

APRIL FAIR
DELHI

INDIA EXPO CENTRE & MART, GREATER NOIDA

20 | 21 | 22 APRIL 2024

ORGANIZED BY



POST SHOW REPORT



APRIL FAIR DELHI 2024

CONCURRENT WITH
CROSS BORDER E-COMMERCE CONCLAVE 2024



HOUSEWARE | FURNITURE | HOME FURNISHING | FASHION | CORPORATE & SOCIAL GIFTS

www.aprilfairdelhi.com

An Overview

April Fair Delhi 2024 marked a milestone as the first event solely dedicated to promoting the Mart area, aiming to solidify its status as a year-round sourcing hub. This groundbreaking fair garnered significant attention, drawing buyers from across the globe. Not just overseas and domestic volume buyers, but other dignitaries also attended the fair including the ambassadors of **Vietnam, Belarus, Zimbabwe, Arab states, Myanmar, Suriname and other nations.**

The concept behind April Fair Delhi was innovative, striving to establish itself as a premier B2B event showcasing a diverse range of product categories. These included Home Décor and Houseware, Home Furnishings, Furniture, Corporate & Social Gifting, Lamps & Lighting, Carpets & Rugs, Fashion Accessories, Eco-Friendly Sustainable Products, Toys, Games, Aroma Products, Garden Supplies, and Pet Accessories. This initiative brought together three distinct markets and a conclave each dedicated to a specific segment, ensuring a comprehensive and varied product range:

- **Home & Houseware Market**
- **Textile and Furniture Market**
- **Gifts & Premium Market**
- **Cross Border E-Commerce Conclave**

By amalgamating these markets and a conclave under one umbrella, April Fair Delhi offered a platform for businesses to showcase their offerings while facilitating networking and collaboration within the industry.



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

Unmatched business opportunities are flourished at April Fair Delhi. The extensive range of exhibitors underscores the fair's potential and readiness to stand as a major player on the global stage. I am sure that this fair will make new records in terms of hosting the maximum number of visitors and reflect the fair's capacity to attract significant international interest, further establishing its role as a dynamic entry point into the Indian market. With these attributes, April Fair Delhi is poised to become a formidable competitor to established international fairs and sourcing hubs, offering a new and efficient option for global businesses seeking to diversify their sourcing and expand their operational footprints.



Overwhelming Support Extended by



Dilip Baid, Chairman, Export Promotion Council for Handicrafts (EPCH)

It is a great opportunity to be associated with the India Expo Centre & Mart in organising April Fair Delhi. This fair was planned just a few months back and the

execution of the same is done so well in almost no time. The zeal and will of Mart owners are outstanding and inspire the entire MICE community to work in tandem with a never-give-up attitude. I believe that April Fair is an addition to the most remarkable sourcing shows not just across the country but all across the world. I congratulate the entire Mart promotion team and Team IEML for their laborious work for standing this fair tall enough to compete with the international fairs. It will provide a vast market to source impeccable Indian crafts and products directly from the manufacturers which are year-round available here at the Mart.



Naresh Bothra, President, Jodhpur Handicrafts Exporters Federation (JHEF)

We are immensely pleased and consider it a great privilege to collaborate with the India Expo Centre & Mart in organizing the

April Fair Delhi. This partnership not only underscores our commitment to promoting the rich heritage and exquisite craftsmanship of Jodhpur's artisans but also aligns with our mission to expand their reach in global markets.



Mukesh Bansal, Chairman, Glass Manufacturers & Exports Association Firozabad, UP (GMEA)

We believe this fair will serve as a dynamic platform for showcasing the unique talents of our craftsmen and foster

meaningful connections with international buyers and investors. We are excited about the possibilities this collaboration brings and look forward to a successful event that benefits all participants.



Prince Malik, Secretary, EXPOMEA

The fair provides a dynamic platform for our members and partners to display cutting-edge products and services, connect with global markets, and foster business

relationships that transcend borders. We look forward to making the April Fair Delhi a resounding success that highlights the potential of collaborative events to drive economic growth and cultural exchange



Vishal Dhingra, Chairman, Buying Agent Association

We are absolutely delighted to partner with the India Expo Centre & Mart for the organization of the April Fair Delhi. This collaboration offers us

a prestigious platform to showcase our role in bridging the gap between exemplary Indian craftsmanship and global markets. It is a splendid opportunity for facilitating connections that enhance trade and understanding across continents.



