



56<sup>th</sup>

## INDIA INTERNATIONAL GARMENT FAIR



Autumn/Winter  
2016-17

20-22 JANUARY, 2016,  
Pragati Maidan, New Delhi, India

## 56th IIGF REPORT

CONTEMPORARY CONCEPTS

ENGAGING EXHIBITORS

UNIQUE COLLECTIONS

### In Association with



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## Executive Summary

1. India International Garment Fair (IIGF) is jointly organized by the Apparel Export Promotion Council (AEPC) and the International Garment Fair Association (IGFA), in association with Garment Exporters Association (GEA), The Clothing Manufacturers Association of India (CMAI), Apparel Exporters and Manufacturers Association (AEMA) and Garment Exporters Association of Rajasthan (GEAR).
2. The 56th India International Garment Fair (IIGF) was organized from 20 - 22 January, 2016 at Hall Nos. 8,9,10,11,12 & 12A, Pragati Maidan, New Delhi. The 56th edition of India International Garment Fair (IIGF) was inaugurated by Shri Santosh Kumar Gangwar, Hon'ble Minister of State for Textiles (Independent Charge) as Chief Guest in the presence of Smt. Rashmi Verma, IAS, Secretary, Ministry of Textiles and Smt. Sunaina Tomar, IAS, Joint Secretary (Exports), Ministry of Textiles, who were the Guest of Honour and Shri Ashok G Rajani, Chairman, AEPC, Shri Lalit Thukral, Vice Chairman (EAC), AEPC, President of Organizing Associations and Executive Committee members of AEPC at Hall No. 12A, Pragati Maidan, New Delhi.
3. Shri Santosh Kumar Gangwar, Hon'ble Minister of State for Textiles (Independent Charge) announced the fair open by cutting the ribbon and lighting of the lamp at Hall no. 12A, Pragati Maidan, New Delhi.
4. During the inaugural address by Sh. Santosh Kumar Gangwar, Hon'ble Minister of State for Textiles (IC) highlighted the need to strengthen the Apparel Export Industry. He expressed his confidence that under the dynamic leadership and guidance of Hon'ble Prime Minister of India, the garment export industry would be able to achieve a double-digit growth in the exports shortly. The Minister also informed that around Rs.18,000 crores have been allocated under the TUFs Scheme and the scheme would be notified within a week. The process of settling the old dues under the TUF Scheme has already been started. Shri Santosh Kumar Gangwar said that given its employment and export intensity, apparel industry plays a significant role in country's economy. He informed that several new initiatives have been undertaken by Ministry of Textiles, Govt. of India to make development participative and inclusive.
5. Smt Rashmi Verma, IAS, Secretary, Ministry of Textiles, stated that technology issues and non-existence of FTA with European Union, US and Canada were the challenges in the way of apparel exports. She highlighted the need for bridging the gap in the value chain so that Indian exports comprise of apparels rather than cotton and yarns. On the issue of New Textile Policy, she said that consultations are being held and she was hopeful that within a month, the new policy would be placed before the Cabinet for approval.
6. Shri Ashok G Rajani Chairman, AEPC during the inauguration ceremony stated that the garment export sector is currently worth about \$17,000 million, having a world market share of barely 3.5 per cent. He stated that "Our industry has a potential to grow much faster and achieve double the exports in relatively short time. There is a need for employment linked incentive scheme for this sector. AEPC would work under the leadership of our Textiles Minister and Secretary (Textiles) for carving out a policy in this direction". Expressing the concerns of the garment export industry Sh. Ashok G Rajani said that, "Exporters are concerned with zero duty access in EU market by Vietnam. Vietnam exports are likely to grow faster due to implementation of zero duty from 2017. (India faces import duty of 9.6 per cent). The Trans Pacific Partnership Agreement allows export opportunities in Vietnam to USA with a benefit of 17-30 per cent export duty relief. India-EU Broad-based Trade and

Investment Agreement (BTIA) are yet to be finalized, exporters are expecting faster conclusion of the talk so that they can compete with Bangladesh and Vietnam.”

7. During the inauguration function, Hon'ble Minister of State for Textiles unveiled the Fair Catalogue of the 56th IIGF.
8. Shri Lalit Thukral, Vice Chairman (EAC), AEPC gave the Vote of Thanks. He stated that buyers from across the globe are visiting the fair. He also stated that many big apparel Chain Stores have confirmed their visit to 56th IIGF.”
9. Hon'ble Minister took a round of the fair with Secretary (Textiles), Joint Secretary (Exports), Ministry of Textiles, Chairman, AEPC, Vice Chairman (EAC), AEPC and interacted with the Participants and also appreciated the collection of garments displayed by the participants.
10. Sh. H.K.L. Magu, EC Member, AEPC, Sh. Pritam Goel, President, GEA, Sh. Amit Goyal, Vice Chairman (EP), AEPC, Sh. Rishi Rajani, EC Member, AEPC, Sh. Vinod Dhawan, President, AEMA, Sh. Mohan Sadhwani, ED, CMAI, Sh. Sudhir Sekhri, EC Member, AEPC, Lt. Col. Ajay Bhattacharyya (Retd.), CEO, AEMA, Sh. Vivek Khandelwal, President, GEAR and Sh. Vijay Mathur, ASG, AEPC were also present during the inaugural ceremony.
11. A Press Conference was held during the inauguration of 56th IIGF at Hall no. 12A (Inaugural Area), wherein Sh. Santosh Kumar Gangwar, Hon'ble Minister of State for Textiles (IC), Smt. Rashmi Verma, IAS, Secretary, Ministry of Textiles, Sh. Ashok G Rajani, Chairman, AEPC replied to the queries raised by various media persons.
12. During the fair days, Mr. Sergei A Trotsyuk, First Secretary, Embassy of Republic of Belraus in India and Ms. Inara Zakharanka, Chair of the Board, The Association of Wholesale Trade Organizations, Minsk, Belarus, Sh. D.S. Mallick, Additional Director General (Press Relation & Information Division), Ministry of Finance, Mrs. Subhra Singh, IAS, ED, ITPO and Mrs. Meenakshi Singh, IRS, OSD, ITPO, Sh. G.K. Rajnish, Under Secretary, MOT and Sh. Ajay Vashitha, GM(Security), ITPO visited the fair.
13. Stalls of 322 national participants across all over India were spread over in 6 large halls. Facilities such as Cafeteria, Buyers Lounge, Medical Room with stand by Ambulance, Fire Safety, Business Centre, and Cyber Café were provided in the fair.
14. A total number of 2016 buyers and 790 buying agents registered on the IIGF website for the 56th IIGF. 749 quality International buyers from 69 countries and 432 Buying Agents visited during three days of fair. Many chain stores were given hospitalities like complimentary air tickets, Hotel Stay, Pick up Facility from hotel to fair venue and back. 225 buyers visited under Buyers Promotion Scheme. 140 buyers were given complimentary airfare & hotel and 85 buyers were given complementary hotel stay.
15. Ministry of Commerce & Industry has sanctioned an MAI grant of Rs. 450 lakhs for the IIGF.
16. A Buyer's Photo Shoot Area was made in Hall No. 12A, wherein the visiting buyers and dignitaries given their best autograph with best wishes by signing on the signature wall.

