



REPORT ON

**61st
India International
Garment Fair**



***16 – 18 July, 2018
India Exposition Mart, Greater Noida***

in Association with



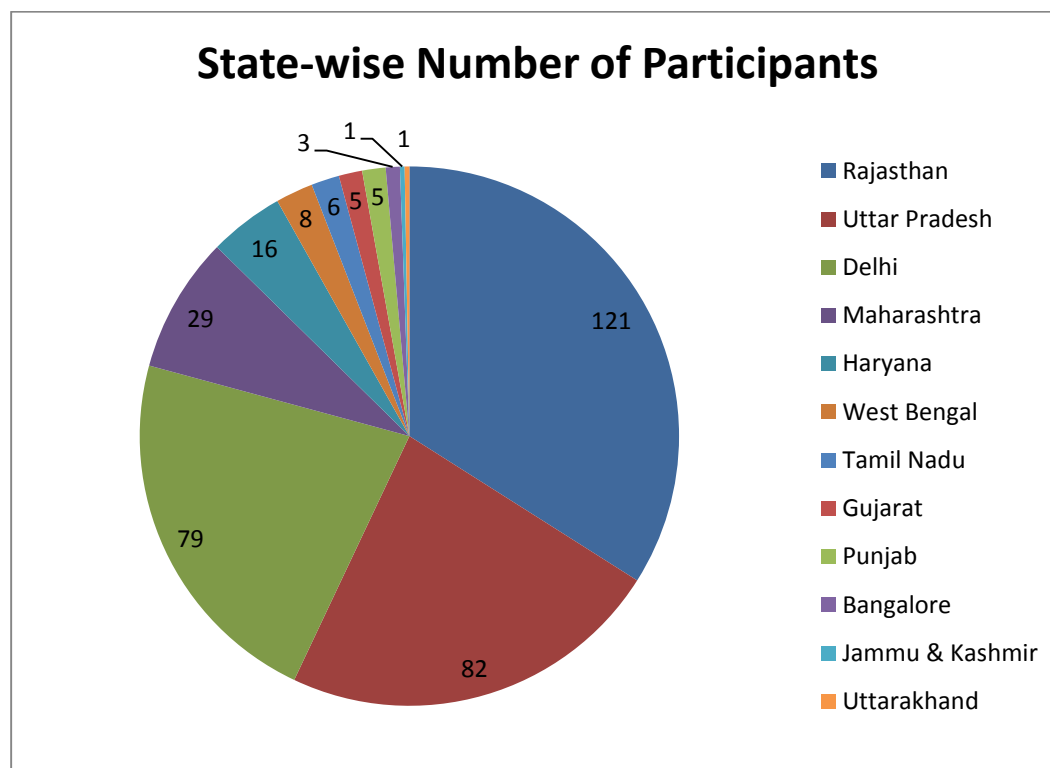
Executive Summary

1. India International Garment Fair (IIGF) is being organized in association with International Garment Fair Association and four major Garment Exporters' Associations Viz. Apparel Exporters & Manufacturers Association (AEMA), Garment Exporters Association (GEA), The Clothing Manufacturers Association of India (CMAI) and Garment Exporters of Rajasthan (GEAR), since 1988 with AEPC as a supporting organization.
2. 61st India International Garment Fair was inaugurated by Hon'ble Minister of State (IC), Ministry of Culture, Minister of State in the Ministry of Environment, Forest and Climate Change Sh. Mahesh Sharma in the presence of Shri Satya Dev Pachauri, Minister of Khadi, Village Industries, Textile, MSME and Export Promotion in the Government of UP, Shri Pankaj Singh, MLA of BJP Noida & General Secretary of BJP, UP on 16.7.2018 at CFB Area, India Exposition Mart, Greater Noida in the presence of Sh. H.K.L. Magu, Chairman, AEPC/IGFA, Sh. Lalit Thukral, Chairman (EAC), AEPC/Vice Chairman, IGFA, Ms. Shipra Shukla, Chairman, Uttar Pradesh Institute of Design, Sh. O. P. Prahladka, Chairman, EPCH, Sh. Rakesh Kumar, Chairman, IEML, Sh. S.P.S. Sahni, President, IFJAS and EC members of AEPC and EPCH.
3. The Hon'ble Minister of State, Ministry of Culture inaugurated the fair by lighting of the lamp, cutting the ribbon and then hand-spun the yarn on charkha in the CFB Area, IEML. During the inaugural function the Hon'ble Minister for Culture unveiled the Fair Guide of 61st IIGF/IFJAS. The inaugural function was addressed by Hon'ble Minister of State (IC), Ministry of Culture, Minister of State in the Ministry of Environment, Forest and Climate Change, Minister of Khadi, Village Industries, Textile, MSME and Export Promotion in the Government of UP, General Secretary of BJP, UP, Chairman, AEPC/IGFA and Vote of thanks was given by Chairman, EPCH.
4. After the inaugural function, all the dignitaries hand-spun the yarn on charkha and then visited the fair. Shri Satya Dev Pachauri, Minister of Khadi, Village Industries, Textile, MSME and Export Promotion in the Government of UP attended the fashion show in the Hall of No. 7.
5. A press conference was held at the Media Lounge, IEML, Greater Noida which was addressed by Shri Satya Dev Pachauri, Ms. Shipra Shukla, Sh. H.K. L. Magu, Sh. Rakesh Kumar, Sh. O. P. Prahladka and Sh. Lalit Thukral.
6. Mr. Jani (Qaiser Nasiruddin Khan), who worked in many films as "Mahatma Gandhi" was present in the fair in the attire of "Mahatma Gandhi" and he met all the foreign buyers and visited stalls and small replica of Charkhas were presented to the visiting buyers.
7. Speaking on the occasion Mr. H.K.L Magu, Chairman, AEPC said, "If there is one platform to showcase Made in India in apparel - it is IIGF. The Fair has grown in scale and scope and emerged as the one of the largest and most popular platforms in Asia where overseas garment buyers can source and forge the business relationship with India's finest in Apparel and Fashion Accessories domain. IIGF is an important part of

