



Potential Unleashed @ April Fair Delhi

CRAFT, CREATIVITY, CREDIBILITY

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Dr. Rakesh Kumar, Chairman, India Expo Centre & Mart

April Fair Delhi represents a significant milestone, marking the beginning of what promises to be a series of successful events, transforming the Mart into a year-round hub for sourcing activities. Starting from scratch is challenging, but with the initial groundwork laid, it becomes easier to build momentum. The dedication and zeal of the Mart owners and the IEML team were crucial in organizing this fair within a mere 45 days, contributing significantly to its success. This experience has reinforced the adage that where there is a will, there is a way.

I am optimistic about maintaining this momentum with the same level of dedication and enthusiasm to establish the Mart as the premier destination for buyers swiftly. This consistency will not only benefit the Mart owners but also establish our Mart as a key player in the global sourcing landscape.

The Emergence of April Fair Delhi 2024

The Indigenous B2B Sourcing Fair, April Fair Delhi hosted at India's premier sourcing hub, India Expo Centre & Mart from April 20-22, 2024, has garnered an exceptional response from both domestic and international buyers. This pivotal event successfully revitalized the Mart, bolstered by a focused and dynamic promotional campaign over a mere 45 days. The fair was meticulously organized to evolve into a leading platform for genuine business engagements, and it has indeed succeeded, sparking significant enthusiasm among the buying community.

Featuring approximately 650 permanent Mart exhibitors and 150 External exhibitors, the April Fair Delhi encompasses three distinct markets under a single extensive venue. Each market, distinguished by its specific focus, presents a broad array of product categories, meticulously curated to meet the diverse needs and preferences of discerning buyers. The fair is strategically

crafted to attract a global and domestic B2B audience, establishing itself as a vibrant centre for industry experts. It offers rich opportunities for networking, collaboration, and the exploration of the latest innovations in textiles, furniture, home and houseware, as well as tailored solutions for corporate and personal gifting. Exhibitors have reported high levels of satisfaction with the turnout and interactions at the April Fair Delhi, with many committing to return next year to capitalize on substantial business opportunities.

April Fair Delhi marks a significant milestone in transforming the Mart into a thriving hub of commercial activity. The fair's promotional strategies are executed with precision and energy, setting the stage for a remarkable aggregation of tangible business deals. This event distinguishes itself as an exceptional gathering, attracting a global audience and paving the way for future growth and transformation in the industry.



Highlights of April Fair Delhi 2024



Trend Forecasts



Sh. Santosh Kumar Sarangi, Additional Secretary and Director General of Foreign Trade (DGFT): The April Delhi Fair is a pivotal fixture in the global sourcing calendar. Its inaugural edition provides a meticulously

curated platform for sourcing some of the finest handicrafts and gifts available. The handicraft sector's continued ascent in enhancing capabilities is vividly showcased by the eager participation of innovative manufacturers at the fair. These manufacturers are not only elevating their skills but are also firmly committed to global compliance and sustainability. This commitment ensures they can deliver high-quality products on a larger scale. I firmly believe that the April Fair adds another gem to the crown of remarkable sourcing shows, not only within the country but also on the global stage. My heartfelt congratulations to the entire Mart promotion team and Team IEML for their tireless efforts in elevating this fair to compete with international standards.



RK Verma, Executive Director, Export Promotion Council For Handicrafts (EPCH): April Fair Delhi is instrumental in facilitating business connections between global buyers and top Indian manufacturers, making it an

invaluable opportunity to engage with the India Expo Centre & Mart, which is quickly becoming the foremost B2B sourcing hub in India. Remarkably, this fair was conceived and executed within a few short months, a testament to the organizers' exceptional dedication and resolve, which serves as an inspiration to the entire MICE community to pursue excellence relentlessly. The April Fair is set to be recognized as one of the most significant sourcing events globally, not just in India. Remarkably, this fair was conceptualized just a few months ago, yet its execution has been executed impeccably and within a remarkably short timeframe. The enthusiasm and determination of its organizers are truly commendable, serving as an inspiration to the entire MICE community, and fostering a spirit of resilience and determination.



