



# INDIAN

## Handwoven and Hometextiles Sourcing

15, 16 & 17 December 2020 | South America





## Handloom Export Promotion Council

HEPC is a nodal organisation constituted under “The Ministry of Textiles, Government of India” to promote the exports of all handloom products like home furnishings, carpets, floor coverings, clothing accessories, fabrics etc.

The basic objective of HEPC is to provide all support and guidance to the Indian Handloom exporters and International buyers for trade promotion and international marketing.



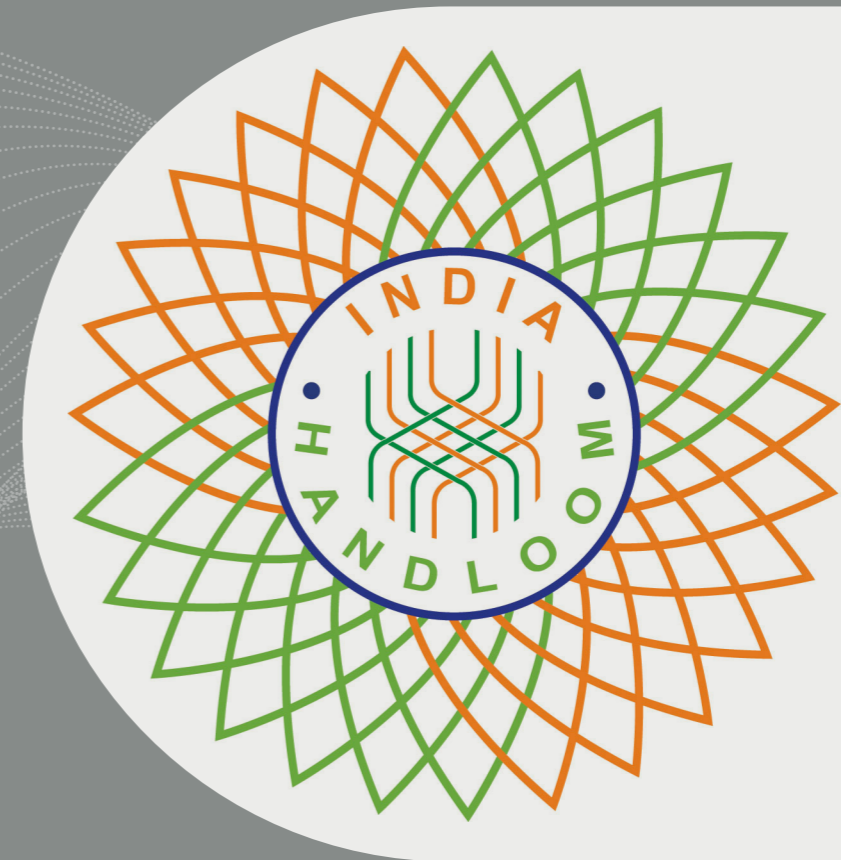
HEPC was constituted in the year 1965 with 96 members and its present membership is over 1500 spread all over the country.

The Handloom industry mainly exports bed linen, table linen, toilet and kitchen linen, towels, curtains, cushions and pads, tapestries and upholstery, carpets and floor coverings, clothing accessories, fabrics etc.

# India Handloom Brand

“India Handloom” brand was launched by the Ministry of Textiles, Govt. of India to endorse the quality of the products in terms of raw material, processing, embellishments, weaving, design, defect free handwoven authentic niche product having Zero defect and Zero effect on environment and other parameters besides social and environmental compliances for earning the trust of customers. The concept of “India Handloom” is to brand the handwoven products which are exclusively catering to the “quality” need of the socio-environmentally conscious customer. All “India Handloom” Brand products are 100% defect free and do not compromise on the usage of natural colours, skin friendly dyes and natural fibres. Please visit [www.indiahandloombrand.gov.in](http://www.indiahandloombrand.gov.in) to order your chosen product from any of the IHB e-commerce partner sites.