17. A Fashion Street was made at Hall No. 12A, wherein the collections of the participants were displayed on the mannequins for the benefit of the visiting buyers.

### 13. IIGF Participants' Profile

- The Fairground was divided into four sections, the details of which are given below:-

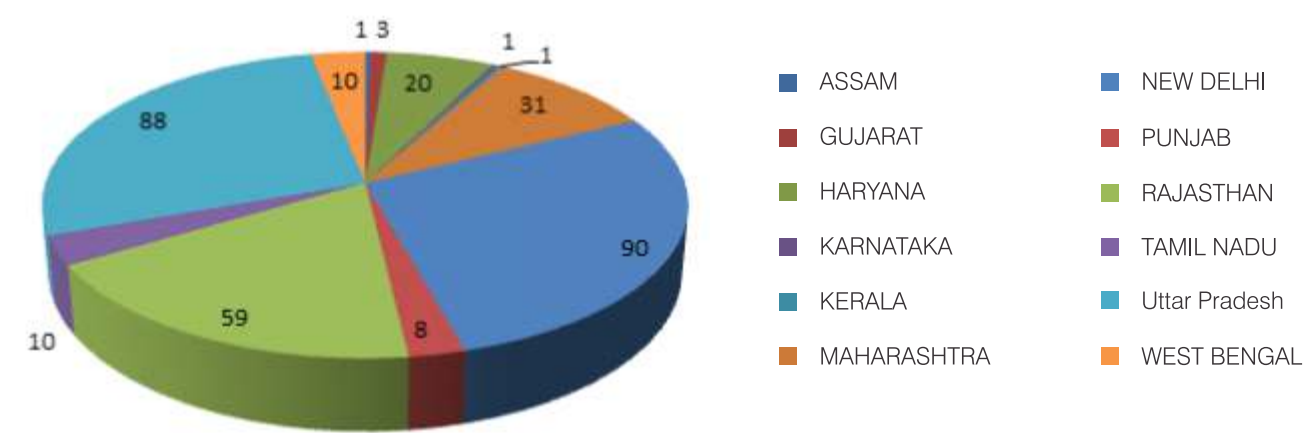
01. Womenswear	-	248 Participants (4767 sq. mtrs)
02. Fashion Accessories	-	33 Participants (513 sq. mtrs.)
03. Menswear	-	26 Participants (354 sq. mtrs)
04. Kidswear	-	15 Participants ( 243 sq. mtrs.)

- Following is the State-wise details:

S. NO.	STATE	NO. OF PARTICIPANTS
1	ASSAM	1
2	GUJARAT	3
3	HARYANA	20
4	KARNATAKA	1
5	KERALA	1
6	MAHARASHTRA	31
7	NEW DELHI	90
8	PUNJAB	8
9	RAJASTHAN	59
10	TAMIL NADU	10
11	UTTAR PRADESH	88
12	WEST BENGAL	10
	<b>TOTAL</b>	<b>322</b>



# State-Wise Participation in 56<sup>th</sup> IIGF



19. Complimentary stalls were given to the publishers of Fashion Era, Dealers for You (DFU) and Perfect Sourcing on barter basis. A stall was also given to India Knit Fair on barter basis.



Buyers interacting with participants

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## 56<sup>th</sup> IIGF - Fair Details

1. The 56th India International Garment Fair (IIGF) was held from 20 - 22 January, 2016 at Hall Nos. 8,9,10,11,12 & 12A, Pragati Maidan, New Delhi. The fair was for the Autumn/Winter 2016-17 season. 322 exhibitors participated in the fair. The total stall area was 5910 sq. mtrs. The fair timings were 10.00 AM to 6.00 PM on 20th and 21st January, 2016. The timing on 22nd January, 2016 was 10.00 AM to 5.30 PM.



Shri Santosh Kumar Gangwar, Hon'ble Minister of State for Textiles (IC) was welcomed by Sh. Ashok G Rajani, Chairman, AEPC, Smt. Sunaina Tomar, IAS, Joint Secretary (Exports), AEPC, Sh. Lalit Thukral, Vice Chairman (EAC), AEPC and Sh. Mohan Sathwani, Executive Director, CMAI at Pragati Maidan, New Delhi during inaugural function of the 56th IIGF.



Sh. Santosh Kumar Gangwar, Hon'ble Minister of State for Textiles (IC) cutting the Ribbon during the inaugural function of 56th IIGF in the presence of Smt. Rashmi Verma, IAS, Secretary, Ministry of Textiles, Sh. Ashok G Rajani, Chairman, AEPC.



Sh. Santosh Kumar Gangwar, Hon'ble Minister of State for Textiles (IC) giving his good wishes by writing on the "Signature Board" during 56th IIGF.



Sh. Santosh Kumar Gangwar, Hon'ble Minister of State for Textiles (IC) declared the 56th IIGF open by traditional lighting of Lamp in the presence of Smt. Rashmi Verma, IAS, Secretary, Ministry of Textiles, Smt. Sunaina Tomar, IAS, Joint Secretary (Exports), Ministry of Textiles and Sh. Ashok G Rajani, Chairman, AEPC.





A view of the dais during the inaugural function of the 56th IIGF.



Sh. H.K.L. Magu, EC Member, AEPC presenting a shawl to Smt. Rashmi Verma, IAS, Secretary, Ministry of Textiles.



Sh. Ashok G Rajani, Chairman, AEPC presenting a shawl to Shri Santosh Kumar, Gangwar, Hon'ble Minister of State for Textiles (IC).



Sh. Lalit Thukral, Vice Chairman (EAC), AEPC presenting a shawl to Smt. Sunaina Tomar, IAS, Joint Secretary (Exports), Ministry of Textiles.





Sh. Santosh Kumar Gangwar, Hon'ble Minister of State for Textiles (IC) unveiling the Fair Guide of 56th IIGF in presence of Smt. Rashmi Verma, IAS, Secretary, Ministry of Textiles, Smt. Sunaina Tomar, IAS, Joint Secretary (Exports), Ministry of Textiles, Sh. Ashok G Rajani, Chairman, AEPC and Sh. Lalit Thukral, Vice Chairman (EAC), AEPC.



