

5.2 Details

(iii) WOOL AND WOOLLENS EXPORT PROMOTION COUNCIL

Organisation : Wool and Woollens Export Promotion Council

Objective : Trade Delegation to explore opportunities of wool trade.

Date : March-April 2000

Countries : Sydney, Melbourne (Australia), Auckland (New Zealand)

Summary Report

The delegation report focuses on wool trade between India, Australia, and New Zealand. A three-member team had discussions with administrative and business authorities on matter of mutual interest of increasing the wool trade. Possibilities were explored for joint ventures, opening-up of bonded ware-houses in India so that members may source apparel grade raw wool within India rather going in for hectic and time consuming processes of importing wool from Australia and New Zealand.

Conclusion

The boned warehouses in India will help to source apparel grade raw wool in India. It will save valuable time of importers.

- Organisation** : Wool and Woollens Export Promotion Council
- Objective** : Participation in the 7th Beijing International Fair, to promote woollen products in China
- Date** : 3-6 April 2001
- Country** : China

Summary Report

The Council's participation in the 7th Beijing International Fair may be termed as "Introduction to New Market". This was the first time the Council participated in this fair with a view to promote its good quality shawls, scarves, mufflers with embroidery. It is evident that competing with China in mass market is a very difficult task, but the finished products of high quality, i.e. value added products with special designs, embroidery work have better place in Chinese market. There seems to be a good potential for raw materials like woollen/worsted yarn and blended yarn for which China will have to depend on imports from other countries as a result of recent "Blizzard" in Northern China, which had resulted into extreme damages to cattles, sheep and other animals from which China sources raw wool.

The symbolic range of woollen products of various Indian companies were displayed at the Council's Stall. These were like swatches of fabrics & blankets, cones of yarn of swatches of fabrics, wool & wool blended shawls, woollen/acrylics sweaters (hand knitted), wool & wool blended sweaters, and woollen woven garments.

India can explore the possibilities of entering into the Chinese market for woollen/worsted/blended yarns. Joint ventures in technology development can be had as the production is very cheap. To boost production, the power rates have been reduced to half in the night from 10.00 pm to 6.00 am and the wages are paid on piece basis to get maximum production.

The proficiency of English is extremely low and most of communications in China is done in Putonghue (mandarin Chinese) so it is essential to have a Chinese

English Interpreter for discussions. And it is also very important to have business cards, brochures and other publicity literature in Chinese language as English is not common in China.

Members of Delegation

1. Mr. Satya Paul, Executive Head, M/s Paul Salon, Tathata, B 105, Defence Colony, New Delhi-110 024.
2. Mr. Pravesh Agarwal, Chief Executive, M/s Maasis, 67 Ashutosh Mukherjee Road, Kolkata-700 025.
3. Mr. Ashok K. Madha, Assistant Secretary, Wool & Woollens Export Promotion Council, New Delhi.

Conclusion

It was Council's first attempt to promote its woollen range of products in the Chinese market. Though it is difficult to compete with China in mass production of woollen products yet some Indian woollen products of high quality like shawls, scarves, mufflers have good potential in this market. Many Chinese visitors shown their interest in Indian woollen products should be explored in a bid to make their presence in this market.

Organisation : Wool and Woollens Export Promotion Council

Objective : Participation in “Made in India” Show to promote the export of woollen products and acrylic knitwear

Date : 18-21 July 2001

Country : Johannesburg, South Africa

Summary Report

In a 4-day “Made in India” Show, order of worth Rs. 40 lakh was booked and sale made during the show amounted Rs. 5.98 lakh. About 3,000 visitors and 40 business visitors visited the Wool & Woollens EPC Stall.

Products of woollen were selected on customer preference. These were determined after discussions with the buyers. These were as Black and Beige colour, Jamavar preferred than embroidery, checks & strips fabrics are not liked. In regard to size of shawls and stoles no specific size mentioned but placed orders mostly for stole size in the show.

Main buyers are from upper class for shawls and lower class for sweaters & blankets. South Africa has a good potential for these items. Winter which coincides with Indian summer is quite severe.

Only VAT is required to be paid on shawls & stoles on productions of certificate of origin and it is 14 per cent.

In fact, South African market has become aware about shawls & stoles. Shawls & stoles are fashion apparels in Europe. Woollen blankets as well as shawls were also appreciated for their quality and designs.

Participation in “Made in India” was a experience for small-scale exporters as they did instant retail business. Report focuses that care needs to be taken that product should carry labels giving composition of indication about the washing instructions on the same.

Duty structure of woollen is that on yarn of wool, woollen fabrics of wool, knitwear 22 per cent to 30 per cent, while it is 40 per cent on apparels.

Members of Delegation

1. Mr. Manmohan Thapar, M/s. Thapar Fabrics & Shawls, St. No. 1., Beantpura, Chandigarh Road, Ludhiana.
2. Mr. Nitesh Goyal, M/s. Asiad International, KD-6, Pitampura, Delhi.
3. Mr. Puneet Ahuja, M/s. Wool Web Shawls, 6/47-W.E.A., Karol Bagh, New Delhi.
4. Mr. Nazir A. Shah, M/s., Vitasta Impex Ltd., 50-Hauz Khas, New Delhi-110 016.
5. Mr. Ashok Kumar, M/s. A.M.A. Impex, B-I/14-Rajasthali, Pitampura, Delhi.
6. M/s. B. R. Jain Shawls, Ludhiana.
7. M/s. Winter Woolies, Ludhiana.

Conclusion

South Africa is an emerging market for woollen apparels. Colour preference is black and beige. In regard to shape and designs, Jamavar is preferred than embroidered. Checks & stripes fabrics are not liked, therefore fabrics should be developed according to the choices of consumers.