Introduction of “Handloom” Mark by the Government of India is also helping in establishing a clear identity of genuine handloom products with the consumers.



# INDIAN HANDWOVEN & HOMETEXTILES SOURCING

## VIRTUAL BUYER SELLER MEET

Indian Handwoven and Hometextiles Sourcing (IHHS) fair is an exclusive Virtual Buyer Seller Meet specifically designed for each region/country.

IHHS brings together manufacturers, suppliers and related services in Handloom sector under one roof to showcase their merchandise to discerning buyers.

## PRODUCTS ON DISPLAY

Range of products that a Buyer can expect in the IHHS Fair



Bath Linen



Curtains



Bed Linen



Furnishing Articles



Table Linen



Fashion Accessories



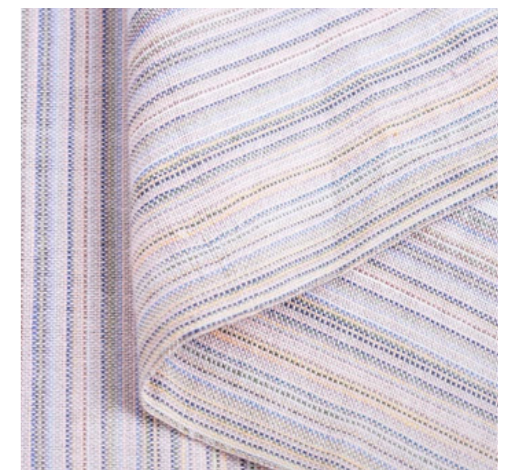
Kitchen Linen



Floor Covering



Trimmings & Embellishments



Fabrics



# WHY PARTICIPATE

Due to the Covid-19 outbreak, many countries have imposed travel restrictions on non-essential travel, forcing businesses across the world to switch to remote working. During this challenging time, to inspire innovation, the industry has turned to digital solutions, signaling the rise of the virtual trade shows.

The virtual exhibition not only facilitates social distancing but also reduces carbon emission compared to the conventional means of such events. Region-specific shows help to understand the specific market requirements and showcase solutions accordingly. More and more buyers are in search of making direct contact with competent, high-quality manufacturers through the shortest and safest route.

This platform provides an opportunity to participate, network & nurture your textile business.

# VIRTUAL BSM



## Cost Effective

Virtual BSM is a **cost effective** method which eliminates travel & stay. It allows you to experience the exhibition in the comfort of your home.

## Fast-Paced

It is easier to make connections, Virtual BSM is fast-paced since buyers do not have to move **physically** from one booth to another.

## Easy Access

Since everything is online buyers can easily **record** important information right on their electronic devices.

## Flexibility

It is **flexible and variable**, because virtual expo takes place online, you can plan your meeting with the seller beforehand.

## Time Saving

It is a **time saver** compared to a physical fair.

## HIGHLIGHTS

- ⦿ **User-friendly** 3D immersive virtual experience / environment using Innovative interactive technology.
- ⦿ **Live Stream** Demo Sessions / Product Launch Events / Webinars / Presentations.
- ⦿ **Secured data** accessible only to Buyers.
- ⦿ Buyers / Visitors can sort exhibitors by product category.
- ⦿ **Exclusive Meeting Rooms & Personalized** meeting schedules.
- ⦿ **Live 1:1 Audio & Video chat** for easy interaction.
- ⦿ **Artificial Intelligence-Driven Matchmaking.**

### Visitor Profile

Importers | Wholesalers | Retailers & distributors | Interior decorators/designers | Fashion designers & design houses | Buying house/agents | Trade association representatives & consultants | Brands & private labels

### Exhibitor Profile

Direct Manufacturers / Exporters from all over India.



**Visit our website for  
more Information &  
Registration**



[www.ihhsfair.com](http://www.ihhsfair.com)



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