

**Consulate General of India
Frankfurt**

Report

AMBIENTE 2018

*International Trade Fair for
Consumer Goods*

09 - 13 February 2018

Consulate General of India Frankfurt

Ambiente Fair held in Frankfurt from 9th to 13th February, 2018

1. Ambiente is an international consumer goods fair which takes place once a year in Frankfurt. The trade fair is split into different themes which include Dining, Giving and Living. The international exhibitors present their products and innovations from the fields of table, kitchen, household, gifts, home furnishings and decoration. In addition, complete solutions for hotels and restaurant concepts are offered. Another important feature of the fair is the contract business, i.e. indoor and outdoor solutions for the furnishing of office buildings, hotels, etc.

Netherlands was the Partner Country of the 2018 edition of Ambiente. This year's partner country presentation which was running under the name "Do Dutch" covered a wide range of products which were curated and designed by the Amsterdam-based Dutch designer Robert Brownwasser. The Partner Country for Ambiente 2019 will be **India**. This was announced by Messe Frankfurt during a reception in honour of the current Partner Country on 12th February 2018. Ms. Pratibha Parkar, Consul General of India in Frankfurt received the Partner Country Globe from the Ambassador of the Netherlands. This was the eighth time that the Partner Country Globe was handed to another country at Ambiente: after Denmark, France, Japan, the United States, Italy, the United Kingdom and the Netherlands, India is the second Asian Partner Country after Japan.

2. In 2018, 4,441 exhibitors from 89 countries presented the latest trends and innovations on 308,000 square metres (gross) in 27 exhibition halls. 134,600 buyers from 168 countries visited Ambiente fair to interact with exhibitors and to see latest innovations and business trends.

3. 433 Indian exhibitors participated in the Ambiente 2018 fair. The Export Promotion Council for Handicrafts (EPCH) participated with an India Pavilion comprising of 56 member exporters who displayed Lamps & Lighting, Furniture & Accessories, Candles, Incense, Christmas Decoration, Home Textiles, Rugs & Cushion, Houseware, Paper Products, Shawls, Scarves and Handicrafts items. In addition, 5 Master Craftspersons deputed by O/o Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India showed live demonstrations of traditional Indian crafts.

4. Shri Ajay Tamta, the Hon'ble Minister of State for Textiles visited Frankfurt from 8th - 12th February, 2018 to attend the Ambiente Trade Fair 2018. On 9th February 2018, he inaugurated the India Pavillion, organised by the Export Promotion Council for Handicrafts which comprised of 56 exhibitors and five master craftsmen. The delegation visited the stalls of the Indian exhibitors and interacted with exhibitors to know their experience and feedback at the Trade Fair over the years. They also met the craftsmen deputed by the O/o DC Handicrafts, Ministry of Textiles, Govt. of India who demonstrated their different arts which were appreciated by the delegation and visiting businessmen.

5. The Consulate General of India, Frankfurt had arranged MoS's visit to two German companies pioneering in technical textiles and textile machinery. The company visits were also attended by Secretary (Textiles) and DC (Handicrafts). The Secretary(Textiles) and DC (Handicrafts) had a meeting with the Executive Board of the Frankfurt Messe. In this meeting with Messe, Chairman, EPCH and Executive Director, EPCH were also present along with the other delegates.

6. The first company the Hon'ble Minister of State for Textiles visited was Low & Bonar which is a global leader in high performance materials selling in more than 60 countries worldwide with manufacturing in Europe, North America, Middle East and China. The company designs and engineers components using their own manufacturing technologies to create yarn, fibres, industrial and coated fabrics, geosynthetics and composite materials. The manufacturing unit in Fulda, produces the company's patented product MEHGIES, their brand for customisable coated technical textiles, transformable into stadium roofs, truck tarpaulins, industrial covers, solar protections, tents, pools, boats, flexible containers and print billboards. More than 53 Million square meter of this highly sophisticated product, is produced and sold each year. The company has been active in India since a decade and has offices in Gurgaon, Noida, Mumbai and Bangalore. Dr. Ralf Wiege, Plant Head, in his interaction with the Hon'ble Minister mentioned that the company has supplied their products to well-known stadiums all over India, viz. Dehradun Stadium, D.Y.Patil Stadium in Mumbai, an ongoing project at the Lucknow International Cricket Stadium. The company has also supplied their products to several airports in India, Goa, Pune, to name a few.