Smt. Rashmi Verma, IAS, Secretary, Ministry of Textiles addressing the gathering during the inaugural function of 56th IIGF in presence of Sh. Santosh Kumar Gangwar, Hon'ble Minister of State for Textiles (IC), Smt. Sunaina Tomar, IAS, Joint Secretary (Exports), Ministry of Textiles, Shri Ashok G. Rajani, Chairman, AEPC and Sh. Lalit Thukral, Vice Chairman (EAC), AEPC.



Shri Ashok G Rajani, Chairman, AEPC addressing the gathering during the inaugural function of 56th IIGF in presence of Sh. Santosh Kumar Gangwar, Hon'ble Minister of State for Textiles (IC), Smt. Rashmi Verma, IAS, Secretary, Ministry of Textiles, Smt. Sunaina Tomar, IAS, Joint Secretary (Exports), Ministry of Textiles and Sh. Lalit Thukral, Vice Chairman (EAC), AEPC.



Sh. Santosh Kumar Gangwar, Hon'ble Minister of State for Textiles (IC) addressing the gathering during the inaugural function of 56th IIGF in presence of Smt. Rashmi Verma, IAS, Secretary, Ministry of Textiles, Smt. Sunaina Tomar, IAS, Joint Secretary (Exports), Ministry of Textiles, Sh. Ashok G. Rajani, Chairman, AEPC and Sh. Lalit Thukral, Vice Chairman (EAC), AEPC.





Sh. Lalit Thukral, Vice Chairman (EAC), AEPC gave the Vote of Thanks during the inaugural function of 56th IIGF in the presence of Sh. Santosh Kumar Gangwar, Hon'ble Minister of State for Textiles (IC), Smt. Rashmi Verma, IAS, Secretary, Ministry of Textiles, Smt. Sunaina Tomar, IAS, Joint Secretary (Exports), Ministry of Textiles, Sh. Ashok G. Rajani, Chairman, AEPC.



Sh. Santosh Kumar Gangwar, Hon'ble Minister of State for Textiles (IC), Smt. Rashmi Verma, IAS, Secretary, Ministry of Textiles, Smt. Sunaina Tomar, IAS, Joint Secretary (Exports), Ministry of Textiles, Sh. Ashok G. Rajani, Chairman, AEPC and Sh. Lalit Thukral, Vice Chairman (EAC), AEPC addressing a Press Conference after the inaugural function of 56th IIGF.



Sh. Santosh Kumar Gangwar, Hon'ble Minister of State for Textiles (IC) is looking into the collections of the participants of the 56th IIGF.





Smt. Rashmi Verma, IAS, Secretary, Ministry of Textiles is looking into the collections of the participants of the 56th IIGF.



Smt. Sunaina Tomar, IAS, Joint Secretary (Exports), Ministry of Textiles is looking into the collections of the participants of the 56th IIGF.



Sh. Santosh Kumar Gangwar, Hon'ble Minister of State for Textiles (IC), Smt. Rashmi Verma, IAS, Secretary, Ministry of Textiles, Smt. Sunaina Tomar, IAS, Joint Secretary (Exports), Ministry of Textiles, Sh. Ashok G. Rajani, Chairman, AEPC, Sh. Lalit Thukral, Vice Chairman (EAC), AEPC and Sh. Amit Goyal, Vice Chairman (EP), AEPC at Pragati Maidan, New Delhi during the inaugural function of 56th IIGF.

2. During the three days of the fair, 749 buyers and 432 buying agents visited the fair with business potential of around US\$ 202.46 million
3. Ministry of Commerce & Industry has approved MAI grant of Rs. 450 lakhs for the 56th IIGF. Under the Buyers Promotion Scheme, AEPC had sponsored 225 buyers. Out of 225 buyers, 140 buyers were sponsored by providing complementary economy class airfare and 5 star hotel stay and 85 buyers were given complementary hotel stay for 3 nights.



# IIGF Participants' Profile

There were 322 exhibitors who presented their collection in the exhibition area of the fair. The city wise details of the participants are as follows:-

S. NO.	CITY	NO. OF PARTICIPANTS
1.	AGRA	1
2.	AHMEDABAD	3
3.	BENGALURU	1
4.	BHIWANDI	1
5.	CHENNAI	1
6.	COIMBATORE	2
7.	FARIDABAD	4
8.	FARRUKHABAD	1
9.	GHAZIABAD	4
10.	GURGAON	14
11.	JAIPUR	53
12.	JALANDHAR	1
13.	KOCHI	1
14.	KOLHAPUR	1
15.	KOLKATA	8
16.	LUCKNOW	5
17.	LUDHIANA	7
18.	MEGHALAYA	1
19.	MORADABAD	3
20.	MUMBAI	29
21.	NEW DELHI	90
22.	NOIDA	69
23.	PALWAL	1
24.	PUSHKAR	6
25.	RAMPUR	1
26.	SONEPAT	1
27.	TIRUPUR	7
28.	VARANASI	4
29.	WEST BENGAL	2
	TOTAL	322

Note: Complimentary stalls were given to the following:-

- a. Fashion Era
- b. Dealers for You (DFU)
- c. India Knit Fair (IKF)
- d. Perfect Sourcing



Buyers transacting business deals in the stall during 56th IIGF



# Participation Details

SIZE OF STALL (IN SQM)	TOTAL NO. PARTICIPANTS	TOTAL SQM
9	57	513
12	86	1032
18	104	1872
24	28	672
30	12	360
36	17	612
42	13	546
48	2	96
54	1	54
60	2	120
TOTAL NUMBER/SQM	322	5877



A Glimpse of stalls during 56th IIGF

# Product Profile

- a) **CASUAL WEAR:**  
Blouses, Casual Wear, Children's Wear, Co-ordinates, Denim Wear, Infants' Wear, Knitwear, Ladies Wear, Men's Wear, Shirts, Shorts, Silk Garments, Skirts, Suits, Dresses, Sweat Shirt, T-Shirt, Trousers, Vest,
- b) **HIGH FASHION & OCCASIONAL WEAR :**  
Designer's Labels - Fashion, Private Labels - Fashion, Bridal Wear, Cocktail Dresses, Evening Dresses
- c) **LINGERIE :**  
Bodysuit, Brief, Home Wear, Men's Underwear, Nightwear & Pajamas
- d) **SPECIALTY :**  
Uniforms, Work Clothes
- e) **SPORTSWEAR:**  
Outerwear, Swimwear, Body Wear, Track Suits
- f) **FASHION ACCESSORIES:**  
Pareos, Scarves, Stoles, Handbags etc