- the Council's strategy to reverse the lull in Indian apparel exports in 2018-19. The industry is targeting a 15% growth this year. With GST stabilizing and the industry hopeful of policy support for improving the sector's cost competitiveness, a turnaround in export trajectory is expected."
8. Chairman AEPC thanked Hon'ble Prime Minister, Sh. Narendra Modi and Hon'ble Chief Minister of Uttar Pradesh, Sh. Yogi Adityanath for having declared city of NOIDA as the City of Apparel under ODOP scheme. This initiative will provide encouragement and branding to the apparel manufacturing from Uttar Pradesh. Mr. Magu also congratulated Mr Lalit Thukral, President, Noida Apparel Export Cluster & Convener, RMG - U. P. Export Promotion Council , NOIDA and EAC Chairman, AEPC for having brought this fair to this level.
 9. A panel discussion was held before the Fashion Show/Best Displayed Award Function on second day of the fair i.e. on 17.7.2018 wherein Mr. Neeraj Khanna of M/s Nodi Exports, Mr. Abdul Azim, President, Visba Manufacturers and Exporters, Sh. O. P. Prahladka, Chairman, EPCH, Sh. Pushkhar Mukewar, CEO, Drip Capital and Sh. Vijay Mathur, Ex. ASG, AEPC was the moderator. The topic for discussion was Trends in Trade Finance - Role in Fin Tech in sustainable SME Growth.
 10. During the three days of the fair Smt. Shefali Chaturvedi, Wife of Addl. Secretary, Ministry of Industry, Mrs. Gauba, wife of Home Secretary and Smt. Manu Bhatnagar, wife of DG, CRPF, Noida, Mrs. Vineet Kumar, wife of ADM, Greater Noida, Mr. Shailesh Bhatia, PCS, ACEO, YEIDA, Mr. Devendra Baliyan, GM (Project), YEIDA, Mrs. Ashu Choudhary, AGM (Planning), YEIDA and Mr. Shishir Kumar, Industrial Advisor, YEIDA visited the fair.
 11. Stalls of 357 national participants across all over India were spread over in 4 large halls. Facilities such as free Wi-Fi, Cafeteria, Buyers Lounge, Medical Room with stand by Ambulance, Fire Safety and Business Centre were provided in the fair.
 12. A total number of 1164 buyers and 210 buying agents registered on the IIGF website for the 61st IIGF. 544 quality International buyers from 64 countries and 192 Buying Agents visited during three days of fair. Overseas Buyers and Buying Agents were given hospitalities like complimentary Hotel Stay, airport pick-up and drop facility, Pick-up facility from hotel to fair venue and back. 309 buyers were approved by the IGFA's Screening Committee under the Buyers Promotion Scheme. From the approved buyers, 212 buyers actually visited the fair under Buyers Promotion Scheme and were given complementary hotel stay. 3 Buying Agents were provided complimentary 2 night hotel stay.
 13. This time the fair is being organized without MAI support from Ministry of Textiles/Ministry of Commerce.
 14. Fashion Shows (2 shows on each day of the fair) was organized during the three days of the fair.
 15. Best Display Award Function was organized during the second day of the fair wherein Trophies were given to the Best Displayed Stalls by Sh. Lalit Thukral, Chairman (EAC), AEPC/IGFA. A Jury comprising of Ms. Paridhi Sharma - President, Incredible Transforming Charitable Foundation (NGO) and Founder - Sankalp for Khadi and Ms. Nidhi Kumar - News Anchor, Delhi Doordarshan visited all the stalls and finalized the best displayed stalls. During this fair, one additional award "Adobe Best Design Award" was given depending upon the best design of the stall with respect to the decoration of the stall.