Dilip Baid, Chairman, Export Promotion Council for Handicrafts (EPCH): It is a tremendous opportunity to collaborate with the India Expo Centre & Mart in organizing the April Fair Delhi. Remarkably, this

fair was only planned a few months ago, yet its execution has been impressively swift and effective. The extraordinary zeal and determination of the Mart owners have not only stood out but also inspired the entire MICE community to work in unison with a resilient, never-give-up attitude. I believe that the April Fair is a significant addition to the most notable sourcing shows not just in India, but globally. I extend my congratulations to the entire Mart promotion team and Team IEML for their diligent efforts in establishing this fair as a formidable contender on the international stage. This event will provide a vast marketplace for sourcing impeccable Indian crafts and products directly from the manufacturers, available year-round at the Mart.



Rajesh Rawat, Addl. Executive Director, EPCH: The April Delhi Fair coinciding with Cross Border E-Commerce Conclave has emerged as a significant sourcing milestone and an unparalleled trade opportunity.

By facilitating direct access to some of India's most exceptional handicrafts and gifts, the event will play a crucial role in the economic empowerment of artisans and small to medium enterprises (SMEs). By facilitating direct access to some of India's most exceptional handicrafts and gifts, the event will play a crucial role in the economic empowerment of artisans and small to medium enterprises (SMEs). Furthermore, it will enhance India's stature as a global trading hub and foster sustainable growth in the digital economy sector. This first-of-its-kind e-commerce conclave is an excellent initiative, bringing in policymakers along with major online players, logistic support and others to deliberate and discuss on the way forward for Cross Border E-commerce.

The Grand Felicitation at Chairman's Gala Dinner during April Fair 2024



In recognition of their outstanding contributions and exemplary dedication, we extend our heartfelt gratitude to the following individuals honoured at The Grand Felicitation during the Chairman's Gala Dinner at April Fair 2024:

Sh. Dileep Baid – Chairman, EPCH

Sh. R.K. Verma – Executive

Director, EPCH

Sh. Ravinder Kumar Passi

Sh. Najamul Islam

Sh. Naved ur Rehman

Sh. Dinesh Kumar Aggarwal

Sh. Tafsir Ahmad

Sh. Nirmal Bhandari

Sh. Neeraj Khanna

Sh. Vishal Dhingra

Sh. Vikas Bhardwaj

Sh. Karan Jethwani

Sh. Sagar Mehta

Sh. Arif Sheikh

Sh. Girish Kumar Aggarwal

Sh. Sharad Kumar Jain

Sh. Babu Lal Dosi

Sh. Surender Kumar Goel

Sh. Sharad Kumar Bansal

Sh. Rajat Asthana

Sh. Ausaf

Sh. Mohit Chopra

Sh. Radhey Shyam Ranga

Sh. C. R. Rai

Sh. Lekh Raj Maheswari

Sh. Avdesh Aggarwal

Sh. Rajkumar Malhotra

Sh. Suneet Jain & Team FORHEX



Their remarkable achievements and unwavering commitment have significantly contributed to the success and prestige of the April Fair 2024. We express our sincere appreciation for their exceptional efforts and commendable leadership.

In recognition of services to the success of Mart Promotion



In recognition of their invaluable contributions to the success of Mart Promotion, we extend our heartfelt gratitude to:

Sh. Vivek Vikas
Sh. Prince Malik
Sh. C. P. Sharma
Sh. Piyush Agarwal
Sh. Mohd. Arif
Sh. Mohd Ijlal Shamsi
Sh. Vineet Aggarwal
Sh. Ravi Sharan

Sh. Mayank Jain
Sh. Bharat Vadhera
Sh. Mohan Kapoor
Sh. Virender Kumar
Sh. Vikas Kumar Agarwal
Sh. Aditya Krishna
Sh. Rahul Aggarwal
Ms. Shobha Singh

Sh. Rajesh Jain
Sh. Saeed Ahmad
Sh. Toshak Vaid
Sh. Parminder Singh
Sh. Vikas Arora
Sh. Abde Elahi Shamsi

Their dedication and hard work have been instrumental in achieving our objectives and driving the success of Mart Promotion. We deeply appreciate their efforts and commitment.



ExpoBazar

ExpoBazaar is an established e-commerce and supply chain management company focused on the home and lifestyle market in India. The company's end-to-end solutions connect manufacturers, retailers, and consumers to improve efficiency and business growth.