Stalls at 56th IIGF



## Approach Adopted for Buyers' Active Participation in IIGF

01. A dedicated website [www.indiaapparelfair.com](http://www.indiaapparelfair.com) with online registration facility of buyers and buying agents has been made.
02. Letter sent from Chairman, AEPC to 1390 importers/chain stores identified from internet as done during 55th IIGF.
03. Letter sent from Chairman, AEPC to 4140 chain stores/importers purchased from [chainstoresguide.com](http://chainstoresguide.com) during 55th IIGF.
04. Aggressive engagement with EURATAX for promoting 56th IIGF.
05. Aggressive engagement with Indo-German chamber of Commerce, Indo-Italian Chamber of Commerce, Indo-American chamber of commerce etc.
06. Letters sent from ASG, AEPC and aggressive follow-up was done with Indian Embassies/HCI overseas and foreign missions at New Delhi.
07. A 'Missed You' letter to those buyers who were not able to come to visit 55th IIGF and a 'Thank You' letter to those buyers who have attended the fair, was sent.
08. 3 newsletters have been sent to the buyers as per database available with AEPC.
09. 25 E-blasts have been sent to the buyers database by AEPC and 15 have been sent by M/s SR e-consulting Pvt Ltd – the official online promotional agency.
10. Letter has been sent to Indian Missions abroad requesting them to send the name of the CEO's/Sourcing Directors of those apparel chain stores/departmental stores/buyers, who occupy the larger share in the garment import/business in the country of their accreditation.
11. Letters to relevant Chambers in India and Retailers Associations/Chambers in abroad has been sent for sharing buyers' database with AEPC regarding IIGF and also sending information to their members.
12. Letter sent from Chairman, AEPC to approved buyers data of 55th IIGF, inviting them to register for 56th IIGF.
13. Efforts has been made by extracting new buyers' data from "Certificate of Origin (CO)" data available with AEPC.
14. Letter sent from Chairman, AEPC to buying houses announcing 56th IIGF.
15. The buyer promotion scheme has been uploaded on the IIGF website, included in E-brochure and all promotional material.
16. Letter from Chairman, AEPC has been sent to the buying agents requesting them to recommend their buyers to visit the fair and avail the buyers' promotion scheme.
17. Personal visits has been undertaken to Embassies/high commissions at New Delhi for recommending buyers to 56th IIGF. The Embassies visited are Australia, Belarus and USA.
18. E-brochure prepared in Japanese language and distributed to the buyers visited the India Trend Show, Japan by the official co-ordinators.
19. To break into the spamming issues, different Email ids have been created for sending mass email through personal email addresses to the buyers,.
20. Personalized phone calls to individual buyers inviting them to visit the fair has been done.
21. Professional tele-calling in various languages i.e. German, Spanish, English, French, Portuguese, Japanese and Arabic has been done.
22. In addition to the above, full page colour advertisement has been released in the various fashion magazines i.e. Elle, Denmark and Sweden; Vanidles, Chile; Textile Network,

Germany; California Apparel News, USA; WWB, UK; Rag Trader, Australia and Textile Panamerericanos, Brazil.

In addition to the above, following measures have been undertaken for active buyers mobilization:-

1. Promotion in Vastra Fair, Jaipur by the officials of AEPC interacting with the buyers who visited the fair and extended invitation for the 56th IIGF.
2. Promotion in India Knit Fair held from 7-9 October, 2015:- Participated in IKF on barter basis and promotional material was distributed in the fair. 7 buyers and 14 buying agents confirmed their visit to 56th IIGF.
3. Promotion in India Trend Fair, Tokyo, Japan held from 27-29 October, 2015: Flyers, flex print and 56th IIGF brochure in Japanese language were carried in ITF and promotion was done in ITF.
4. Promotion of fair has been done in International Sourcing Expo, Melbourne, Australia held from 16-18 November, 2015
5. Letters sent by ASG, AEPC to 54 African and Latin American countries for disseminating information about IIGF. In response, buyers details have been received from EOI in Argentina, Bratislava and Algeria.
6. A meeting was held with visiting Trade delegation from Botswana.
7. Letter sent by ASG, AEPC to 32 countries in Europe and Latin American countries.
8. Director (IIGF) met Shri Balbir Singh, Under Secretary, Ministry of Commerce who have promised to disseminate the information about IIGF to LAC countries.

### Benefit Offered To Overseas Buyers

- Free entry to Fair Ground
- A photo entry badge
- A free buyers kit along with Fair Directory
- Free pick-up and drop from the airport
- Complimentary shuttle service from hotel to the venue and vice versa.
- Complimentary Wi-Fi in the halls during the fair.
- Complimentary lunch to the buyers during fair days.
- Complimentary airfare and or 3 nights hotel stay has been given to the buyers through a systematic developed invitation plan.
- Invitation to get together organized in the hotel of stay.
- Dedicated counter for availing scheme of Buyer Promotion Scheme.



Some of the major buyers who have visited the fair are given below:-

- Buyers from across the globe including Brazil, UK, USA, Turkey, Russia, Japan, UAE, Australia, Hong Kong, Italy, Spain, etc. are visited in the fair. Some of the big buyers who visited the fair for sourcing their requirements for the next Autumn/winter season with their turnover are as follows:-

S. No.	First Name	Last Name	Company	Country	Turnover (USD Mn)
1	ANDREA	CHINEA	NATURA LUZ LDA	PORTUGAL	17Mn
2	Maria	Costa	Natura Invicta LDA	Spain	17Mn
3	Rusaan	Wiehman	Cape Union Mart	South Africa	14Mn
4	Nancy	Mendele	Amercian Apparel	USA	17Mn
5	Denis	Wright	Marisa	Brazil	35Mn
6	Mark	Grenville	Cutting Edge	AUSTRALIA	12Mn
7	Elvira	Chiarino	Group Disco	Uruguay	20Mn
8	Sergio	Saint Mezard	Tantra	Spain	16Mn
9	Harshani	Kuruppuarachchi	ODEL	Sri Lanka	21Mn
10	Toshiya	Tanaka	Lecien Coporation	Japan	111Mn
11	Khaled	Khalil	Dalydress	Egypt	11Mn
12	Anupam	Jain	Gulf Mysore	Kuwait	31Mn
13	Pankaj	Kapoor	Canaren Inc.	Canada	15Mn
14	Nora Maria	Zbrun	Cachet Populart	Switzerland	25Mn
15	Anita	Teixeira	Kirawira- Natura	Spain	17Mn
16	Motohiro	Kuno	Young Sangyo Co	Japan	37Mn
17	Mahesh K	Kishinchand Pagarani	Al Noamia Trading- Reflex	UAE	16Mn
18	Eugene	Du Toit	Kingsley Heath	South Africa	48Mn
19	Maria Del	Pilar Nieto	Compania Fantastica	Spain	12Mn
20	Manohar	Himthani	Al Safeer Group of Companies	UAE	45Mn
21	Nihal	Dikici	Ghisa	Turkey	17Mn
22	Lien	Nguyen Thi	Phong Phu Corp	Vietnam	19Mn
23	Ashraf	ALI M.A.	Lulu Group	Abhu Dhabi	18Mn
24	Valerie	Trudel	Souris Mini	Canada	35Mn
25	Valeria	Perez Martos	Cortefiel	Spain	20Mn
26	Sinem	Selcuk	Penti	Turkey	130Mn
27	Gulden	Aydin	Boyner Boyuk Magazacilik	Turkey	40Mn
28	Junichi	Sawame	Ikegami & Co Ltd	Japan	50Mn
29	Kabir	Manchanda	Francescas	USA	13Mn
30	Thi Thi	Duong	Hoa Tho Textile garemnt Joint Stock	Vietnam	122 Mn
31	Inara	Zakharanka	Oblopttorg	Belarus	11Mn
32	Suomi	Sannamari Sylvia	Stockman	Finland	184Mn
33	Varvara	Belova	Melon Fashion	Russia	29Mn
34	Svetlana	Rtomakhina	Shaluny	Russia	11Mn
35	Masayuki	Yonekura	Eikodo co ltd	Japan	17Mn
36	Tracey	Hall	White Label Noba	AUSTRALIA	17Mn
37	Ayuko	Hiraoka	Marubeni Intex Co Ltd	Japan	350Mn
38	Sirima	Sawonetrakul	PNL Stores	Thailand	35Mn
39	Einat	Harmazt	Onot Model	Isarel	18Mn
40	Elan	Anish	CASTRO	Isarel	224Mn
41	Lavinia	Mihailescu	Nissa	Romania	12Mn