16. IIGF Participants' Profile

The total gross space is around 14824 Sq. Mtr. The net stall area is 7323 Sq. Mtr. The fair is being participated by 357 exporters. The participants comprise 295 showcasing womenswear (85.26%), 22 showcasing accessories (6.3%), 17 showcasing kidswear (4.91%) and 12 showcasing menswear (3.46%) and 11 participants from fashion publishers, fair authority, institution, sponsorers, (3.17%) etc.



1. Complimentary stalls were given to the publishers of Inside Fashion, Fashion Wings Fashion Era and Spenta Multimedia Pvt. Ltd. on barter basis. A stall was also given to Premier Vision, Paris, France on barter basis.
2. Eurofins Product Testing Pvt. Ltd., Adobe, Ocean Sky Logistics Pvt. Ltd, Kayemess Marketing, Drip Capital - Trade Finance Simplified were the sponsorers of the fair and were allotted stalls in the fair.
3. IGFA has taken sponsorship from Eurofins Product Testing Pvt. Ltd., Adobe, Ocean Sky Logistics Pvt. Ltd, Kayemess Marketing, Drip Capital - Trade Finance Simplified and Viablesoft Solutions Pvt. Ltd.
4. Two popcorn machines were installed in the fair area, wherein popcorns were provided to the visiting buyers, buying agents and participants on free of cost basis on all the three days of the fair.
5. A stall admeasuring 24 sq. mtrs. was given to Apparel Training Design Centre on complimentary basis wherein they showcase "Converge"- showcasing the work of students of B.Voc. courses covering the local textile and craft and prepared a range of garments depicting the craft of the region from various parts of the country.

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1. *61st IIGF - Fair Details*

1. The 61st India International Garment Fair (IIGF) was held from 16 -18 July, 2018 at Hall Nos. 1, 3 5 & 7, India Exposition Mart, Greater Noida. The fair was for the Spring/Summer - 2019 season and 357 exhibitors participated in the fair. The total stall area was 7323 sq. mtrs. The fair timings were 9.30 AM to 6.30 PM on 16 & 17 July, 2018 and 9.30 AM to 6.00 PM on 18th July, 2018.
2. Leading exporters from major manufacturing hubs, of this sector of India, use this B2B platform to display an extravagant showcase, IIGF is a unique sourcing opportunity for overseas chain/departmental stores, wholesalers, importers, distributors, retailers, merchandisers, designers, forecasters and buying houses. As more and more buyers tune in to India for their sourcing requirements, manufacturers here explore their potential, brush their craft skills, seek into India rich heritage and come-up with perfect art excellence to offer.



Sh. H.K.L. Magu, Chairman, AEPC/IGFA receiving Sh. Mahesh Sharma, Hon'ble Minister of State (IC), Ministry of Culture, Minister of State in the Ministry of Environment, Forest and Climate Change with a bouquet of flower.



Sh. H.K.L. Magu, Chairman, AEPC/IGFA receiving Sh. Pankaj Singh, MLA of BJP Noida & General Secretary of BJP, UP with a bouquet of flower.



Lighting of Lamp Ceremony of the 61st IIGF – (L \Rightarrow R) Sh. H.K.L. Magu, Sh. Mahesh Sharma, Shri Satya Dev Pachauri, Shri Pankaj Singh, Sh. Rakesh Kumar, Chairman, IEML.



Sh. H.K.L. Magu facilitating Sh. Mahesh Sharma with a shawl



Unveiling of Fair Guide of the 61st IIGF – (L⇒R) Sh. Lalit Thukral, Ms. Shipra Shukla, Sh. H.K.L. Magu, Sh. Mahesh Sharma, Sh. Satya Dev Pachauri, Sh. Rakesh Kumar, Sh. Pankaj Singh & Sh. O. P. Prahladka



Ribbon Cutting Ceremony – (L⇒R) Ms. Shipra Shukla, Sh. H.K.L. Magu, Sh. Mahesh Sharma, Sh. Satya Dev Pachauri, Sh. Pankaj Singh, Sh. O. P. Prahladka & Sh. Lalit Thukral.



