

Who's Next Paris, France 2-5 September 2022

France is the seventh largest economy in the world and 2nd in European Union in terms of GDP. The Country's well developed infrastructure and strong services sector add strength to the economy. France is one of the major importers of high end fashion accessories including Shawl, scarves, Mufflers, Mantillas, veils etc.

Who's Next has now become one of the leading international fashion trade show for Ready-to-Wear, Accessories, Beauty and Lifestyle brands. Who's Next is mainly aimed at buyers from all over the world. This show is attended by fashion industry professionals Agents, journalists, buying offices, stylists, schools and trend forecasters to discover the new trends of the sector. The trade show is being held biannually winter edition in January and spring/summer edition in September. The show is being organised by WSN Development, Paris.

The Handloom Export Promotion Council has been participating in both summer/spring edition and winter edition since 2010. This year Council participated in Who's Next Fair held at Parte de Versailles, Paris from 2nd to 5th September 2022. The fair showcased French and International collection from different areas like Accessories Textiles, Jewellery, Ready to wear, Shoes, Public organisation etc. The event was organised under Market Access Initiative (MAI) Scheme of Ministry of Commerce and Industry, Government of India. 20 member exporters exhibited their collection of scarves, stoles and other clothing accessories in Hall No.1

Apart from 20 exhibitors, there was a central promotional stand of the Handloom Export Promotion Council to disseminate services offered by the Council and also to popularize India Handloom Brand.

This year India Pavilion consisting of Handloom Export Promotion Council and Apparel Export Promotion Council and some direct Indian participants located in Hall No.1 had exhibits of Clothing accessories and Garments. This section had about 60

exhibitors comprising of 20 through HEPC and 15 through AEPC and few direct exhibitors.

Shri Deepanshu Khurana, Second Secretary, Embassy of India, Paris, France inaugurated the India Pavilion by cutting the ribbon and releasing the fair catalogue of HEPC. He was welcomed by Shri R.Parmasivam, Executive Committee member of HEPC in presence of HEPC & AEPC officials and participants. Shri Deepanshu Khurana also visited participants stand and interacted with participants.



Ribbon cutting ceremony by Mr. Deepanshu Khurana, Second Secretary, Embassy of India, Paris, France



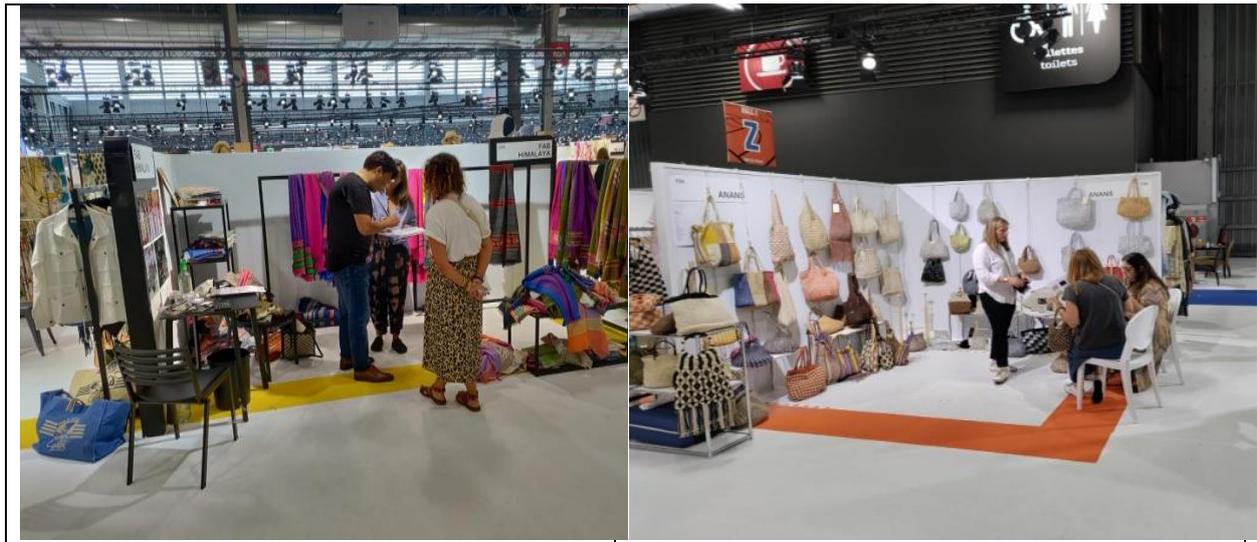
Mr. Deepanshu Khurana, Second Secretary, Embassy of India, Paris, France welcomed by Mr. R.Parmasivam, EC Member, HEPC