## Special Promotion to attract Buying Agents from NCR

- 273 Buying Agents were identified for inviting them to IIGF.
- These Buying agents were invited through letters followed by phone calls.
- AEPC Officials visited selected buying agents to extend personal invitation to visit IIGF.





# Guidelines for sponsorship and procedure adopted for selection of buyers for 56th IIGF

- Hotel stay for 3 nights in a 5 Star hotel and economy class airfare (individual or combination) were offered to the buyers.
- The request received from the buyers through website registration was decided by a Screening Committee, on the basis of following point system:-

Points Criteria	Number Of Points
Traditional Countries	2
Non - Traditional Countries	2
Apparel	2
Accessories	1
Turnover Over Above 1Mn -2 Mn USD	1
Turnover Over Above 2 Mn - 3 Mn USD	2
Turnover Above 3 Mn USD and Above	3

The detailed Buyers Scheme is as follows: -

Offering	Buyer Scheme in 56th IIGF
Hotel Accommodation for 3 nights stay	<p>Traditional Countries , Point -2 Or Non - Traditional Countries , Point -2</p> <p>Apparel - Point - 2 Or Accessories - Point - 1</p> <p>Turnover above 1 Mn US\$ -2Mn US\$ - Point 1 Turnover above 2Mn US\$ -3Mn US\$ -Points -2</p> <p>Qualifier – Buyer achieving 4 Points and above</p>
Economy class airfare	<p>Traditional Countries Point -2 OR Non - Traditional Countries Point -2</p> <p>Apparel - Point - 2 Or Accessories - Point - 1</p> <p>Turnover above 2 Mn US\$ -3Mn US\$ - Points 2 Turnover above 3 Mn US\$ above - Points 3</p> <p>Qualifier – Buyer achieving 6 Points and above</p>

1. To avail the airfare + hotel scheme minimum points would be 6 and above.
2. To avail the Hotel scheme minimum points would be 4 and above. Buyer with 4 points shall be eligible for hotel stay only, provided at least one point is obtained based on business turnover of minimum US\$ 1 million
3. Last 4 editions of fair database will be the factor of deciding new / existing buyer.
4. Buyer (personally) is entitled to airfare only once he/she has not availed in previous 4 Editions of Tex Trends/IIGF. This condition applies to the Buyer (personally) and not to the Company. A Company will be entitled to this facility if the send some other Buyer/Designer/Sourcing person.
5. Chain Stores (With minimum 15 or more overseas shops) without any checks for turnover and attendance (name or company) of buyer in any editions of IIGF/TTI .
6. Scheme was closed on 10th January, 2016 at 0500 PM IST.

The Buyers Screening Committee for 56th IIGF is as follows:-

- A- Mr. Sudhir Sekhri , Chairman EAC
- B- Mr. Pritam Goel, Member
- C- Mr. Lalit Thukral, Member
- D- Mr. Vivek Khandelwal, Member
- E- Mr. Rajiv Bhatnagar. Director ( F&E )

## Screening Process

1. Once entire application is ready for screen from AGM (F&E) end, he will propose screening date one day in advance only by email.
2. At least 2 members need to be physically present. The approval of other members will be sought by email. Objections, if any, must be raised within one working day.
3. Short listed Buyers list will be emailed to Chairman (EAC), AEPC in Excel format containing Buyer name, Company name, details of points accumulated and the scheme under which benefit is proposed; for final approval.

## Other Conditions

- The buyers recorded their physical attendance for 3 days in the Fair Secretariat at Pragati Maidan.
- Buyers who had availed sponsorship in last 4 editions of IIGF/TTI were eligible for complimentary hotel stay facility.
- The buyers who were given sponsorship, filled a response form duly signed.



- To verify the annual turnover mentioned by the buyer in his or her nomination form, either of the following documents were acceptable by the buyer screening committee:-
  - 1) CA Certificate confirming the annual turnover of the Buyer for Apparel/Accessories during the FY 2013-14 & 2014-15
  - 2) Certified Profit & Loss statement for the FY 2013-14 & 2014-15
  - 3) Income Tax returns of the company for FY 2013-14 & 2014-15
  - 4) Turnover during 2013-14 and 2014-15 available on company's website for Public Limited Company.
  - 5) In case of Chain Stores, number of stores were acceptable.



Buyers in the Stalls during 56th IIGF

## Feedback of Buyers

The gist of some of the buyers' feedback form is as follows:-

01. I love IIGF. Thank you for the great organization and hospitality.
02. It was a very positive experience for my first time in India.
03. The 56th IIGF as usual, was a super human effort to make buyers from all over the world comfortable, at ease & joyful while negotiating with vendors.
04. A great experience to find new products, to make new trends, to feel like at home, being so far away. Truly recommended.
05. Better Wi-Fi Services may be provided.
06. Nice place for working and approaching to new products.
07. The toilets in the Pragati Maidan should be in a better condition.