Rajat Asthana, President, Handicrafts Exporter of Agra (HEA)

This partnership represents a fantastic opportunity for HEA Agra to present the exceptional quality and craftsmanship of Agra's

heritage products to a wider audience. The fair serves as a crucial platform for our members to showcase their expertise, engage with international buyers, and explore expansive new markets.



Dr. Ambika Sharma, Chief Executive Officer, Association of Business Women in Commerce & Industry (ABWCI)

ABWCI is committed to creating a robust community of women entrepreneurs; providing them with

opportunities to access investment capital, trade networks & entrepreneurial education; and advocating for policies resulting in women-centric entrepreneurial ecosystems worldwide. The April Fair Delhi has our best wishes for creating a positive business and trade ecosystem in India.



Dr. Manoj Mehta, Director, Corporate Gifts Association of India (CGAI)

This collaboration marks a significant opportunity for the Corporate Gifts Association of India to highlight the creativity and diversity of India's corporate

gifting industry. We are eager to demonstrate the unique offerings our members bring to the table, from bespoke artisan gifts to high-tech promotional items.



Tripti Shinghal Somani, Founder, Womenovator

April Fair Delhi presents an invaluable opportunity for our members to showcase their innovative products and services, connect with global audience, and explore potential business

opportunities. We believe that this event will serve as a catalyst for inspiring success, driving innovation, and breaking new ground in global markets.



Glimpse





Exhibitor's Feedback & Report



**Vivek Vikas, MD,
Vijay Design Inspirations Pvt. Ltd.
Exhibitor No. A 03 / 28-36.**

The April Fair Delhi stands as a testament to our dedication and capacity for excellence in organizing major B2B events. This fair reflects the relentless efforts

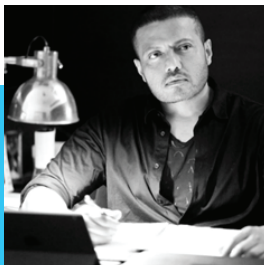
and collaborative spirit of our entire team to make the Mart year-round sourcing hub.



**CP Sharma, Director,
Garud Fabs LLP.
Exhibitor No. C 08 / 40-42:**

Our success in setting up the April Fair Delhi in just 45 days is nothing short of remarkable. This fair is crucial for our promotional endeavours, including the Mart

Days, and underscores our ability to achieve great things in tight timelines.



**Sheikh Aarif,
Owner, Famous Art and
Antiques Int'l Exhibitor No. A 08 /
15-19:**

The April Fair Delhi is a prime example of what we can achieve with hard work and dedication. Organizing such a significant

event demonstrates our commitment to promoting the mart and reinforcing our position as leaders in the B2B sector.



**Rahul Agarwal,
Director, Laaj International
Exhibitor No. C 05 / 02-06:**

It's exhilarating to see our plans for the April Fair Delhi come to fruition so efficiently. Our ability to organize this major B2B sourcing fair in a brief period

speaks volumes about our team's capabilities and drive.



**Piyush Bhawalpuria,
A.M. Glass International
Exhibitor No. A 09 / 45-47:**

This event is a crucial element of our ongoing efforts to promote the mart and establish significant industry links through initiatives like Mart Days.

Congratulations to everyone involved in the swift and successful launch of the April Fair Delhi.



**Vikas Bhardwaj,
MD, Deluxe Exports India
Exhibitor No. B 04 / 06:**

I am immensely proud of what we have accomplished with the April Fair Delhi. Arranging such a grand B2B sourcing fair in a mere 45 days not only

showcases our commitment but also our efficiency. This event is a pivotal part of our broader strategy to elevate Mart Days and enhance our global business connections.