7. Dr. Wiege mentioned that the company, specialising in Coated technical textiles, has a stronghold in the market segments of Architecture, Solar protection, Tarpaulins, industrial applications, etc. and produces more than 53 million sqm technical textiles coated each year. The company aims to improve cost efficient methods in their comprehensive manufacturing value chain. Hon'ble Minister visited the manufacturing facility in Fulda which specialises in the knife coating technology with thin, high quality material and silicon coating. In his discussions, Hon'ble Minister apprised Dr. Wiege of the conducive business environment in India and encouraged to expand the company's manufacturing operations to India. Secretary (T) emphasised that the company consider the Indian market not only as a manufacturing hub but also as a domestic market with a huge potential.

8. The second company visited by the Hon'ble Minister was KARL MAYER which is technology and market leader and a driving force for innovations in textile machinery building. The manufacturer offers perfect solutions for warp knitting, technical textiles and warp preparation for weaving. The company, with over 2500 employees worldwide, has

production units in USA, India, Italy, Hong Kong, Japan, China and Switzerland as well as agencies all over the world. According to Dr. Helmut Preßl, CFO, the company posted revenue of € 672 Mn in 2017 and boasts a market share of over 65% worldwide in its product lines. The product portfolio of the company includes machinery for the production of warp knitting, technical textiles and warp preparation. Mr. Oliver Mathews, VP, Sales & Marketing mentioned that the company estimates sales of around € 2.1 mn in 2018 and has production units in Ahmedabad and Mumbai.

9. The company has been upbeat about their investment and market share in India but expressed concerns about a) the implementation of GST on cotton, which encourages import of synthetic fabric from China, due to favourable pricing b) with a rise in imports from China, a necessity to reduce import of synthetic fabrics (elastic & unelastic for lingerie, activewear and garments by promoting/supporting investments into this sector and c) the need to support and encourage investment into sustainable solutions. Secretary (Textiles) replied that post GST there has been an effort to structuralise the tax system for cotton and synthetic fibres in order to establish 'fibre neutrality' in India. This has been done in order to promote exports from the country. In addition, Secretary emphasised that all the ministries under the Government of India are working in tandem with each other to reduce energy consumption. He also stressed that the textiles, especially the technical textiles industry, is a sunrise sector in global scenario and India is a emerging market for the same. The Minister urged Karl Mayer to also tap into the technical textiles market in India.

10. On 9th February 2018 the India delegation headed by Secretary(Textiles) had a meeting with high ranking officials of Messe Frankfurt. The following officials from Messe Frankfurt attended the meeting.

- i) Mr. Detlef Braun, Member of the Executive Board, Messe Frankfurt;
- ii) Mr. Stephan Kurzawski, Senior Vice President Messe Frankfurt, and
- iii) Ms. Katrin Ordnung, Head of Protocol, Messe Frankfurt

Also present were Consul General, Secretary (Textiles) and DC (Handicrafts) as well as Chairman, EPCH

11. Mr. Detlef Braun, Member of the Executive Board, Messe Frankfurt greeted the Secretary for Textiles and accompanying delegation. He introduced Messe Frankfurt team to the Minister and congratulated the textile Councils on bringing large participants from India to the Ambiente Fair 2018. India has the second largest contingent of exhibitors for the Ambiente after China. The Secretary was satisfied of the positive sentiment of the growing Indian participation at the Ambiente and the general satisfaction expressed by the Indian companies on in terms of the business output generated by the Fair. Mr. Kurzawski, Senior Vice President, Messe Frankfurt, mentioned that India and Messe Frankfurt share a long standing relationship with each other and this is a strong reason for Messe Frankfurt to invite India as the next partner country for Ambiente 2019. The officials discussed the various components of Ambiente 2019, viz. a) an extensive marketing campaign undertaken by Messe Frankfurt towards marketing India; b) the need for a designer forum to be set up in consultation with the Textile Ministry in India for effective promotion of India as the partner country, c) forming of a working level committee between Messe Frankfurt and Textile Ministry, and CGI Frankfurt Councils to enable effective dialogue and expedite implementation of decisions; d) more space for Indian exhibitors and Indian artisan groups.