# Feedback of Exhibitors

- It was overall a good show.
- More buyers need to be invited in the fair.
- Toilet conditions in the Pragati Maidan needs to be improved.
- Inspite typical weather conditions, good number of business generated.
- Highly appreciated the efforts made by the organizer to promote our business.
- Very nicely organized and maintaining the business ethics all around.
- Dates of the fair should not clash with other garment exhibitions of Asia Pacific region.
- More advertisement of the fair is to be done so that number of buyers can increase.



A glimpse of Fashion Street at 56th IIGF

# Analysis of Exhibitors' Responses

All 322 exhibitors participated in the 56th IIGF provided with a response sheet (copy of the Response Sheet is attached at Annex – II) for giving their valuable suggestions about the fair. The analyses of the feedback received from the participants are given below:-

Particulars	Average	Satisfactory	Good	Very Good	Total
Present Level of Fair	144	85	82	10	321
Fair Secretariat Service	62	126	101	29	318
Stall Construction & Service	67	125	103	26	321
Toilets & Maintenance	93	111	90	27	321
Cafeteria	80	118	98	26	322
General Facilities	62	129	109	22	322
General Ambience	75	107	112	27	321
Objective	Introduction of items	Foster business relation	Seek New Business Contacts	Others	
No. of Participants	87	118	233	16	
Achievement of Objective	25%	50%	75%	100%	
No. of Participants	117	67	22	2	

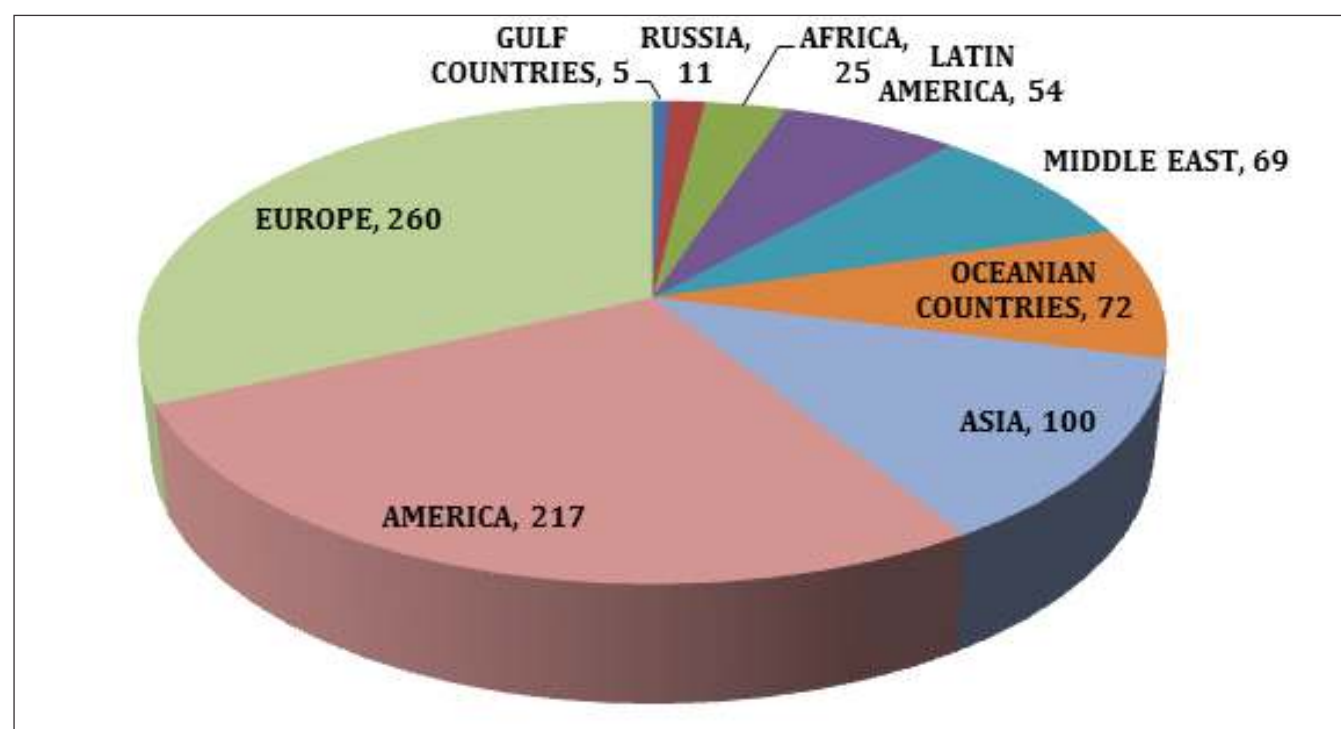


## Analysis of Exhibitors Response – Percentage Wise

S. No.	Particulars	Average	Satisfactory	Good	Very Good	Total
1	The Present Level Of Fair	44.9	26.5	25.5	3.1	100
2	Fair Secretariat Services	19.5	39.6	31.8	9.1	100
3	Stall Construction And Services	20.9	38.9	32.1	8.1	100
4	Toilets/Maintenance	29.0	34.6	28.0	8.4	100
5	Cafeteria	24.8	36.6	30.4	8.1	100
6	General Facilities	19.3	40.1	33.9	6.8	100
7	General Ambience	23.4	33.3	34.9	8.4	100

The major continents where the participants are exporting their products are as follows:-