**Ravindra Sharan, Owner,
Artifacts India
Exhibitor No. B 07 / 22-24:**

I applaud our team for their exceptional work in organizing the April Fair Delhi. This 45-day turnaround to create such a

substantial event is a testament

to our dedication and strategic prowess in the business world.



**Vineet Agarwal,
Ganpatiji Exports Creation
Exhibitor No. C 06 / 45-51:**

Launching the April Fair Delhi within a short span has been an extraordinary journey. This achievement not only highlights our team's expertise but also

solidifies our commitment to fostering significant B2B engagements through our promotional endeavours, including the Mart Days



**Aditya Vikas Agarwal,
Owner, Vikas Exports & Member
Exhibitor No. D 04 / 35:**

Organizing such a comprehensive B2B sourcing fair in a mere 45 days has truly set a new standard for what we can achieve. The April Fair Delhi

highlights our commitment to excellence in the B2B marketplace. Organizing this fair has been a rewarding challenge and a significant contribution to our Mart.



As we are aware the event was dedicated to the Mart area, hence it promoted all 900+ Mart owners as exhibitors who are factory-compliant manufacturers and exporters dealing in various categories. But some of the exhibitors showed their interest in becoming a part of the April Fair which we took as an opportunity to join more people with us in our endeavours, expand our reach and make the Mart a year-round activity hub. So the total number of exhibitors that we had on board with us was **760** out of which **627** were Mart owners and **133** were from outside.

Product **Categories**

- **Kitchen & Dining**
- **Home Decor and Accents**
- **Lamp & Lighting**
- **Outdoor and Garden**
- **Home Furnishing**
- **Bathroom Accessories**
- **Carpets & Rugs**
- **Furniture**
- **Fashion Jewelry**
- **Bags & Accessories**
- **Kids & Babies**
- **Eco-friendly Products**
- **Aroma, Spa & Lifestyle**
- **Christmas & Festive Decor**
- **Gifts & Premiums**



Buyer's Feedback & Report

The April Fair Delhi attracted a vast number of visitors, categorically divided into overseas buyers, Domestic Volume buyers, and others highlighting the event's appeal across various sectors within the industry. Total Buyers and Delegates footfall was recorded at **2305** while the total registration stands at **2011**.



Total Footfall of Buyer's & Delegates

Categories	Day - 1	Day - 2	Day - 3	Total
Overseas	146	135	76	357
Domestic	419	496	365	1,280
Buying / Sourcing Consultants	226	122	114	462
Delegates / Speakers	119	67	20	206
Total	910	820	575	2,305

Overseas Buyers from all around the World

AUSTRALIA | AUSTRIA | BAHRAIN | BANGLADESH | BELGIUM | BERMUDA | BRAZIL | CANADA | CHILE | CONGO | DENMARK | EGYPT | FRANCE | GERMANY | GREECE | HONG KONG | IRAN | IRAQ | ITALY | JAPAN | JORDAN | KENYA | SOUTH KOREA | KUWAIT | LEBANON | LIBYAN ARAB JAMAHIRIYA | MACAU | MALI | NEPAL | NETHERLANDS | OMAN | ROMANIA | SAUDI ARABIA | SPAIN | SRI LANKA | SWEDEN | TAIWAN | THAILAND | TURKEY | UNITED ARAB EMIRATES | UNITED KINGDOM | UNITED STATES

Testimonials



Vishal Agrawal, National Chairman, Young Entrepreneurs Society, YES:

We are delighted to join hands with the India Expo Centre & Mart to organize the April Fair Delhi which provides a vital platform for our members to demonstrate their craftsmanship, connect with global markets, and explore new business avenues. We are excited to leverage this event to promote unique products and sustainable practices to a broader audience.



Arjun Mukund Kulkarni President, Indian Leather Products Association (ILPA): We are immensely pleased to collaborate with the India Expo Centre & Mart for the organization of the April Fair Delhi. Our commitment to making the Indian leather products industry flourish and elevating it to the standard of corporate gifting aligns perfectly with the objectives of this fair, and we anticipate forging new partnerships that will enhance our members' reach and influence in international markets. We look forward to forging new partnerships that will help us to get into the international markets.



