

Report on Domotex Fair participation held during January 12-15, 2023

Domotex Fair:

Domotex is the leading trade fair for international floor coverings, the fair sets the trend for the next season. DOMOTEX 2023 proved once again that it remains the industry's most important trade, innovation and trend platform. During the four-day world's leading trade fair for carpets and floor coverings, trade visitors around 69% of them from abroad were able to discover new innovations and trends and make new business contacts with more than 730 exhibitors in eight halls. Sustainability, internationality and visitor quality were the hallmarks of this year's event. Exhibitors, visitors and organizers agreed that Domotex 2023 was a resounding success. At Domotex 2023, the special show The Green Collection and Domotex on stage under the guiding theme Floored by Nature formed the heart of the event.

Visitors Attendance and Quality:

Exhibitors were pleasantly surprised by the number of visitors and they did not expect such a lively turnout this year due to the difficult world situation. Exhibitors expect to see an even stronger event with a united flooring industry in Domotex 2024.

Export of handloom products to Germany:

Table detailing export of handloom products to Germany during 2019-20, 2020-21 and 2021-22

Products	2019-20		2020-21		2021-22	
	INR	US \$	INR	US \$	INR	US \$
A)Fabrics						
1. Real Madras Handkerchiefs	0.00	0.00	0.00	0.00	0.00	0.00
2. Lungies	0.00	0.00	0.00	0.00	0.00	0.00
3. Dhotis	0.00	0.00	0.00	0.00	0.00	0.00
4. Sarees	0.00	0.00	0.00	0.00	0.01	0.00
5. Other Fabrics	5.55	0.78	4.84	0.65	4.15	0.56
Total (A)	5.55	0.78	4.85	0.65	4.16	0.56
B) Madeups						
1. Bed linen	8.75	1.17	1.69	0.23	2.92	0.39
2. Table linen	6.60	0.92	1.18	0.16	4.29	0.57
3. Toilet & kitchen linen	4.67	0.65	0.01	0.00	0.36	0.05
4. Cushion covers	3.49	0.49	3.70	0.50	4.99	0.67
5. Other Furnishing Articles	5.47	0.77	3.85	0.52	5.17	0.69
6. Other Madeups	2.67	0.37	0.92	0.12	1.92	0.26
Total (B)	31.64	4.38	11.35	1.54	19.64	2.64
C)Floor Coverings						
Carpet and Floor coverings including mats & mattings	50.96	7.14	57.08	7.74	54.93	7.39
D) Clothing Accessories						
Scarves, Stoles, Gloves, Mitts, Mittens etc.	0.06	0.01	0.04	0.01	0.03	0.00
Grand Total (A)+(B)+(C)+(D)	88.22	12.31	73.32	9.94	78.77	10.58

Export of Handloom products to Germany in both rupee and dollar terms witnessed a mixed trend with decreased trend during 2020-21 and increase in 2021-22.

In order to improve the export of floor coverings, Council decided to actively participate in fairs predominantly earmarked for floor coverings. As a result of that, Council organized participation during the current edition of Domotex, availing financial assistance under National Handloom Development Programme (NHDP) Scheme of O/o Development Commissioner for Handlooms, Ministry of Textiles, Government of India.

Council's participation in Domotex Fair:

For the current edition, Council hired space of 138 Sq.mtr. directly from the fair authority for participation of 16 Member Exporters and a central promotion stall was created wherein promotional materials for India Textiles Sourcing Fair and India Handloom Brand posters were displayed.

Council's participants were accommodated at Hall 4.



Member Exporters displayed variety of products like Handloom Rugs, Handloom Durries, Floor coverings, Bath Rug & Carpets, Bath Mats, Floor Rugs and Cotton Rugs in the fair.

Many of our member participants had issues in getting the visa appointments to attend the event, but Council intervened and helped the participants in getting visa appointments by taking the issues with Ministry of External Affairs [Europe -West], Embassy of India, Berlin, Consulate General of India, Hamburg, Consulate General of Germany, Mumbai and also event organizer.

However, few participants visa has been refused.

On day one of the fair, Shri Gulshan Dhingra, Vice Consul, Consulate General of India, Hamburg visited stands. He interacted with Council's Members, enquired with them to ascertain whether any exporter faced issues in getting visa. He appreciated Members for putting up a wide range of products and wished them good business at the fair.



It was observed that footfall of the buyers was relatively good at the fair with some days registering high to medium visitor footfall. It was also observed that all Member Exporters had Buyer visits to their stands as seen from the various photos of buyer visits to their stands. Few Member Exporters were very busy with regular buyer visits.





Award Winners

The eight winners were announced during the award ceremony on the second day of the fair, 13 January 2023. The prestigious awards were presented in collaboration with the trade magazines COVER and HALI – celebrate contemporary carpet design and have been reflecting the innovations and trends in the industry for more than 15 years.



Meeting with Fair Authority

Shri N. Sreedhar, Executive Director had a meeting Shri M. Thilo Hortsmann, Senior Project Director, Deutsche Messe and Ms. Geeta Bisht, CEO and discussed about the HEPCs participation in the event. He also discussed about the allocation of prime space to HEPC member exporters and informed to allot same Hall 4 for future participation.



As per Members Exporters feedback, participation in the current edition of Domotex Fair has enabled them to enter into new markets like Brazil, Chile, Jordan, Spain Italy and Norway. Most participants expressed their desire to participate again through the Council in the next edition of Domotex Fair. Totally 194 buyer visits have been received by all member exporter. Total spot orders secured by Members is **Rs.3.99 crore** & enquiries generated is **Rs.10.40 crore**.

The fair authority has indicated that the next edition will be held from 11th – 14th, January 2024.
