



SOURCING
CONSULTANTS
ASSOCIATION

68th INDIA INTERNATIONAL GARMENT FAIR (IIGF) 2023

INDIA INTERNATIONAL GARMENT FAIR (IIGF) HAS BEEN ORGANIZED WITH THE SUPPORT OF APPAREL EXPORT PROMOTION COUNCIL (AEPCC) SINCE MANY YEARS. SOURCING CONSULTANTS' ASSOCIATION (BAA) HAD THE HONOR OF PARTNERING WITH THEM AS SOURCING PARTNERS ON THE 68TH EDITION OF IIGF HELD AT THE IEML, GREATER NOIDA.

THE FAIR WAS HELD AT THE HALL 1,3,5,7 OF THE CFB AREA OF THE EXPO MART AT GREATER NOIDA (CITY OF APPARELS). ON THE FIRST DAY, THE REGISTRATION DESK WERE FULL OF VISITORS, BUYERS AND SOURCING CONSULTANTS. OVER 255 EXHIBITORS WERE PRESENT AT THIS FAIR SHOWCASING QUALITY APPAREL/ACCESSORIES DESIGNS IN WOMENSWEAR, MENSWEAR, KIDSWEAR & FASHION ACCESSORIES FROM ACROSS INDIA.

THE DAY BEGAN WITH HEAVY FOOTFALL AND LATER BY NOON THE SHOW WAS INAUGURATED BY SMT. DARSHANA JARDOAH, H'BLE MINISTER OF STATE FOR RAILWAYS & TEXTILES, GOVERNMENT OF INDIA. OUR CHAIRPERSON MR. VISHAL DHINGRA WAS INVITED AS SPECIAL GUEST TO INAUGURATE SHOW ALONG WITH THE OTHER DIGNITARIES ON DIAS INCLUDING MR. LALIT THUKRAL, CHAIRMAN OF INTERNATIONAL GARMENT FAIR ORGANISATION (IGFA) AND CHAIRMAN A.E.P.C. MR. NAREN GOENKA.



OUR BOOTH WAS STRATEGICALLY LOCATED AT THE CFB AISLE ENABLING VISITORS & OUR MEMBER'S REACH. THE HIGHLIGHT BEING , A HUGE SPACE WITH LOUNGE FOR BUYING & SOURCING CONSULTANTS, THAT THE ORGANIZERS HAD PROVIDED WHERE OUR MEMBERS COULD RELAX OVER TEA/COFFEE AND SOME INTERACTIONS.

THE FIRST DAY WAS POSITIVE AND OUR BOOTH HAD GOOD INTERACTIONS WITH OUR MEMBERS AND SOME OTHER TRADE VISITORS LIKE EXPORTERS & SERVICE PROVIDERS. FOR GARMENT SECTOR, THIS WAS OUR FIRST BIG APPAREL RELATED SHOW AND THUS THE RESULTS WILL SHOW IN NEAR FUTURE. LOT OF OUR MEMBERS VISITED THE SHOW AND WALKED THROUGH THE AISLES TO VISIT SOME GOOD FACTORIES.





EACH DAY WAS MARKED WITH FASHION SHOWS TWICE A DAY TO PRESENT THE WIDE RANGE OF DESIGNS/STYLES DISPLAYED BY THE EXHIBITORS ENABLING THE BUYERS AND OTHER VISITORS TO HAVE A VISUAL TREAT AND GET CLOSE UNDERSTANDING OF THE PRODUCTS. THE LIVE MODELS PRESENTED THEIR PRODUCTS WITH GRACE. THE MUSIC & THE LIGHT COMBINATION GAVE VALUE TO THEIR PRESENTATION. THE SHOW WAS FULL OF BUYERS AND OTHER VISITORS' MARKS IMPORTANCE OF SUCH SHOWS.

ON SECOND DAY, MANY BAA MEMBERS WALKED THE SHOW AND MOST OF THEM WERE ABLE TO FIND RIGHT PRODUCTS, THOUGH FEW OF THEM COULD NOT FIND RIGHT PRODUCT OR SUPPLIERS. LOT OF OUR MEMBERS VISITED OUR BOOTH MAKING IT LOOK MORE COLORFUL. OUR CHAIR SERVED SUMPTUOUS DAHI BHALLA AT THE STALL TO EACH VISITING MEMBER AND EVERYONE ENJOYED THE FEAT.

SEVERAL OVERSEAS BUYERS WERE PRESENT AT THE FAIR AND WALKING THE SHOW. BUSINESS WAS LOOKING GOOD; EXHIBITORS WERE HAPPY WITH THE RESULT AND MOST OF THEM GAINED HUGE ORDERS.

THE LAST DAY WAS A LITTLE SLOW, HOWEVER THERE WAS GOOD FOOTFALL IN THE FIRST HALF. ALSO ON THIS DAY FEW OF OUR MEMBERS CAME WHO MISSED COMING ON FIRST TWO DAYS. OUR TEAM WAS ON FOREFRONT AND VERY HELPFUL TO OUR MEMBERS IN ARRANGING PASSES, ENTRY OR GUIDANCE REGARDING THE SHOW.

BEING THE FIRST SHOW FOR US, IIGF WAS REMARKABLE AND WE HOPE TO HAVE SEVERAL SUCH EDITIONS WITH THEM IN FUTURE.

REPORT COMPILED BY:

SANJEEV JAIN- HEAD TRADE FAIR

10-Feb 2023

