



4th January 2022

TRADE FAIR REPORT



HINDTEX FAIR-2022, Varanasi, Uttar Pradesh

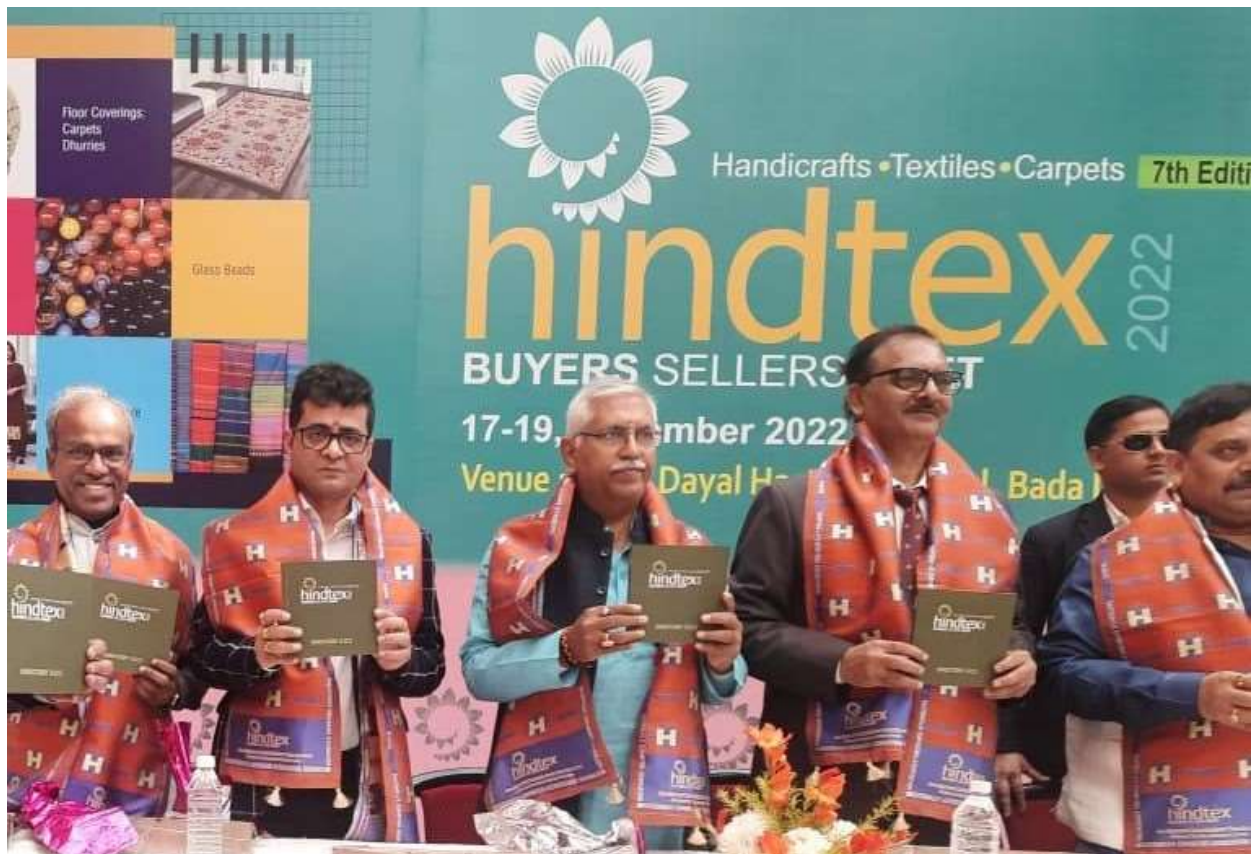
17th – 19th December 2022

This BSM was organized by Eastern U. P. Exporters Association [EUPEA] and Sponsored by Development Commissioner (Handicrafts), Ministry of Textiles, Government of India

HINDTEX 2022, the 7th edition of reverse Buyers-Sellers meets organised by Eastern UP Exporter Association EUPEA at DeenDayal Hastkala Sarkul, Badalapur, Varanasi. The 3 days show from 17th Dec – 19th Dec 2022 was all about Banaras fabric, Handloom, Handicraft and Carpets.