For manufacturers, ExpoBazaar provides supply chain solutions, logistics support, warehousing, and new sales channels to simplify international expansion. For retailers, the company enables broader product selection and inventory management. For consumers, the e-commerce store and marketplace partnerships provide unique product discovery and convenient purchasing.

By managing the complexities of global trade, ExpoBazaar makes it easier for quality Indian brands to sell internationally and gives consumers broader access to authentic products. The company solves major expansion barriers for manufacturers while also meeting growing global consumer demand for Indian goods.

Expobazaar at April Fair Delhi

Expo Bazaar showcased exquisite home decor and lifestyle products at April Fair Delhi, from 10 different craft clusters. We have received numerous domestic queries and many international buyers' attention during the fair. Below are some glimpses of our booth at the April Fair.

Exhibitors Feedback



Sh. Aditya Krishna,
Ferro Linkers,
Mart no. – D 10/01

The April Fair Delhi shines as a vibrant testament to our dynamic approach to business promotions and our swift delivery of tangible results. Integral to our broader Mart Sourcing Days initiative, this event marks a significant milestone in our promotional efforts and stands as a moment of immense pride for our entire team. The fair's bustling energy and the robust participation of vendors and buyers alike not only highlight its immediate success but also underscore its potential as a cornerstone event. Looking forward, I am hopeful that within the next two to three years, the Mart will evolve into a premier global sourcing hub, celebrated for its rich diversity of offerings and its ability to connect artisans and businesses from around the world.



Smt. Mamta Kapoor,
Caps & Looms,
Mart no. – D 09/09

The April Fair Delhi stands as a beacon of our dynamic approach to business promotions and our ability to deliver results swiftly. It's a crucial component of our broader initiative to make our vision 'Teen Guna Tees Tak' come true. It's a significant milestone in our promotional activities for the Mart and a proud moment for all of us. I hope that within a span two-three years the Mart will emerge as a key sourcing hub all across the globe. We are committed to participating in the April Fair and future Mart Sourcing Days, regardless of the operational status of other marts. We warmly invite all buyers to not only visit our Mart but also explore other participating marts during these events. We are confident that your experience will be exceptionally positive, encouraging you to return frequently for successful sourcing.



Sh. Nitin Aggarwal,
Digvijay Overseas,
Mart no. – B 04/31-35:

The April Fair, held from April 20 to 22, was an excellent initiative as it coincided with the Canton Fair, making it convenient for buyers traveling to China. To further enhance visibility, we need to aggressively publicize these dates via social media and local agencies, ensuring all potential buyers are aware of the event. Additionally, the introduction of Mart Sourcing Days has proven to be a successful strategy. Vendors simply set up their booths, attracting both local buyers and merchants. This influx of visitors greatly motivates Mart owners to open their facilities, creating a vibrant marketplace. We should continue leveraging these strategies to maximize attendance and engagement.



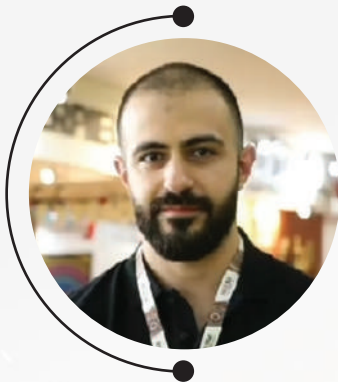
Sh. Nishant Mathpal,
Owner, Sai Exports,
Mart no. – C 10/24:

April Fair Delhi and Mart Sourcing Days have become pivotal for our business, propelling our unique, handcrafted products into the spotlight both at home and abroad. This enthusiasm has opened doors to forge meaningful partnerships worldwide. The recent two-day sourcing event not only lifted the spirits of our exporters but also broadened the horizon for our skilled artisans and workers, offering them expanded opportunities for employment and growth. During April Fair Delhi, our engagements with buyers were fruitful, underscoring the potential of future editions to be even more successful. Looking ahead, I am optimistic that in the coming years, we will evolve into a thriving marketplace, reminiscent of a grand bazaar, bustling with activity and rich with opportunity.

Testimonials of Buyers



Sara Filiponi, Buyer, Italy: It is amazing to become a part of April Fair Delhi. We are glad to find out new suppliers here for our business. We have been through so many fairs and the facilities provided here were commendable. It was so easy and quick to find good suppliers. We found a variety of carpets & rugs, fashion jewelry & garments.