On the dias at the inaugural function – (L⇒R) Ms. Shipra Shukla, Sh. Lalit Thukral, Sh. H.K.L. Magu, Sh. Satya Dev Pachauri, Sh. Pankaj Singh & Sh. Rakesh Kumar.



Inagural speeches by Sh. Mahesh Sharma, Sh. HKL Magu & Sh. Pankaj Singh



Address by Sh. Satya Dev Pachauri



Hand-spinning the yarn on charkha with Gandhi Ji & Smt. Indu Ben - (L \Rightarrow R) Sh. Lalit Thukral, Sh. Pankaj Singh, Sh. Satya Dev Pachauri and Sh. H.K.L. Magu



Visiting the fair - (L \Rightarrow R) Sh. O. P. Prahladka, Sh. Lalit Thukral, Sh. Satya Dev Pachauri & Sh. Pankaj Singh

3. During the three days of the fair, 544 buyers and 192 buying agents visited the fair with business potential of around US\$ 184.23 million.
4. Under the Buyers Promotion Scheme, 309 buyers were approved by the AEPC's Screening Committee for hotel stay for 3 days under the scheme. From the approved buyers, 212 buyers actually visited the fair under Buyers Promotion Scheme and were given complementary hotel stay. 3 Buying Agents were provided complimentary 2 night hotel stay.



2. IIGF Participants' Profile

Total 357 exhibitors presented their collection in the exhibition area of the fair. The city wise details of the participants are as follows:-

S. No.	Sate	No. of Participants
1	Delhi	79
2	Gujarat	05
3	Haryana	16
4	Jammu & Kashmir	01
5	Maharashtra	29
6	Punjab	05
7	Rajasthan	121
8	Tamil Nadu	06
9	Uttar Pradesh	82
10	Uttarakhand	01
11	West Bengal	08
12	Bangalore	03
	Total	356

One participant "Premier Vision" was from Paris, France.

Note: Complimentary stalls were given to the following on barter basis:-

- | | |
|-------------------|--------------------------------|
| a. Inside Fashion | d. Spenta Multimedia Pvt. Ltd. |
| b. Fashion Era | e. Premier Vision |
| c. Fashion Wings | |



In addition to the above, one stall each was given to Eurofins Product Testing Pvt. Ltd., Adobe, Ocean Sky Logistics Pvt. Ltd, Kayemess Marketing, Drip Capital - Trade Finance Simplified - sponsors of the fairs.

3. PARTICIPATION DETAILS

SIZE OF STALL (IN SQM)	TOTAL NO. PARTICIPANTS	TOTAL SQM
6	4	24
9	69	621
12	78	936
18	96	1728
24	42	1008
30	14	420
36	14	504
42	19	798
48	6	288
54	5	270
60	3	180
72	5	360
84	1	84
102	1	102
TOTAL NUMBER/SQM	357	7323



Ariel view of the 61st IIGF

4.

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, Kaftan, Tunics, Beachwear, Ponchos, Pyjamas, sleepwear, etc.

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.



Participants displaying their products during the fair

5. *Approach Adopted for Buyers' Active Participation in IIGF*

- A dedicated website www.indiaapparelfair.com was redesigned with new "Customer Relationship Management" system, wherein each buyer and participants would have their own login id and password.
- The CRM has the facility of fixing meeting of the participants with the visiting buyers.
- A 'Missed You' letter to those buyers who were not able to come to visit 60th IIGF and a 'Thank You' letter to those buyers who have attended the fair was sent.
- Regular IIGF E-Blasts were sent to all buyers database by IGFA and also by official online promotion agency.
- Registration Form Update, Software update, Website Creation, Google Adwords set up, Website Content Creation, Unconventional Market Targeting, Analytics Monitoring, Social Media Push etc.
- **Face book** - Page created and videos and photographs posted. We have obtained 3538 likes and 162 registrations of buyers have been received through face book. We have also started paid campaign.
- **Twitter** - We have started paid campaign and new page has been created. We have got 196.8K impressions with 310 followers.
- **LinkedIn** - We have created a new page and profile. We have started paid campaign and got 517 followers on our profile page.
- **YouTube** - We have made 7 videos and the same have been uploaded on this IIGF India channel. We have got 97 subscribers.
- Promotion was done in various International Fair and BSMs in which AEPC participated/Organized.
- Posters were sent to HCI/Embassies over the world.
- A printed mailer sent to the buyers whose e-mail id and phone numbers are not available in the database available with our IT department.
- Data mining was done by searching various websites etc. and new buyers have been added to the existing database of buyers available with IGFA.
- Letter to Indian Missions abroad has been sent 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.
- Invitation from Chairman, AEPC to buying houses announcing 61st IIGF and requesting them to recommend their buyers to visit the fair and avail the buyers' promotion scheme has been sent.
- E-blast in different languages has been sent to country specific buyers.
- Letter from Chairman (EAC), AEPC to all 8000 member exporters of the Council requesting them to participate in the fair was sent.