This edition of Hindtex was special as many of the senior officials from government were present to encourage the exhibitors, overall in 3 days of event dignities who visited are;

- Mr Ravindra Jaiswal (Minister UP Govt),
- Mr Dayashankar Mishra, (Minister UP Govt),
- Mr S.K. Jha (Senior Director office of DC Handicrafts, Min. of Textiles, govt of India),
- Mr Umesh Kumar Singh (Joint Commissioner Industry),
- Mr Amitabh (President EUPEA),
- Mr Virendra Kumar (Regional Director Handicrafts),
- Mr Sumit Chhabra (Vice-Chairman BAA, Delhi)



The organizers had selected exhibitors in such a way that they could present a lot of variety, designs and product categories which gave value to the entire show. Besides the exhibitors, they had presented lot of Artisans presenting their hand made skills at the centre Atrium. These Artisans were making their hand made products live at the show, which made the visitors and customers interact with them and at the same time also understand the techniques, intricacies and time it takes to make such products. Of course, this makes these products slightly expensive as compared to the other general products of similar fabrics and designs which are made on machines. But the niche they can produce in such products is incomparable.

There was an amazing footfall of buying agents, retailers and some local traders. It was a small but interesting show, with over 55 exhibitors. A team of 24 BAA members travelled as delegation to the Hindtex show.

Each of our member visited almost all the exhibitors at the show finding out best suppliers for themselves. And most of us could find right vendor for our sourcing by the end of the show.

After arriving at Varanasi by different modes and at different times, our members visited the show on first day in the second half and spent most of their time visiting the exhibitors and working with them on their products which are of use for their customers.

BAA tie-up with organizer EUPEA and facilitated travel and hotel logistics reimbursed to all our participating member community. There were 25 of BAA members who visited the BSM



The second day most of our members reached the show early morning. The herd headed to reach out to all the suppliers who were eagerly waiting for our members. Our members worked hard with each supplier on their booths and most of us were able to find some new products or even the products that they were already looking for. Most of them were excited about the products we found there and gave them lot of enquiries, which may later convert to orders.



Some of us who were not doing these product categories were also astonished to see these kinds of products like Banaras fabrics, saree, dress materials, scarves, stoles and other dhurries and carpets etc. They are willing to offer these products to their customers and find a new product for themselves.



One of our members already found 5 exhibitors who were already his suppliers and were already working with him. Another member of ours had given confirmed enquiries which can start business with them. Value and Quantum is yet not declared by them.



Even the show being smaller, our members devoted longer duration at the show as they got interesting things to see and involve themselves. Over-all the show was smaller, but interesting and our members could involve themselves and find right product and suppliers.

The Show concluded on second day by an enchanting Fashion Show presented by the organizers and exhibitors presented their best designs across the show.





YouTube link to Fashion Show <https://www.youtube.com/watch?v=yu4vByGc8MM>

Our team enjoyed the kind of interactive show and seeing traditional dresses showcased on models, which is a rare sight for all of us.

The organizers were very humble and provided generous hospitality to our members. Our stay and travel was made comfortable and our trade team made all arrangements for them to make them feel easy and relaxed.

Being in Varanasi, city of River Ganges and its magnificent Ghats, our members took tour of the ghats, taking trip by boat in the river, eating local delicacies, travelled by local autos, Getting blessed by early Morning Sunrise at the River Ghats till the mesmerising Arti at the famous Dashashwamegh Ghat, and enjoyed their evenings in smaller groups as they liked, just to go back to work the next day and had to fly back to their homes.

Feedbacks from our members

Abhay Jain- JNitin Global LLP

This is a very good initiative to increase the artisan-based business & we could find good quality and price of products.

Sanjeev Jain- TQM Global Buying

Over-all the show was excellent, had good mix of products, I feel more emphasis could be given on exports and pricing needs to be sharp. Though I could manage to get good prices from some suppliers. I feel one day could have been kept for factory visits to give better understanding.

John Ramesh- SNQS International

- A Factory visits or video presentation could help buyers react faster.
- New and good learning on this market, Right hit would pull huge export business.
- Great potential, will need its time for Ethical, testing awareness & planning.

Deepak Girdhar- Kairos Framework

Excellent arrangements & Display of products.

Rajnish Garg- Ess Ell Sourcing

Other than Carpet manufacturers, most of the exhibitors were focused on domestic market and they need guidance to offer and promote products in International Markets.

Michael Vinod – Made In India Sourcing

I was impressed with the craftsmanship and overall selection of exhibitor. I think BAA and EUPEA will go together for very long time.

Reported by :

- Michael V. (VC, BAA & Trade-fair Team)
- Sumit Chhabra (VC, BAA & PR Team)