Hagop Shahinian, Buyer, Armenia: We are representing our company from Canada that deals in Home Décor items at April Fair Delhi. We have come here at April Fair Delhi to find our business partners who can provide us diverse product range of home décor and we want to see what company we collaborate with for our future endeavours to propel our business. This is the new fair but it has got everything we're looking for, hence we are excited about it.



Alicia Palacios, Buyer, Chile: It is great to attend the first April Fair Delhi. Our company deals in home textile and home decor items and I can see many vendors here with whom we have sourced in the past so there is a very familiar, very friendly environment here. It has been a great experience and the vendors are very hospitable. I am looking forward to find very good products and deals here and I am sure that we'll find that soon.



Erwin Alvarez Ereno, Buyer, Bahrain: The handi-craft products I have seen so far at April Fair Delhi are high in quality and I am happy to see the new collection here. The suppliers here are wonderful and cooperative. The nicest thing about the fair is that they have very nice ideas which I don't see often in Middle East region. This is a good opportunity to introduce these kinds of products in the international market.

Cross Border E-Commerce Conclave: Enlightenment & Explorations

Besides April Fair Delhi, Cross Border E-Commerce Conclave also welcomed the delegates in huge numbers. The groundbreaking conclave was inaugurated by **Sh. Santosh Kumar Sarangi (IAS)** **Additional Secretary & Director General of Foreign Trade for the Government of India** attended the event as the Guest of Honour. He was warmly received by Dr. Rakesh Kumar, Chairman of the India Expo Centre and Mart. Dr. Kumar, in his welcoming remarks, highlighted the importance of cross-border e-commerce in modern trade and its potential impacts on the global market. In his welcome address, he says that adopting an industry-specific approach could substantially increase India's share in the global market due to the rising competitiveness of various sectors.

Sh. Sarangi, DG of Foreign Trade (GoI) delivered a

compelling keynote speech focusing on the pivotal role and rapid growth of cross-border e-commerce. His insights set the tone for a series of enriching discussions throughout the conclave. He says that initiating cross-border e-commerce over the last few years sets us on the path to achieving a trillion-dollar export goal, contingent on stakeholder confidence in our export capabilities. He commended the variety and quality of products at the fair's stalls and reaffirmed the government's commitment to fostering a supportive ecosystem for exports."

The event featured nine additional knowledge sessions, including two high-profile panel discussions, one on 'Optimising Your Supply Chain for Efficient E-commerce Exports & Future Trends' and another on 'Innovations Shaping the Cross Border E-commerce

Landscape'. Each session drew a significant number of delegates, eager to learn and discuss various aspects of e-commerce. The conclave also included practical workshops such as Amazon Global Selling and Big Commerce for Beginners, which were specifically designed to provide hands-on knowledge and skills to the attendees. A case study presentation on Expo Bazaar's rise as a notable B2B Cross Border E-Commerce player offered valuable insights into successful strategies and practices in the field. Additional sessions focused on crucial topics like 'IP Protection When Selling Globally', 'Importance of Compliance & Quality Inspections', and 'Building a Sustainable & Profitable Global D2C Brand'. These sessions not only attracted a large audience but also enriched the conclave with diverse perspectives and expert knowledge.



Glimpses of

Cross Border E-Commerce Conclave



About INDIA EXPO CENTRE & MART



**25 minutes from
New Delhi**



**60 minutes from IGI Airport
20 minutes from proposed
Jewar Airport**



**40 minutes from Hazrat
Nizamuddin Railway Station**



**A city very well connected
with Delhi NCR through
Metro**

- One of the world's leading integrated marts, exhibition and convention centres.
- National Tourism Award for being 'Best Alone Convention Centre in India' by Ministry of Tourism, Government of India.
- In-House integrated services for a phenomenal experience and ease of doing business
- Ability to organize events of any scale with flexibility
- Track record of two successful decades in organizing world class exhibitions and events

INDIA EXPO CENTRE & MART

ULTIMATE SOURCING BEGINS HERE..

- **900+** Permanent Marts
- **14** Product Categories
(Over **2000** product lines)

MART SOURCING DAY CALENDAR

June 2024		July 2024		August 2024	
Mon 24	Tue 25	Mon 29	Tue 30	Mon 26	Tue 27
September 2024		November 2024		December 2024	
Fri 27	Sat 28	Mon 25	Tue 26	Mon 23	Tue 24

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