



The Handloom Export Promotion Council

(Ministry of Textiles, Govt. of India)



34, (Old No.18) Cathedral Garden Road,
Nungambakkam,
Chennai - 600 034. INDIA

Phone : +91-44-28278879, 28276043
Tele Fax : +91-44-28271761
E-mail : hepc@hepcindia.com
Website : www.hepcindia.com
MOT Website : www.ministryoftextiles.gov.in

HEPC/EF/IIHF-2014/CHENNAI/2013-14 / 171,

February 10, 2014

To

1. A list of EPCs
2. A list of Commodity Boards

Dear Sirs,

Sub : *ASG may 11 see memo*
16/2/2014
Sub : **Organisation of 4th edition of "India International Hand-woven Fair" at Chennai Trade Centre, Chennai, Tamilnadu, from 12-14th March 2014 – Reg.**

Ref : **Council's letter of even number dt 19-08-2013**

With its three consecutive successful earlier editions, India International Handwoven Fair (IIHF) has registered a mark in International Calender of events and established a name in the trade both with export and import community.

The 3rd edition of IIHF truly evolved as a vibrant meeting point for 98 overseas Buyers and 200 domestic exhibitors. Overseas Buyers from USA, UK, Australia, Germany, Sweden, Poland, Belgium, Italy, Finland, Canada, Colombia, Chile, Russia, Japan, South Africa, Mauritius, Slovakia, Hong Kong, Malaysia, Taiwan, Serbia, Zimbabwe, Azerbaijan, Afghanistan, Egypt, Saudi Arabia, Ghana, Morocco and Israel participated in the event.

Domestic participant exhibitors from Tamil Nadu, Kerala, Uttar pradesh, Andhra Pradesh, Karnataka, Maharashtra, West Bengal, New Delhi, Haryana, Madhya Pradesh, Odisha, Rajasthan, Jharkhand, Himachal Pradesh, Kashmir, Bihar, Punjab, Nagaland, Manipur and Assam displayed products unique in technique, design and craftsmanship reflecting the diversity, depth and spirit of Indian Handlooms.

As per the feedback report , the participants booked spot orders besides getting good business enquiries.

Consequent on the phenomenal success of the 3rd edition of India International Handwoven Fair held during 2013, Handloom Export Promotion Council is organizing the 4th edition of India International Hand-woven Fair, at Chennai Trade Centre, Chennai, Tamilnadu, from 12-14th March'2014

IIHF-2014 - Show Information :

Show Name : **India International Hand-woven Fair**

Date : **12-14th March'2014**

Venue : **Chennai Trade Centre, Chennai**

Product Profile: **Table linen, Bedlinen, Kitchen Linen, Furnishing elements, Curtains, Floor coverings, Wall hangings, Trimmings and embellishments, Indian attire**

Praveen

Send thanks from SS' side by email of 15/02

*16/2/14
14/2*



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(lungies, sarees, dhoties sarongs, RMHK), Fashion accessories (Stoles, Scarves, Shawls etc), Jute products, Gift articles & collectors' items

Participants perspective :

HEPC has already established links with the buying community across the globe and it is expected that major buyers from different part of the world will visit this fair to source their products. Buyers are expected from USA, Europe, Asia, CIS & LAC countries. About 150 buyers including buying agents from different countries will be attending the event.

Stand package :

Minimum Booth area offered- 9 sq.mtrs

Space for a standard booth	Total Cost of 9 sq.mtrs	Total Cost of 12 sq.mtrs.
Participation fee @Rs.4000/- per sq.mtre plus 12.36% Service Tax	Rs.40450/-* (inclusive of 12.36% Service Tax)	Rs.53933/-* (inclusive of 12.36% Service Tax)
Additional stand space	Additional space in multiples of 9 or 12 sq.mtrs only	
Corner booth	10% extra	

*- Please note that the participation fee is already subsidized one and no further grant will be available

As the number of stalls are limited, Interested members of your Council may be advised to use this excellent opportunity to increase their business by participating in this event with a minimum investment on marketing by sending the application form (please download the national fair application from the link www.hepcindia.com/forms.php along with DD / Multicity cheque as per the requisite amount in favour of "Handloom Export Promotion Council", payable at Chennai on or before 20-02-14 . Please note that application will be considered on the basis of first cum first serve basis, subject to space availability with HEPC.

As the fair represents an invaluable opportunity to contact buyers in the right environment for business, secure your space today and avail this golden opportunity to explore your business!!!

Thanking you,

Yours faithfully,


Dr. (Mrs).Beela Rajesh, IAS.,
Executive Director