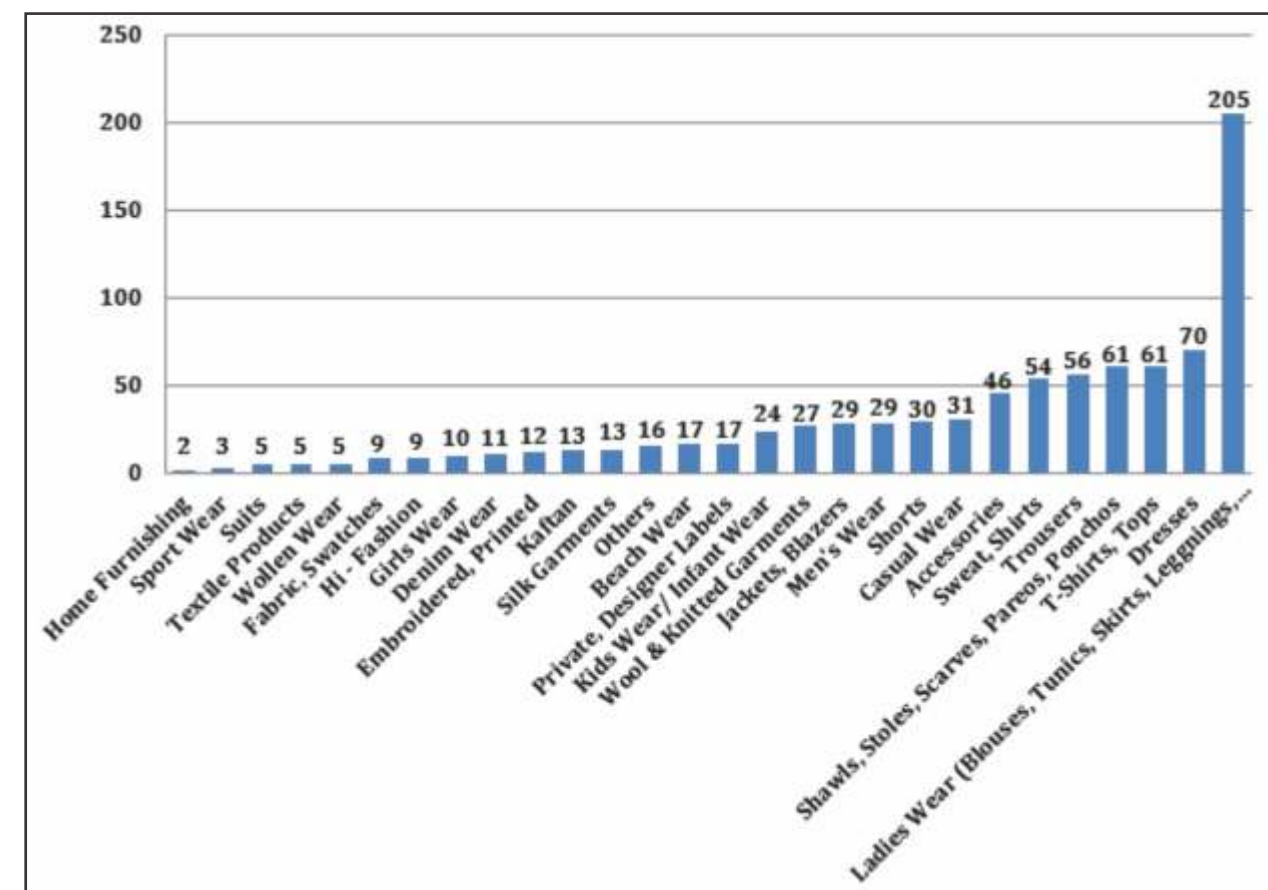
Countries	No. of Participants
GULF COUNTRIES	5
RUSSIA	11
AFRICA	25
LATIN AMERICA	54
MIDDLE EAST	69
OCEANIC COUNTRIES	72
ASIA	100
AMERICA	217
EUROPE	260



The product wise export in respect of the participants participating in the fair is as follows:-

Products	No. of Exhibitors
Home Furnishing	2
Sport Wear	3
Suits	5
Textile Products	5
Woollen Wear	5
Fabric, Swatches	9
Hi - Fashion	9
Girls Wear	10
Denim Wear	11
Embroidered, Printed	12
Kaftan	13
Silk Garments	13
Others	16
Beach Wear	17
Private, Designer Labels	17

Kids Wear/ Infant Wear	24
Wool & Knitted Garments	27
Jackets, Blazers	29
Men's Wear	29
Shorts	30
Casual Wear	31
Accessories	46
Sweat, Shirts	54
Trousers	56
Shawls, Stoles, Scarves, Pareos, Ponchos	61
T-Shirts, Tops	61
Dresses	70
Ladies Wear (Blouses, Tunics, Skirts, Leggings, Jumpsuit)	205





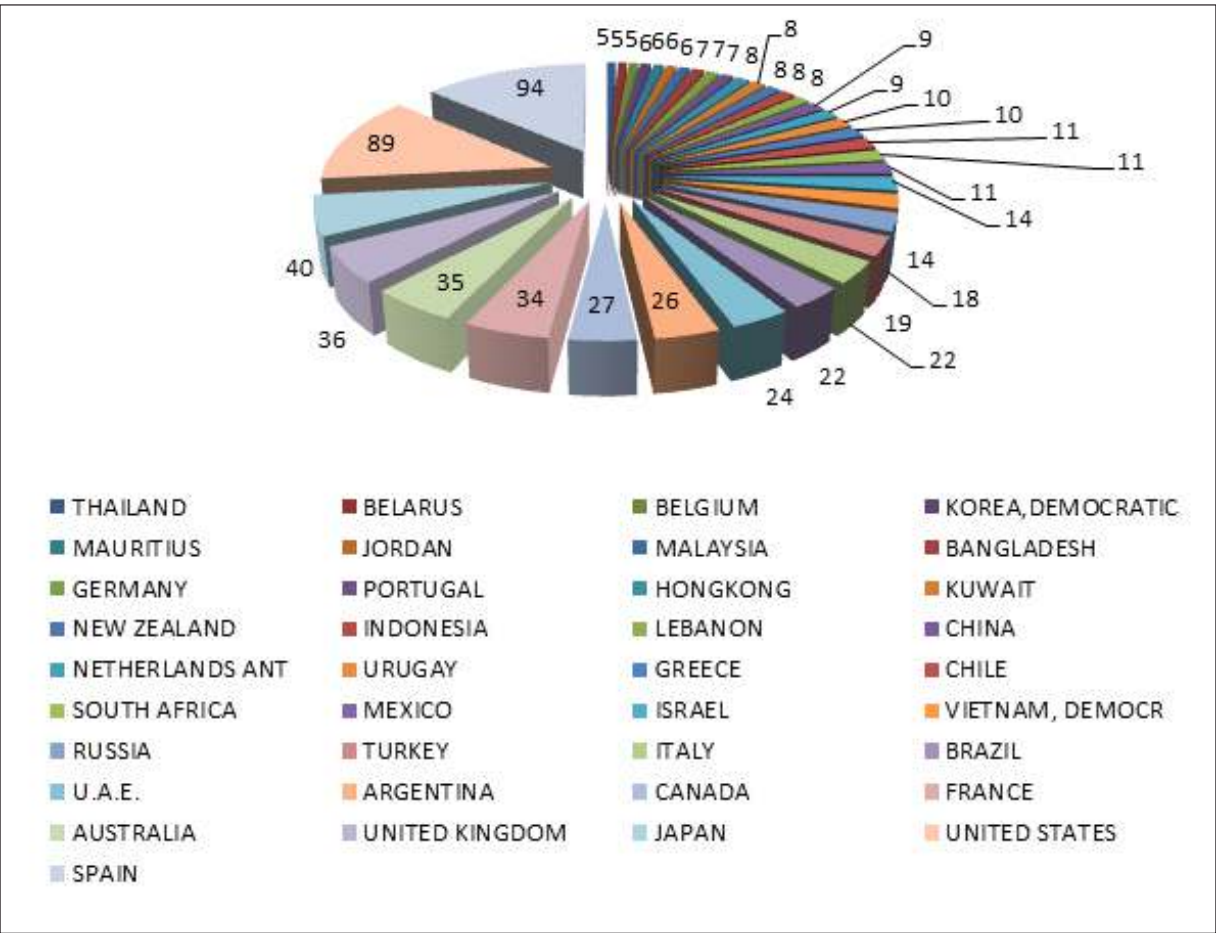
# ANNEXURE I

COUNTRY-WISE NUMBER OF BUYERS WHO ATTENDED THE 56th INDIA INTERNATIONAL GARMENT FAIR (20 – 22 JANUARY, 2016) HELD AT PRAGATI MAIDAN, NEW DELHI