- Letter from Chairman (EAC), AEPC to all buyers as per database available inviting them to visit the fair and also requesting them to register on the website for availing benefits under Buyer Promotion Scheme was sent.
- Letters were sent from Chairman (EAC), AEPC to all buying agents requesting them to invite the buyers with whom they are working.
- Tele-calling in 7 foreign languages i.e. Spanish, French, Arabic, German, Japanese, Portuguese and English was done.
- Advertisement was released in various national magazines and Apparel India magazine of AEPC.
- A special section was created on the website for showcasing the various products of the participants to the buyers for match making.
- Personal visit to the prominent buying houses within NCR to invite them to visit the fair.

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 working lunch to the buyers during fair days.
- Complimentary 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.

Benefit Offered To Buying Agents (outside NCR)

- Free entry to Fair Ground
- A photo entry badge
- A free buying agent 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 working lunch to the buying agents during fair days.
- Complimentary 2 night hotel stay

The Buying agents situated with NCR region were invited through letters, personal visit followed by phone calls.

6. Guidelines for sponsorship and procedure adopted for selection of buyers for 61ST IIGF

- The scheme will be for buyers of Apparels & fashion accessories only.
- The scheme will be for buyers of Apparels & fashion accessories only.
- The names of the buyers can be recommended by/from:
 - (i) Buyers registered on IIGF website www.indiaapparelfair.com
 - (ii) Recommended by Chairman, AEPC/IGFA
 - (iii) Indian mission abroad
 - (iv) Buyer from Chain stores
 - (v) Buying agents in India and abroad
 - (vi) IIGF database
 - (vii) Database from various fairs organized by Council & BSMs or recommended by the participants or exporters.
- The request so received for buyers shall be decided by a Screening Committee.
- Hotel stay for 3 nights is the maximum which can be offered to the buyers.
- More than two buyers will be considered from an individual company for the scheme as per the approval received during 60th IIGF.
- Buyers coming from big/reputed chain stores having more than 10 outlets shall be considered for 3 nights hotel stay. Maximum of two buyers from each division / brand shall be offered the scheme. There would be no check of turnover in any edition of the IIGF/TTI.
- A buyer authorized by company shall be considered for the above-said scheme.
- The buyer promotion scheme of 3 nights hotel stay will be on First-come-First serve basis subject to availability of rooms.
- In case of existing buyer application, exporter verification is must, either by call or email.
- There is no restriction on turnover and a buyer has to submit duly filled-in nomination form, a copy of passport and CA/CPA certificate/certification from the Accounts department of the company for any one of the financial or calendar year i.e. 2016-17 / 2017-18 OR 2016 / 2017 for any benefit under this scheme.
- The buyers have to record their physical attendance by sharing their daily buyer meeting card to be submitted at Fair Secretariat (with buyer promotion team) during the fair.
- Delegations invited by Chairman, AEPC would be provided complimentary scheme and there will be no criteria for these buyers.
- The buyers who are given sponsorship shall fill a buyers questionnaire duly signed given by the Fair Secretariat/Buyer.
- To verify the annual turnover mentioned by the buyer in his or her nomination form, **ANYONE** of the following documents are acceptable by the buyer screening committee:-
 - a) Declaration of the annual turnover on company's letterhead and attested by the company's accounts department for any one (1) year i.e. FY 2016-17 / 2017-18 or 2016 / 2017.

- b) Annual turnover of any one (1) year i.e. FY 2016-17 / 2017-18 or 2016 / 2017 verified by your CPA/CA on their company letterhead.
- c) CA/CPA certified Profit & loss statement for any one (1) year i.e. FY 2016-17 / 2017-18 or 2016 / 2017.
- d) Income Tax returns of the company for any one (1) year i.e. FY 2016-17 / 2017-18 or 2016 / 2017.
- e) Turnover during any one (1) year i.e. FY 2016-17 / 2017-18 or 2016 / 2017 available on company's website for public limited company.

❖ **Screening Process:**

1. Once entire application is ready for screening along with supporting documents from the buyer's promotional team, the forms would then be scrutinized by In-charge of the buyer promotion team.
2. There after the scrutinized form would be placed before the Buyers Screening committee. At least 2 members would approve the forms and the approval of the members can be sought by email.
3. Short listed Buyer's list will be mailed to Vice Chairman, IGFA in Excel format containing Buyer name, Company name, with committee's recommendations for approval.
4. The final approval for screening of buyers shall be given by Vice Chairman, IGFA. Approval received through mail would also be acceptable. After obtaining approval from Vice Chairman, IGFA, confirmation would be mailed to individual buyers as per their eligibility.

