 50+ countries. They cover markets such as fashion, media, home, packaging, beauty, hospitality, and many others. In terms of home furniture, they cover interior designing, outdoor furnishing, floor decor, kitchen, houseware, etc. Their forecast research methodology includes research 18 to 24 months in advance, focusing on macro trends that lead to cultural sentiments, moving on to anchor colours, and eventually, design aesthetics that become the core of the forward movement. Then, they have seasonal narratives that lead to trend stories. Their trend platform is divided into three basic criteria: Explore, Track, and Create. The Explore track consists of foresight, market intelligence, and an acid gallery. The Track part includes retail, live social, live runaway, and trade show live. Create involves making mood boards, rapidly building storyboards, creating dynamic colour maps, design directions, etc. They use market tracking tools, reader and social life, with the help of AI technology. Hence, serving as the bridge between exploration and creativity.



Detailing the trends, **Ms. Srishti Srivastava** focused on macro trends, as it serves as a foundation and inspiration for product launches. She explained the core trends based on their research -firstly, there's 'Unbound Existence' which involves breaking away from conventional life settings due to feeling overwhelmed. Secondly, 'Earth Kind' emphasizes staying connected to the earth and sustainability. Then, there's 'Soul-Centered' focusing on calmness and finding one's inner self. 'Soft Focus' covers subtle light, feminine mellow aspects, and mental health. Lastly, 'Collective Resilience' explores how we feel as a community, and more.

On design aesthetics, the speaker cited four categories and elaborated on two. 'Sentimental' emphasizes the emotional connection to furniture, conveying emotions and approaches. There are three major categories within this: Craft, covering wellness, creation, and longevity; Mythology, focusing on storytelling, revival of ancient aesthetics, etc.; and Cinematic, which aims to break monotony, a preference often seen in the younger generation. The next category is 'Immersive,'. It is about the functionality of designs that adapt to specific situations and engage with consumers. The designs are versatile, breaking boundaries to become more functional pieces. This is what the 'Immersive' design aesthetics aim to achieve.

Design Talk for Opportunities in India

13th October 2023: **Mr. Gunnar Hoffrichter**, Independent Consultant, Hamburg/Germany spoke on latest trends & forecast; overarching materials/finishes as per décor and furniture market; important materials, finishes, textures; macro trends to understand the cultural shifts across the globe; and future landscape of home decor.

Mr. Hoffrichter started his presentation with his admiration for India's hospitality and culture. Speaking from the buyers' point of view, he suggested ways to help Indian businesses grow. "We all acknowledge the challenges India faces, but I believe India can keep growing. I have some suggestions, such as addressing delays in delivery, improving communication, and navigating reliable sources, which can be tough for buyers," he said and added that India can also enhance its marketing efforts, and early sampling testing is crucial.

Using the expression Carpe Diem (used to urge someone to make the most of the present time and give little thought to the future), he urged Indian enterprises to seize opportunities with passion and determination.



Despite crises like war and economic problems one needs to play on strengths and succeed, he emphasised. Sharing some pointers, the speaker spoke of analyzing the past, present, and future vision that is vital to map product growth and added, "focus on your strengths and work hard in advance for results. Invest in time and understand seasonal events. Market research is essential to identify trends and necessary developments. Invest in tech and machinery." He further asked exporters to address the issue of monotony in product variety and emphasised, "consider traveling and discovering; visit if possible and invest in machinery, showrooms and booths. Think creatively to attract new customers with unique displays and marketing on platforms like Instagram and LinkedIn. Establish a strong online presence to let people know what you sell, who you are, and what makes you unique." Finally, he closed with an encouragement - "India is a progressive nation, and I appreciate the hard work. Let's grow together."



With specialization in strategy, product development and visual merchandising, Mr. Hoffrichter has handled design/product development processes with 20+ years of knowledge in analysis, positioning, purchase and strategic as well as operative product management and marketing plus brand building. He has over 30 years in the trade with experience in creativity & design orientation, having worked for brands, such as JOOP! Living and Lambert. He has successfully implemented new product groups & lines and built agency networks; communicated with internal and external interfaces and coordinated meetings, presenting the results both internally as well as to external audiences.



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SOURCING REDEFINED

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FAIR



INDIA EXPO CENTRE & MART, GREATER NOIDA EXPRESSWAY, DELHI-NCR

HOME | LIFESTYLE | FURNITURE | FASHION | FURNISHINGS

06 - 10 FEBRUARY | SPRING 2024

Gifts & Decoratives | Furniture & Accessories | Home Furnishings | Fashion Jewellery & Accessories
Lamps and Lighting | Christmas and Festive Décor | Handmade Paper Products & Stationery | Houseware
Bathroom & Accessories | Garden & Outdoor | Educational Toys and Games | Carpets & Rugs
Leather Bags & Cases | Candles, Incense & Potpourri



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