



European International Center For  
Economic And Business Development

# MAISON & OBJET





More than 50% of total handicraft export from India are accounted for by Europe and the United States both. Stonecraft, woodwork, ceramic, and textile-based handicraft are some examples that are exported worldwide export of handicrafts from India.

India imports most of its Home decor from China, Thailand and United States and is the 2nd largest importer of Home decor in the World. The top 3 importers of Home decor are United States with 200,214 shipments followed by India with 31,739 and Hong Kong at the 3rd spot with 5,935 shipments.







- Home decoration export shipments from India stood at 33.2K, exported by 1,450 India Exporters to 2,337 Buyers.
- India exports most of its Home decoration to United States, Mexico and Australia and is the 2nd largest exporter of Home decoration in the World.
- The top 3 exporters of Home decoration are China with 181,689 shipments followed by India with 33,215 and Vietnam at the 3rd spot with 11,638 shipments.

Source: Volza      Report: IBEF

# MARKET ACCESS WORKSHOP

## Workshop Objectives



- To provide an overview of the basic principles of market access
- To provide business skills training inputs



- To introduce market access needs analysis tools and key skills to effectively help them
- To explore the benefits and limitations of a market awareness tour





# SPECIFIC OBJECTIVES

## 01 Introduction To Market Access Principles

- To impart the basic principles of effective market access
- To inform the participants on the range of different challenges to do business in France / EU and the measures over come them.

## 02 International Business Skill Development

- To help SMEs and Beginners understand how to assist themselves in identifying appropriate market opportunities in the European market
- To understand how to assist themselves to develop strong business to meet the challenges of exporting to Europe
- To understand the appropriate European market needs and the products patron the context in which European buyers are operating, and their requirements.



# SPECIFIC OBJECTIVES

## 03 Market Access Needs Analysis Tools

- To understand the basic principles of effective business counseling so that they are more effective in meeting their future clients needs
- To have and use market access needs analysis tools to pinpoint their clients needs in order to fulfill them effectively, and an action plan for the application of this tool

## 04 Market Information

- To do their own market research at low cost
- To understand how to analyse markets and look for suitable opportunities





# SPECIFIC OBJECTIVES

## 05 Market Linkages

- To understand different routes to market and how to access them effectively
- To understand the key reasons market linkages between European buyers and small Indian producers have failed in the past
- To understand how to assist their artisan clients in finding and marketing effective links with European export buyers
- To understand how to assist their artisan clients to make these linkages work for them in the long term



# SPECIFIC OBJECTIVES

## 06 Product Development

- To understand the demands of the European market on product quality, design and turnover
- To understand how to assist themselves to develop appropriate products, and product development strategies to meet these demands effectively

## 07 Reality of Market Tours

- To understand the benefits and limitations of a market awareness tour (e.g. that they rarely lead to immediate sales)
- To be able to assist their artisan clients to plan for and propose their own market awareness tour





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# MAISON & OBJET P A R I S







MAISON  
&OBJET  
P A R I S

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# CONNECTING PEOPLE

Welcome to the decoration, design and lifestyle community!

Our number one goal?

Bring you together, in the flesh or online, to help you harness a rich melting pot of experiences, expertise and business. Spark connections and help put the right buyer in front of the right vendor and the right product. And nurture the relationship between 6,000 brands & designers, some 300,000 international buyers,

1,500 journalists and over 2 million visitors all year long via our digital platform, [MOM](#)





## ABOUT EICEBD

With an intention to develop economic and business growth between Europe and India by undertaking real business projects to the execution level for European and Indian companies, in 2004 was appointed to provide its services to various CCIs based in India to provide a direct access to their member companies for European market and vis versa started providing its services to the European organizations / companies to access Indian market.

EICEBD promoted the benchmark projects such as Indo-French Partenariat In Decoration, design and lifestyle at Maison & Objet Paris as special Invité. Founded first ever India Pavilion in Arras, Indian Food and wine testing and identification of French tie-ups. The first Franco-Indian wine summit in Paris and Bordeaux. The first Franco-Indian wine summit in Paris and Bordeaux.