The consolidated approval of all the screening done would be taken from Chairman. AEPC/IGFA before the start of the fair.

The Buyers Screening Committee for 61st IIGF is as follows:-

- a. Sh. V. Anil Kumar, the then ASG, AEPC
- b. Sh. Rajiv Bhatnagar, Director, IGFA
- c. Sh. R.R. Sharma, Consultant, IGFA

7. *FASHION SHOWS*

Fashion shows were held twice on all three days of the fair (one in the morning and one in the evening). There were 11 exhibitors (86 outfits) who presented their collections in fashion show. The collections were being displayed by 18 female models. The exhibitors presented different collections all three days which created lot of interest in audience.

This list of Fashion show participants are given below:-

Sl. No.	Name of the Exporter	No. of outfits
1	Fabexport	6
2	Kiran Associates	6
3	Maharana of India	12
4	Ahuja Overseas	6
5	Puneet Export & Trading House	12
6	Deemart Merchandising LLP	6
7	Noor Creations	6
8	ARK Designs	12
9	Maa'm Arts	8
10	Aman Exports International	6
11	Cheer Sagar	6





Glimpse of Fashion Show during 61st IIGF

8. *BEST DISPLAY AWARDS*

In order to encourage participants to display their collection in an innovative and beautiful manner, “BEST DISPLAY AWARDS” was given to the participants of 61st IIGF. Ms. Paridhi Sharma - President, Incredible Transforming Charitable Foundation (NGO) and Founder - Sankalp for Khadi and Ms. Nidhi Kumar - News Anchor, Delhi Doordarshan were the Jury, who selected the best-displayed stalls. Appended are the criteria/guidelines towards selection of ‘Best Displayed’ Stalls:-

- Overall use of space 30 Points
- Thematic Display 20 Points
- Innovative use of space 20 Points
- Originality of Display 20 Points
- Interplay between products & display 10 Points

During this fair, one additional award “Adobe Best Design Award” was given depending upon the best design of the stall with respect to the decoration of the stall. The award was sponsored by M/s Adobe, Bangalore.

The awards were given by Sh. Lalit Thukral, Chairman (EAC), AEPC on second day of the fair i.e. on 17.7.2018.

During 61st IIGF, following Trophies were given to the following participants:-

Category	Winners	City	Type of Trophy	Hall No./ Stall No.
9 to 18 sq. mtrs.	Tushar Handworks	Jaipur	Gold	5/048
	Pahal Apparels	New Delhi	Silver	7/021
	Rashi Exim	Noida	Bronze	5/092
24 to 36 Sq. mtrs.	Reet International	Noida	Gold	5/038
	Bittoo Overseas	New Delhi	Silver	5/080
	Promilla Emporium	New Delhi	Bronze	1/019
42 sq. mtrs. and above	Euro Expo	New Delhi	Gold	3/058
	Ahuja Overseas	Jaipur	Silver	1/024
	Permeshwar Fashion Impex (P) Ltd.	Mumbai	Bronze	7/069
Adobe Best Design Award	Kamlavati Exports	Noida	Gold	1/039



Panel Discussion by Mr. Neeraj Khanna of M/s Nodi Exports, Sh. O. P. Prahladka, Chairman, EPCH, Sh. Vijay Mathur, Ex. ASG, AEPC, Sh. Pushkhar Mukewar, CEO, Drip Capital and Mr. Abdul Azim, President, Visba Manufacturers and Exporters



Best Display Award given by Sh. Lalit Thukral & Sh. Vijay Mathur to the award winners



Glimpse of Best Display Award of 61st IIGF

09. Feedback of Buyers

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

- The best fair in India for sourcing
- IIGF every time grows up becoming more and more interesting.
- It was just the right size and there were suppliers with varied products and offer!
- The fair was good very informative and become a meeting point with different buyers and exhibitors. Good presentation of garments was presented.
- The fair is magical, it give us a very good overview of all the accessories we can find in India. The hospitality by IIGF is wonderful and we will attend IIGF again for sure.
- IIGF was a great experience for me. It's must increasing our global marketing in representing fashion world market.
- First time in India, thank you for your hospitality.
- Very good opportunity to see textile capabilities in India.



Buyers with Gandhi Ji

10. Feedback of Exhibitors

The gist of some of the Participant's feedback is as follows:-

- It is way better organized and structured than Pragati Maidan.
- The response from the buyers was good.
- Keep it up and try to bring more buyers.
- I wish to participate in next exhibition. Request the Govt. to give export houses some relief packages.
- Very Good, Learn a lot of Things.
- Thanks to all of you for a great team work
- Food was good, good Buyers, more buyers from US/UK/ Latin America
- Overall experience was very good, worth for money.