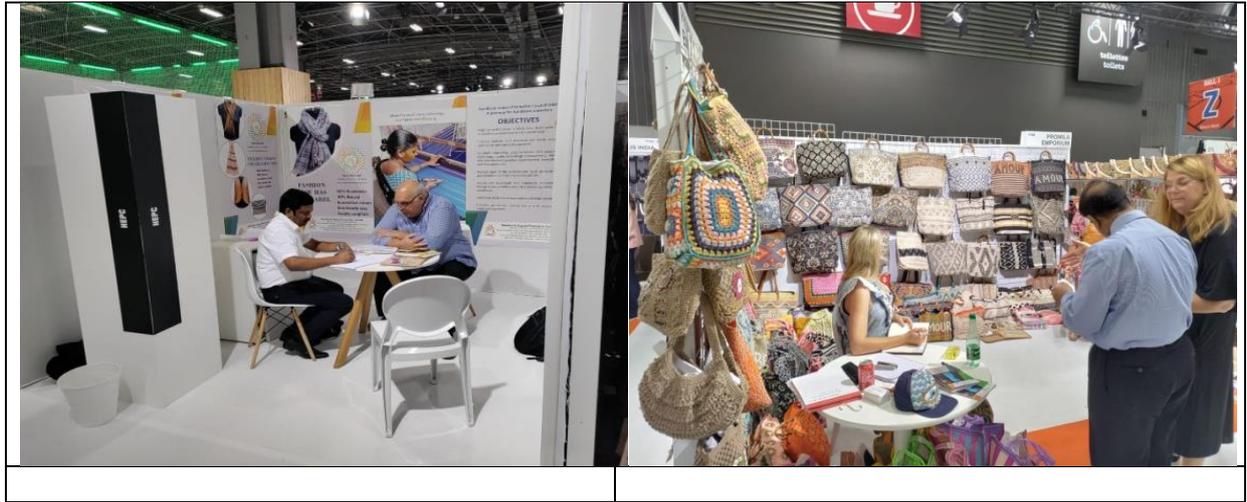
During the fair Shri R.Parmasivam, Executive Committee member, HEPC and Shri Lakshmi Narayan, Assistant Director, HEPC had a meeting with fair authority official Ms.Christine Basset and Ms.Sylvie Pourrat and discussed in detail about Council's future participation in prominent locations, Early bird and re-booking discount for total space, Accessories package provided by fair authority, ID forms of the participants and registration charges, early issuance of Visa Invitation etc. The fair authority informed that they will extend adequate support in future participations.

The 20 participants through the Council displayed their products in International Standard and got positive response. As per feedback received from the participants 417 buyers from major countries like France, USA, Germany Greece, Italy visited our participants. Total business generated INR 1611. 3 lakhs including Spot order INR 488.75 lakhs and Trade Enquires INR 1122.55 lakhs. Most of the participants want to participate in both the editions of the show as overall outcome of the fair was encouraging.

Few photographs of participants stand







Shri R.Parmasivam, Executive Committee member, HEPC and Shri Lakshmi Narayan, Assistant Director, HEPC represented the Council for participation in the above event. The next edition of Who's next will be held from 21st to 23rd January 2023.