12. Mr. Braun, in rounding up of the discussion, looked forward to working in collaboration with the Textile Ministry, Trade Councils and the Consulate General of India

Frankfurt to ensure maximum success during Ambiente 2019, where India is set to be the partner country. Secretary, Textiles welcomed this collaboration and insisted on commencing the publicity for this event as soon as possible in order to ensure maximum participation from the Indian exhibitors and to ensure that the success of the trade fair. The meeting concluded on a positive note.

13. On 9th February, an India Evening focusing on 'India-A Profitable Destination for sourcing Handicrafts' was organised on the sidelines of the Ambiente Fair by the Export Promotion Council for Handicrafts in cooperation with the Ministry of Textiles and supported by the Consulate General of India Frankfurt. Welcome Remarks were presented by the Consul General of India Frankfurt, Ms. Pratibha Parkar, Chairman, EPCH, Mr. O.P. Pralhadka, Senior Vice President, Messe Frankfurt, Mr. Stephan Kurzawski and Ms. Christine Rai, General Secretary, Buying Agents Association. The keynote address was delivered by Hon'ble Minister Mr. Ajay Tamta. An interactive round of discussion between the speaker and exhibitors was also organised as part of the evening. Secretary Textiles, Mr. Anant Kumar Singh answered queries related to the Ministry's strategy and focus on the handicraft and textiles industry in India. The event concluded with two Indian classical cultural performances. Over 250 exhibitors and participants from the textile sector attended the successful event.

14. On 11th February, the Hon'ble Minister of State for Textiles, Secretary (Textiles) and DC (Handicrafts) took an extensive tour of the fair organised by Messe Frankfurt during which they visited the major halls of the Ambiente 2018 fair to get an overview of the country presentations by competitive countries. During his tour of the exhibition, the Hon'ble Minister took the opportunity to visit the partner country presentation by the Netherlands to get further insights into the Ambiente Partner Country concept.

15. The presence of high-ranking officials from the Ministry of Textiles in Ambiente Fair-2018 was after a gap of 4 years. The last visit of Secretary(Textiles) to Frankfurt was in 2014.

Facts & Figures

Total Number of Exhibitors: 4441 from 89 countries (2017: 4460 exhibitors from 94 countries)

Number of Indian Exhibitors: 433 (2017: 420)

Number of German Exhibitors: 795 (2017:890)

Participation Statistics

Ambiente	2018	2017	2016	2015	2014	2013
No. of German Exhibitors	795	890	851	1068	1094	1137
No. of Indian Exhibitors	433	420	426	438	430	434
Australia	8	11	11	8	11	12
Austria	38	43	39	42	50	54
Bangladesh	32	38	35	35	25	23
Belgium	58	55	52	43	55	56
Brazil	26	26	23	18	14	22
Canada	9	7	7	6	9	9
China + Hong Kong	477+112	490+101	474+98	475+112	532+123	496+124
France	147	155	145	132	155	151
Indonesia	53	65	60	63	65	59
Iran	9	9	10	7	9	9
Italy	356	352	351	335	329	346
Japan	82	80	83	86	95	75
Malaysia	4	11	13	9	4	12
Myanmar	2	1	1	0	0	0
Nepal	18	19	8	9	13	14
Netherlands (Partner Country)	150	139	130	126	141	164
Pakistan	4	14	16	14	5	9
Philippines	35	34	36	21	24	31
Poland	54	57	55	57	52	62
Portugal	80	82	79	78	76	75
Republic of Korea	72	63	66	68	61	60
Russian Federation	20	8	7	5	13	8
Saudi Arabia	3	2	2	2	2	2
Singapore	4	3	2	3	3	3
South Africa	4	10	8	9	6	32
Spain	99	103	99	101	97	92
Sri Lanka	5	5	3	5	7	5

Sweden	47	56	52	46	61	54
Switzerland	43	44	43	46	52	56
Taiwan	117	111	113	124	132	143
Thailand	51	48	49	63	75	78
Turkey	150	144	129	117	115	112
UAE	4	6	6	6	6	4
United Kingdom	153	146	127	136	131	131
United States	57	65	73	88	90	75
Vietnam	57	57	53	47	64	54