S.NO.	COUNTRY	NO. OF BUYERS
01.	ALGERIA	2
02.	ANTIGUA	1
03.	ARGENTINA	26
04.	AUSTRALIA	35
05.	AUSTRIA	1
06.	BANGLADESH	7
07.	BELARUS	5
08.	BELGIUM	5
09.	BRAZIL	22
10.	CANADA	27
11.	CHILE	11
12.	CHINA	9
13.	COLOMBIA	2
14.	CZECH REPUBLIC	1
15.	DOMINICAN REP	2
16.	EGYPT	1
17.	FINLAND	1
18.	FRANCE	34
19.	GERMANY	7
20.	GHANA	1
21.	GREECE	10
22.	HONGKONG	8
23.	HUNGARY	2
24.	INDONESIA	8
25.	IRAN	1
26.	IRELAND	1
27.	ISRAEL	14
28.	ITALY	22
29.	JAMAICA	1
30.	JAPAN	40
31.	JORDAN	6
32.	KOREA, DEMOCRATIC	6
33.	KUWAIT	8
34.	LEBANON	8
35.	LITHUANIA	1

36.	MALAYSIA	6
37.	MALTA	1
38.	MAURITIUS	6
39.	MEXICO	11
40.	NEPAL	4
41.	NETHERLANDS ANTILLES	9
42.	NEW ZEALAND	8
43.	NORWAY	1
44.	OMAN	2
45.	PHILISTINE	3
46.	POLAND	1
47.	PORTUGAL	7
48.	ROMANIA	3
49.	RUSSIA	18
50.	SAUDI ARABIA	4
51.	SERBIA	3
52.	SINGAPORE	3
53.	SLOVENIA	1
54.	SOUTH AFRICA	11
55.	SPAIN	94
56.	SRI LANKA	4
57.	SWEDEN	3
58.	SWITZERLAND	3
59.	TAIWAN	2
60.	THAILAND	5
61.	TURKEY	19
62.	U.A.E.	24
63.	UKRAINE	2
64.	UNITED KINGDOM	36
65.	UNITED STATES	89
66.	URUGUAY	10
67.	VIETNAM	14
68.	WEST INDIES	4
69.	ZAMBIA	2
	TOTAL	749

# COUNTRY-WISE BUYERS DATA (AT LEAST 5 BUYERS)



A View of the Branding of 56<sup>th</sup> IIGF – Announcing the dates of 57<sup>th</sup> IIGF, 18 – 20 July, 2016



# ANNEXURE II

56<sup>th</sup> India International Garment Fair  
20 -22 January, 2016, Pragati Maidan, New Delhi

## RESPONSE FORM

Hall No. \_\_\_\_\_ Stall No. \_\_\_\_\_

1. Name of the Company : \_\_\_\_\_

2. Name of the Chief Representative: \_\_\_\_\_

3. Please Comment about: -

S. No.	Particulars	Average	Satisfactory	Good	Very Good
01.	The present level of the Fair				
02.	Fair Secretariat Service				
03.	Stall construction & service				
04.	Toilets/ Maintenance				
05.	Cafeteria				
06.	General Facilities				
07.	Ambience of the fair				

4. Please mention top three export destinations along with product categories

S. No.	Export Destination	Products (items ) exported	
1.		i)	ii)
2.		i)	ii)
3.		i)	ii)

5. Have you got business with any other new market (country).

S. No.	Markets	Products (item) exported	
1.		i)	ii)
2.		i)	ii)

6. Please indicate your experience with empanelled vendor: -

01.	Name of your Empanelled vendor with whom you have taken the services				
02.	Items you have hired from the vendor				
03.	Your views about the quality	Satisfactory	Good	Very Good	Excellent
04.	Your views about the price	Reasonable	High	Very high	Exorbitant

7. Please tick mark (✓) your objectives for participation in the fair:-

01.	Introduction of item	
02.	Foster business relations	
03.	Seek new business contact	
04.	Other (Specify)	

8. Have your objective been achieved (Please ✓)

9. Number of companies /buyers you have been able to contact during the Fair:

a.	Local	i.	Old Contacts
		ii.	New Contacts
b.	Foreign contact	i.	Old Contacts
		ii.	New contacts

10. Details of enquiries received:

No. of Enquiries	Qty. in Pcs. (order expected)	Export value in US\$ (order expected)

11. Delivery schedule (from order to delivery in no. of days) \_\_\_\_\_

12. How would you rate the signage's/ directional panels at the venue:

Average	Satisfactory	Good	Very Good
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13. The next fair i.e. will be held from 18 -20 July, 2016 for Spring/Summer Collections

(Please ✓) Yes, I would like to participate / Intimate Later

14. General

Please indicate your views about the overall organization of the 56<sup>th</sup> India International Garment Fair, your suggestions for further improvement:

\_\_\_\_\_  
\_\_\_\_\_

Signature\_\_\_\_\_

Name \_\_\_\_\_

Date \_\_\_\_\_



## SUPERVISION AND CO-ORDINATION

The 56th India International Garment Fair was organized under the supervision of Shri Ashok G Rajani, Chairman, AEPC, Shri Virender Uppal, the then Chairman, AEPC, Shri Sudhir Sekhri, the then Chairman (EP & EAC) & Sh. Lalit Thukral, Vice Chairman (EAC), AEPC.

The valuable support and contribution has been received from the following:-

1. Sh. Premal Udani, Member, IGFA Society
2. Sh. Amit Goyal, Member, IGFA Society
3. Sh. Lalit Gulati, Member, IGFA Society
4. Sh. Vinod Dhawan, President, AEMA & Member, IGFA Society
5. Sh. Pritam Goel, President, GEA & Member, IGFA Society
6. Sh. H.K.L. Magu, Member, IGFA Society
7. Sh. Narendra Goenka, Member, IGFA Society
8. Sh. Rishi Rajani, Member, EAC
9. Sh. Mohan Sadhwani, Member, IGFA Society
10. Sh. Vivek Khandelwal, President, GEAR & Member, IGFA Society
11. Sh. Rahul Mehta, President, CMAI
12. Sh. Vijay Mathur, ASG, AEPC
13. Sh. Rajiv Bhatnagar, Director, AEPC

## 56th IIGF GLIMPSES