Participant's stall at IIGF



Buyer visiting during IIGF

11. Analysis of Exhibitors' Responses

All 345 exhibitors participated in the 61st 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	107	99	110	22	338
Fair Secretariat Service	66	122	115	33	336
Stall Construction & Service	79	113	123	22	337
Toilets & Maintenance	44	96	159	38	337
Cafeteria	66	117	128	24	335
General Facilities	55	117	134	30	336
General Ambience	43	106	145	40	334
Objective	<i>Introduction of items</i>	<i>Foster business relation</i>	<i>Seek New Business Contacts</i>	<i>Others</i>	
No. of Participants	94	128	221	11	454
Achievement of Objective	25%	50%	75%	100%	
No. of Participants	146	101	20	6	273

Analysis of Exhibitors Response – Percentage Wise

S. No.	Particulars	Average	Satisfactory	Good	Very Good	Total
1	The Present Level of Fair	32%	29%	33%	6.5%	100
2	Fair Secretariat Services	20%	36%	34%	9.8%	100
3	Stall Construction And Services	23%	33%	36%	6.5%	100
4	Toilets/ Maintenance	13%	28%	47%	11%	100
5	Cafeteria	20%	35%	38%	7.1%	100
6	General Facilities	16%	35%	40%	9%	100
7	General Ambience	13%	32%	43%	12%	100

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

Country/Continent	No. of Participants
RUSSIA	5
AFRICA	18
LATIN AMERICA	63
MIDDLE EAST	24
OCEANIC COUNTRIES	73
ASIA	10
AMERICA	149
EUROPE	281



Buyers doing business during the fair

The details of participants who are incorporating sustainable Practices in their business are as follows:-

S.No.	Particulars	No. of Participants
01.	Material Health	46
02.	Material Resue	35
03.	Renewable Energy	18
04.	Water Stewardship	19
05.	Social Fairness	65

The details of the “Made in India”merchandise in respect of the raw material, technology, design and skill are as follows:-

S.No.	Particulars	No. of Participants
01.	100%	119
02.	80-99%	65
03.	60-79%	23
04	Less than 60%	13

ANNEXURE I

COUNTRY-WISE NUMBER OF BUYERS WHO ATTENDED THE 61st INDIA INTERNATIONAL GARMENT FAIR (16 - 18 JULY, 2018), AT IEML, GREATER NOIDA

S. No.	Country	No. of Buyers
1.	AUSTRIA	1
2.	BAHRAIN	1
3.	BOSNIA AND HERZEGOVINA	1
4.	BRUNEI	1
5.	IRELAND	1
6.	LEBANON	1
7.	NIGERIA	1
8.	OMAN	1
9.	PERU	1
10.	SLOVENIA	1
11.	SWEDEN	1
12.	TRINIDAD AND TOBAGO	1
13.	UGANDA	1
14.	ZIMBABWE	1
15.	CROATIA	2
16.	EGYPT	2
17.	GEORGIA	2
18.	GHANA	2
19.	GUATEMALA	2
20.	IRAN	2
21.	MALDIVES	2
22.	POLAND	2
23.	SINGAPORE	2
24.	SWITZERLAND	2

S. No.	Country	No. of Buyers
25.	CAMEROON	3
26.	COLOMBIA	3
27.	CZECH REPUBLIC	3
28.	DENMARK	3
29.	GERMANY	3
30.	UKRAINE	3
31.	AFGHANISTAN	4
32.	BELGIUM	4
33.	HUNGARY	4
34.	SAUDI ARABIA	4
35.	SRI LANKA	4
36.	ISRAEL	5
37.	KUWAIT	5
38.	MEXICO	5
39.	BANGLADESH	6
40.	CHINA	6
41.	ARGENTINA	7
42.	MAURITIUS	7
43.	NEW ZEALAND	7
44.	THAILAND	7
45.	TURKEY	7
46.	URUGUAY	7
47.	HONG KONG	8
48.	MALAYSIA	8

49.	CANADA	10
50.	CHILE	10
51.	RUSSIA	11
52.	PORTUGAL	14
53.	SOUTH KOREA	14
54.	BRAZIL	15
55.	GREECE	16
56.	FRANCE	20

57.	UNITED ARAB EMIRATES	21
59.	ITALY	27
60.	JAPAN	28
61.	UNITED KINGDOM	29
62.	AUSTRALIA	32
63.	SPAIN	65
64.	UNITED STATES	75
	Total	544