Gaurav Gupta, Global Trade & Technology Council (India): This collaboration is a significant opportunity for the Global Trade & Technology Council (India) to promote and advance the integration of technology in global trade practices and promote India's handicrafts and products to our robust global diplomatic and business network. The fair offers a unique platform for our members to showcase innovative technologies and solutions that can transform industries and enhance trade efficiency on an international scale. We look forward to a successful event that not only showcases technological advancements but also sets new benchmarks in global trade practices.



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.



Marian Patel, Buyer, United Kingdom: I have visited the venue before as well, hence when I got the invitation to attend the April Fair Delhi from India Expo Centre & Mart, I thought it would be a great opportunity. I took the opportunity to visit the April fair to source the products that I could not source last time after so many discussions. This is my first April Fair and I wish to find a good variety of products to source and sell them on Amazon, USA.



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 handicraft 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.



Tony Thompson, Buyer, Bermuda: This is my first time here at this venue attending April Fair Delhi, and the experience has been amazing so far. One of the buyers from our company keeps coming to India and she has been sourcing from here for the last 10 years. This is an extension of the same but at April Fair Delhi rather than other fairs. The products are beautiful and they are as per my expectations.

Cross BORDER E-Commerce Conclave



50 Speakers | 15 Panel Discussions | 5 Workshop | 200+ Delegates

The Cross Border E-Commerce Conclave was organised for just two days on the 20 and 21 April 2024 during the fair but it drew the interest of several entrepreneurs, Start-ups and delegates to acquire the knowledge about E-Commerce industry. The Conclave played a pivotal role in providing the golden chance to its attendees in forging fresh connections, cultivate a network, and engaging with leading sellers and industry experts. Many delegates and visitors took it as an opportunity to learn, connect and expand their business globally by gaining insights and nuances of the industry through connecting with experts, sellers, and service providers.



E-Nurture: Nurturing Indian Artisans And Handicrafts



E-Nurture is a corporate social responsibility project initiated by India Exposition Mart Limited to upskill the Artisan Community through knowledge dissemination. E-Nurture is committed to upscale Artisans and small traders by providing them with basic business skills wrapped with e-commerce-enabled understanding and doing business on e-platforms through their websites or on marketplaces accessibility.

In an extension of the same E-Nurture associates with the organizers of April Fair Delhi, 20-22 April and E-Commerce Conclave on 20 & 21 April. Participation in both programmes adds valuable significance in achieving the goals of creating digital literacy among Artisans/ micro-entrepreneurs, building the capacity and handhold artisans/ micro-entrepreneurs for onboarding/ sale of their products to organizations/ end users directly on the digital platforms and improving the sales and social standing of Artisans/ micro-entrepreneurs in the community.

A total of 114 exhibitors took part in the April Fair Delhi and got exemplary business experience during the exhibition under marketing initiative and handholding support by E-Nurture. Besides, E-Nurture Programme Director, Sh. Harbinder Singh took part in the second-last knowledge session on 'How to Succeed in Cross Border E-Commerce' and disseminated knowledge on Product Development, Merchandising, Design, and Concept Building as per consumer taste, E-commerce Enabled Photography, Quality Assurances, Compliance, Labelling, Packaging, Inventory, Logistics & Accounting to support artisans in onboarding the E-market platforms and build their capacity using digital platforms to expand their business.



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Industry Associates



EPCH
Export Promotion Council
for Handicrafts
Connecting. Empowering. Transforming.



SOURCING
CONSULTANTS
ASSOCIATION



GLOBAL TRADE & TECHNOLOGY COUNCIL (INDIA)



GMEA
Glass Manufacturer & Exports Association
Firozabad, U.P.



Your Reliable Sourcing Name in India HHEWA
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Email : hhewanoida@gmail.com / info@hhewa.com



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Since 1949



H. E. A. - AGRA



MAHARASHTRA HANDICRAFTS EXPORTERS ASSOCIATION



SWCA



Yes



EXPOMEA



CHAMBER OF INDUSTRIES & SERVICES



FORHEX



CEAMA



Association of Business Women in Commerce & Industry



CGAI
Corporate Gifts
Association of India



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