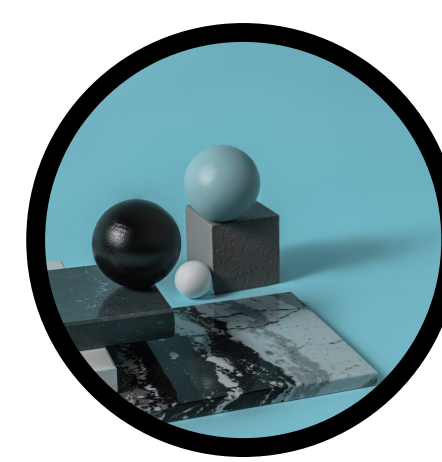
AGORA - Italy a project under AsiaInvest funded by EU Commission, Agro Alimentaria with AMEC – Spain.





## **EICEBD as an business promotion body**

- To bridge the gap for promoting bi-lateral trade relations between France and India.
- Updating information on current market situation and business opportunities in France and India.
- Providing advice and assistance to French and Indian companies to establish appropriate contacts.
- Lobbying with French and Indian governmental bodies for providing latest information on regulations, legislation and procedures.
- To hold periodic meetings and match making between French and Indian companies by the means of Trade Delegations, Trade Fairs, Business Summits, Seminars, Workshops and Conferences.



## Overall Objectives of EICEBD

- Bring together on the same platform French / EU and Indian Decoration, design and lifestyle Industry to exchange state-of-the art information and experiences.
- Provide information on the latest equipment and experts/consultants in the field of Decoration, design and lifestyle Products.
- Provide marketing opportunities for the Decoration, design and lifestyle Industries from India and France and EU.
- Share the experience on the cooperative movement and government policies in the area of Decoration, design and lifestyle and marketing in France and India.



## Short term and Long term goals:



Establish an exchange programme between entrepreneurs, distributors, researchers and students.



Establish web centre and data base for the information on market, technology, equipment suppliers and experts.

# Approach

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graph TD; A((Approach)) --- B[Involve the EU, French, Indian Missions and respective chambers of commerce.]; A --- C[Launch the idea in the summit and hold regular exchanges thereafter]; A --- D[Engage distributors, syndicates, associations, educators, students, policy makers and entrepreneurs.]; A --- E[Network with consultants and enthusiasts interested in such collaboration.]
```

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**Launch the idea in the summit and hold regular exchanges thereafter**

**Network with consultants and enthusiasts interested in such collaboration.**

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# Services:

- Prior B2B Match-Making and appointments with French / European or interested companies at Maison & Objet Fair.
- Meetings with French and European Based Chambers of Commerce and Industry / Associations.
- Business Invitation for Visa Application.
- Entry pass to the Maison & Objet trade fair.
- Accompanying business meetings.
- French Language Assistance.
- Assistance in Visa Application, Flight booking, Travel Insurance, Hotel Booking, Site seeing Airport pic-up and drop.



# B2B Questionnaire

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Name of the representative : \_\_\_\_\_

Company : \_\_\_\_\_

Address : \_\_\_\_\_  
\_\_\_\_\_

City & Postal Code : \_\_\_\_\_

Telephone : \_\_\_\_\_

Fax : \_\_\_\_\_

E-mail : \_\_\_\_\_ Website: \_\_\_\_\_

Languages spoken : \_\_\_\_\_

Number of employees : \_\_\_\_\_

Year founded : \_\_\_\_\_ Turnover: \_\_\_\_\_

Export : Yes  No  \_\_\_\_\_ %

Countries: \_\_\_\_\_

Import : Yes  No  \_\_\_\_\_ %

Countries: \_\_\_\_\_

Your Sector of activity (summary) [Tick one or more]

<input type="checkbox"/>	Manufacturing
<input type="checkbox"/>	Marketing
<input type="checkbox"/>	Distribution / Retail
<input type="checkbox"/>	Import / Export
<input type="checkbox"/>	Commercial Agent
<input type="checkbox"/>	Equipment Manufacturer
<input type="checkbox"/>	Bi - Products
<input type="checkbox"/>	Any other.....

What are you looking for [Tick one or more]

<input type="checkbox"/>	Distribution Agreement
<input type="checkbox"/>	Joint Venture Agreement
<input type="checkbox"/>	Technological Assistance
<input type="checkbox"/>	Production under License
<input type="checkbox"/>	Technology/Know-how Transfer
<input type="checkbox"/>	Subcontracting Agreement
<input type="checkbox"/>	Equipment Supplier
<input type="checkbox"/>	Consultancy
<input type="checkbox"/>	Import / Export
<input type="checkbox"/>	Any other.....