

Press Release

Domotex 2017, Hannover

DOMOTEX 2017, the world's leading Trade Fair for carpets and floor coverings was held from January 14-17, 2017 in Hannover, Lower Saxony State. 1409 exhibitors from more than 60 countries (including 374 from India) took part this year. Around 70 % of visitors were from abroad, with the majority (43 %) coming from EU countries. There was a considerable increase in visitors from the Near and Middle East (up 9 %) as well as East and Central Asia (up 16 %). In particular, more visitors came from the United States and the United Kingdom. Comparative figures of exhibitors and visitors during last five years are given below:-

| | 2013 | 2014 | 2015 | 2016 | 2017 |
|-----------------------------------|--------|--------|--------|--------|-------------------------------|
| Total Number of Exhibitors | 1350 | 1350 | 1323 | 1441 | 1409 |
| Number of Indian Exhibitors | 300 | 250 | 311 | 316 | 374 |
| Number of Visitors | 40,000 | 45,000 | 40,000 | 45,000 | 40,000* (tentative) |
| Number of participating countries | 60 | 57 | 63 | 59 | 60s |

* Deutsche Messe Fair Authorities has not released the exact figure of visitors of 2017 so far.

Product Segments

The yearly Domotex Fair offers a range of products and services in the carpet and floor-covering industry. The latest collection of carpets and floor coverings are unveiled to potential buyers. The exhibitor can showcase his business to an audience of professionals from the retail and wholesale trade, the skilled traders as well as architects and designers. The products / services on display can be divided into the following categories:-

- i. Hand-made carpets and rugs
- ii. Machine-made carpets and rugs
- iii. Woven carpets
- iv. Mats & clean off systems
- v. Textile floor coverings (residential & commercial)
- vi. Wood & parquet flooring / Laminated floor covering
- vii. Resilient floor coverings
- viii. Outdoor floor covering
- ix. Laying skills, cleaning and application technologies
- x. Coir, jute, rubber, polypropylene, cotton, polysilk and plastic products
- xi. Contract business / Contract World
- xii. Specialist publishers, associations, designers, services
- xiii. Fibres, yarns, textiles and technical textiles
- xiv. Machinery, tools & solutions for skilled traders

Indian Participation

As in the previous years, the Indian Carpet and floor covering industry had an impressive presence in Domotex 2017. Of a total of 374 Indian companies, 210 participated under the aegis of Carpet Exports Promotion Council (CEPC), 19 under Coir Board, 10 under Handloom Export Promotion Council (HEPC), and 2 under National Jute Board and rest of companies participated individually. Export Promotion Council for Handicrafts (EPCH) also had a separate booth at the Fairgrounds.

Shri Ram Deswal, Vice Consul, CGI, Hamburg together with Mr. Thilo Horstmann, Head of the Handmade Carpets, Deutsche Messe, Germany; Mr. Kuldeep Wattal, former Chairman, CEPC; Mr. Abdul Rab, 2nd Vice-Chairman, CEPC and Mr. Shiv Kumar Gupta, ED, CEPC inaugurated the CEPC India Pavilion on January 14, 2017.

Shri Alok Kumar, Development Commissioner (Handicrafts), Ministry of Textiles, New Delhi visited Hannover from January 16-18, 2017 to attend Domotex 2017. On January 17, 2017, Development Commissioner visited the India Pavilion set up by CEPC at Hall No. 15 and interacted with the Indian exhibitors as well as representatives of foreign companies trading in Indian carpets and floor coverings. CEPC had organized a Luncheon Meeting of Development Commissioner with prominent overseas carpet buyers at the Fairgrounds. This was followed by an interview of Development Commissioner by Mr. Tim Steinert, Editor-in-Chief of *CarpetXL* magazine during which the Development Commissioner elaborated on the strengths of Indian carpet industry and potential for future growth. Thereafter, a meeting with the prominent exhibitors from India was organized at the India Pavilion where the exhibitors provided their feedback and valuable suggestions to help improve Indian participation at the Domotex in future.

During the day, Shri Alok Kumar, Development Commissioner and Shri Ram Deswal, Vice Consul, CGI, Hamburg interacted with Indian and foreign exhibitors. Many Indian exhibitors present at Domotex 2017 conveyed very positive feedback in terms of getting good business offers. The visit of Development Commissioner and Vice Consul gave the Indian exhibitors an opportunity to share their views about the Fair and its business prospects. They visited Kashmir Arts, New Delhi; Rugs Inc, Noida; Pioneer Overseas, Agra; Diamond Carpets, Agra; Champo, Bhadohi; Dream Home Carpets Pvt. Ltd, Panipat; Vini Decor Carpets & Rugs, Panipat; Malabar Carpet Exports; Bhadohi; Rugs Overseas, New Delhi; Global Overseas, Bhadohi; Excellent Carpets; Bhadohi; Hannan Oriental Rugs, New Delhi; Jaipur Rugs, Jaipur; Carptex, New Delhi and many others.

In the afternoon, the Consulate arranged a meeting of Development Commissioner (Handicrafts) with Dr. Andreas Gruchow, CEO of DOMOTEX Fair and Member of the Managing Board of the Deutsche Messe AG, the Hannover based Company that organizes Domotex and other international trade shows like CeBIT, Hannover Messe, Ligna, Biotechnica, Agritechnica, CeMAT, IAA Commercial Vehicles etc. During the meeting, Development Commissioner thanked *Deutsche Messe* for extending assistance to Indian exhibitors in DOMOTEX. Besides other things, matters related to stealing of goods and security in the Fairgrounds were discussed. Dr. Gruchow assured his support to CEPC and Indian exhibitors. The Indian side asked for more help from the Deutsche Messe with regard to desirable exhibition location and other facilities such as security cameras for the exhibition halls. Dr. Gruchow informed that the Domotex Fairplan for the next year will be redesigned and will be different than the present one and assured that the Indian exhibitors will have preferable location next year in the Fairgrounds.

Awards to two Indian Companies: Every year the prestigious Carpet Design Awards set the highest standards in terms of the quality and design of handmade rugs and carpets. Under the chairmanship of multi-award-winning carpet designer Stephanie Odegard from New York, the international jury selected carpets and rugs of outstanding design, quality and craftsmanship. Entries were judged in terms of design and design concept, materials, execution, texture, structure and quality, as well as sustainability and branding. The Carpet Design Awards are divided into 8 categories. Out of these 8, two categories were bagged by the Indian exhibitors this year. **The award in Category "Best Modern Design Superior" was won by the Indian Company Sterling Rugs (Bhadohi) for their carpet "Super Moon" and the category "Best Modern Collection" by the Jaipur Rugs (Jaipur) for their carpet "Unstring by Kavi".**

Hamburg
January 20, 2017