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

Some of the notable buyers' information is given below along-with their turnover in garment buying:

Benjamin International, Inc, USA, US\$ 12 mn; Cape Union Mart, South Africa, (260 Stores); Chic Parisien S.A., Uruguay, (20 + Stores); Natura Invicta Lda, Spain, (15+ Stores); Odel Plc, Sri Lanka, (20+ Stores); Pernambucanas, Brazil, (300+ Stores); Ramos & Ramos Imp. Exp. Lda, Portugal, (10+ Stores); Wagen Co., Ltd., Japan, (US\$ 26.9 Million); Capri Co., Ltd., Japan, (US\$ 17.5 Million); Thann-Oryzaco., Ltd., Thailand, (US\$ 16.3 Million); Coppel Sa De Cv, Mexico, (675 Stores); Hotel Shop, Mexico, (100 Stores); Star Of India Fashions Inc., USA (US\$ 25 Million); Sara Collection, Kuwait, US \$ 13.37mn, Reflex Group, UAE, US \$20.2mn.



Buyers learning Hand-Spinning with Sh. Indu Ben

12. *Supervision And Co-Ordination*

The 61st India International Garment Fair was organized under the supervision of Shri H.K.L. Magu, Chairman, AEPC/IGFA & Shri Lalit Thukral, Chairman (EAC), AEPC/Vice Chairman, IGFA.

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

1. Sh. Premal Udani, Member, IGFA Society
2. Sh. Anil Buchasia, Member, IGFA Society
3. Sh. Lalit Gulati, Member, IGFA Society
4. Sh. Vinod Dhawan, President, AEMA & Member, IGFA Society
5. Sh. Sudhir Sekhri, President, GEA & Member, IGFA Society
6. Sh. Rahul Mehta, President, CMAI & Member, IGFA Society
7. Sh. Ravi Poddar, President, GEAR & Member, EAC
8. Sh. Ashok G Rajani, Member, IGFA
9. Sh. Narendra Goenka, Member, IGFA Society
10. Sh. Mohan Sadhwani, Member, IGFA Society
11. Sh. Rakesh Vaid, Member, IGFA
12. Sh. Harish Dua, Member, EAC
13. Sh. Anil Verma, Member, EAC
14. Sh. Vivek Khandelwal, Member, EAC
15. Sh. Narinder Chugh, Member, EAC
16. Sh. Neeraj Pugalia, Member, EAC
17. Sh. Uday Sehgal, Member, EAC
18. Sh. Rajiv Bhatnagar, Director (Fairs & Exhibitions), AEPC

13. *A word of Appreciation*

We would place on record sincere thanks and gratitude to all those who had given their untiring support in organization of the fair, our vendors, empanelled vendors, sponsors, Government agencies, India Exposition Mart Ltd., Organizing Associations, Greater Noida/Noida Police, official hotels for their co-operation to make the event a huge successful event.

We would like to thank officials of Export Promotion Council of Handicrafts and India Exposition Mart Ltd., for their co-operation in organizing the fair in conjunction with IFJAS (Indian Fashion Jewellery & Accessories Show) – fair organized by EPCH.

We would also like to thank Sh. Vijay Mathur, Ex. ASG, AEPC for agreeing to be the moderator in the Panel Discussion held on the second day of the fair.

We would like to thank the jury members Ms. Paridhi Sharma - President, Incredible Transforming Charitable Foundation (NGO) and Founder - Sankalp for Khadi and Ms. Nidhi Kumar - News Anchor, Delhi Doordarshan for selecting the best displayed stalls under various categories.

We would also thank International Brand Equity Foundation (IBEF) for sponsoring the city branding and some of the venue branding for promotion of the fair.

We would also like to thank the entire IGFA/AEPC team for their tireless efforts and also the officials who were deputed in the fair during fair days for rendering support to organize the event in a smooth and hassel free manner.

The following vendors need a special word of appreciation who was involved in the fair and has done their job within the stipulated time to our entire satisfaction:-

S. No.	Name of the vendor	Services
1.	M/s Seagem Media Systems	Photography& Videography
2.	M/s UGS Facility Management Pvt. Ltd.	For Providing Male-Female Guides
3.	Dara Projects P. Ltd	Stall Construction
4.	Pinnacle Services & Seasons Catering	Food & Beverages
5.	Viabesoft Solutions Pvt. Ltd.	Visitor Registration
6.	Encom	Fashion Show
7.	Diamond Enterprises	Horticulture
8.	Asearch Online Technology Pvt. Ltd.	Website maintenance
9.	Le-Meridien, New Delhi	Official Hotel
10.	The Crowne Plaza, Greater Noida	
11.	Holiday Inn, Mayur Vihar	