

**Report on HEPC's participation in
Spring Fair, Birmingham, UK, 5-8 February 2023**

About Spring Fair:

Spring Fair is the UK's most vibrant marketplace for wholesale home, gift and fashion. As the definitive "shop for shops", the event supports the retail industry like no other. Spring Fair 2023 event was held at the NEC Birmingham from 5-8 February 2023 across four days, designed around three key buying destinations - Home, Gift and Moda Fashion.

Spring Fair brings the European and International B2B retail market here to the UK, facilitating lasting connections between retailers, suppliers, designers and marketers. Spring Fair provides a platform to the most sought-after products, innovative brands and creative thinkers of the trade, Spring Fair stays ahead of the curve and keep products on the move. Spring Fair is the definitive marketplace for B2B homewares, gifts and fashion, wherever business fits in, not only meet relevant retailers looking for your products, but those looking for those key crossover buying opportunities.

Spring Fair is a destination for thousands of independents, multiples, online retailers and department stores, in Spring Fair we get to meet with a full spectrum of home and gift retail professionals – with 80% of visitors attending specifically to find new suppliers.

Economic and Commercial Relations between India & UK

India's main exports to the UK are ready-made garments and textiles, gems and jewellery, engineering goods, petroleum and petrochemical products, transport equipment and parts, spices, manufactures of metals, machinery and instruments, drugs & pharmaceuticals and marine products. The main imports from the UK to India are precious and semi-precious stones, metalifers, ores and metal scraps, engineering goods, professional instruments other than electronics, non-ferrous metals, chemicals and machinery. In the services sector, the UK is the largest market in Europe for Indian IT services.

Export of handloom products to the United Kingdom:

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

Category	2019-20			2020-21			2021-22		
	Qty	INR (Crore)	US \$ (Million)	Qty	INR (Crore)	US \$ (Million)	Qty	INR (Crore)	US \$ (Million)
Fabrics	108391	9.30	1.30	116587	9.32	1.26	121225	11.12	1.49
Made-ups	2045940	57.76	8.12	2298443	66.46	9.00	3290588	92.03	12.36
Floor Coverings	973568	55.66	7.82	998972	64.33	8.71	956500	67.28	9.04
Clothing Accessories	13581	0.41	0.06	517	0.07	0.01	1026	0.02	0.00
Total	3141480	123.1338	17.29212	3414519	140.1748	18.97934	4369339	170.45	22.90

Export of Handloom products to the United Kingdom reveals a increasing trend, thus paving opportunity to highly potential UK textile market, which is one of the top importers of handlooms from India.

In order to improve the market share of Indian handlooms to the UK market, HEPC organised the participation of 20 exhibitors from across India, availing financial assistance from Ministry of Commerce & Industry, Govt. of India under Market Access Initiative (MAI) scheme.

Council's participation in Spring Fair (Home, Gift & Source):

For the current edition, Council hired a total space of 126 Sq.mtr. directly from the fair organisers M/s.Hyve Group, London for participation of 20 Member Exporters and a central promotion stall was set-up to disburse promotional materials for India Textiles Sourcing Fair and publicize India Handloom Brand by means of posters and flyers.



Council's participants were accommodated at Hall 5 (Source, Home & Gift)



Member Exporters displayed variety of products like Home textiles, Home furnishing fabrics, Hand painted products, cushion covers, Fabric, clothes, bags, scarves, Wall décor, cushions, home décor products, art works, Apparel, Textiles, cotton bathmats, handwoven rugs, throws, cushions, wooden products, Women wear apparels, made-ups, handicraft items, Blankets, throws, rugs, bed covers, cushions, throws, cushions, place mats, bed linen, etc.in the fair.

On 5-2-2023, Dr. Shashank Vikram, Consul General Consulate General of India, Birmingham inaugurated HEPC's Handloom Pavilion by cutting the ribbon, and visited stands of HEPC's member exhibitors and interacted with their representatives. He appreciated the efforts taken by HEPC by putting up a pavilion from India at the Spring Fair, and the wide-range of products showcased by them, and conveyed his best and wished them good business at the fair.



Visitors' attendance at Spring Fair

The footfall of the buyers was extremely good on the first day the event, being a Sunday, which slowed a bit on the next two days at the fair, registering average visitor footfall. It was also observed that few Member Exporters had considerable Buyer visits to their stands as seen from the various photos of buyer visits to their stands. However, few exporters felt that the location of their booths were not in a prominent location, and requested HEPC to look for better locations in other halls.





Meeting with Fair Authority

Shri W. Desmond Jude, Sr. Executive had a meeting Mr. Michael Richardson, Senior Project Director, Hyve and Mr. Prince Singh, Comnet Exhibitions Pvt. Ltd. (A division of Exhibitions India Group) and discussed about the HEPCs participation in the future event. It was also discussed about the allocation of prominent location for HEPC member exporters.



As per Members Exporters feedback, participation in the current edition of Spring Fair has enabled them to enter into new markets viz. UK, US, Canada, Lebanon, Nigeria, , Greece, Europe & South America. Most participants expressed their desire to participate again through the Council in the next edition of Spring Fair. Totally **366** buyer visits have been received by all member exporter. Total spot orders secured by Members is **Rs.1.87 crore** & enquiries generated is **Rs.3.74 crore**.

The fair authority has indicated that the next edition will be held from 4-7 February 2024.

The event was coordinated by Mr.William Desmond Jude, Senior Executive, HEPC.
