

India Pavilion at Collection Première Moscow (CPM) August 30-September 2, 2017

Expocenter Fair Ground, Moscow, Russia

5th June 2017, New Delhi: Trade Promotion Council of India (TPCI) with the support of Ministry of Commerce and Industry is organizing the India Pavilion at “CPM Moscow”. CPM Moscow is the most important fashion trade fair in Eastern Europe, witnessing a footfall of over 21000 trade visitors and the participation of 700 international exhibitors from 29 countries, exhibiting nearly 990 collections.

Russia and other CIS countries have a highly fashion conscious population with European countries, China and Turkey as their main suppliers. USD 1.47 Billion is the trade potential currently within CIS nations of which USD 1.2 Billion in Russia is in the category of Men’s Wear. India is highly competitive in this product category with competitiveness Index of 2.8 billion. For Women’s wear, the existing export potential is USD 2.3 Billion, of which USD 2 Billion is for Russia itself. The targeted revenue for Women’s wear is USD 2.3 Billion. India is highly competitive in this product category with competitiveness Index of 2.6 Billion.

Indian brands currently only have a share of 7% in this market and predominantly meet their demand. India’s decision to sign the Free Trade Agreement with the Eurasian Economic Union has opened new export channels in the Russian market for Indian businesses. Summing the total trade potential of each segment, India can achieve a figure of USD 11.2 Billion, which is an immense trade opportunity for Indian exporters. After analyzing export capacity, tariff applied and competitiveness, this figure is within the reach of Indian exporters. The business realization of as little as 20% of this figure will result in the generation of USD 2.2 Billion in revenue, from a single trade show, namely CPM, Moscow.

Speaking on the occasion of India’s participation at CPM Moscow, Mohit Singla Chairman of TPCI says, “2017 marks 70 years of Trade relations between India and Russia. With the government taking the initiative of providing Indian Designers and brands heavily subsidized sponsored participation in one of the world’s biggest Fashion Trade Fair and Order shows. This Trade Fair is a global gateway for Indian designers and brands to tap into the international fashion market.”

There is massive trade potential for India at CPM Moscow with approximately \$6 Billion in garments, \$ 3.93 billion in leather and footwear.

Some of the potential sectors and Exhibitor Profile for CPM Moscow 2017 include Fashion brands and designers in premium Menswear, Womenswear, Kids wear, Lingerie & Swim and accessories.

Major countries participating in the show include Austria, Belarus, Belgium, China, Croatia, Denmark, Egypt, Finland, France, Germany, Greece, India, Indonesia, Ireland, Italy, Japan, Latvia, Moldova, Netherlands, Poland, Romania, Russia, Serbia, Spain, Turkey, Ukraine, United Kingdom, and USA.

About CPM – COLLECTION PREMIÈRE MOSCOW -1.000 COLLECTIONS FROM 25 COUNTRIES

Leading Eastern European trade fair and order event, the Igedo Company's international presence – CPM presents international fashion trends in the Russian metropolis Moscow twice a year. To the tune of 22.600 trade visitor come together at the Expocentre fair grounds to browse 1.000 collections from international exhibitors in the CPM premium, CPM kids and CPM accessories segments as well as Mode Lingerie & Swim Moscow. A line-up of supporting events rounds off the informative program accompanying the four days of orders demonstrating the Igedo Company's technical competence. This includes 18 catwalk shows by high-end labels such as Marc Cain or Didier Parakian, trend lectures by in-house experts and an extensive line-up of seminars for buyers and exhibitors like the Russian Fashion Retail Forum, for example. Numerous events at CPM – Collection Première Moscow, like the opening ceremony or the CPM Fashion Night, provide networking opportunities.

About TPCI - <http://www.tpci.in>

TPCI is an apex trade and investment promotion organization notified in the Foreign Trade Policy. TPCI is also recognized and supported by the Department of Commerce, Govt. of India. We work towards facilitating the growth of Indian industry with global investment & trade opportunities. The council provides strategies for expanding business internationally, by organizing specialized business events and simultaneously working with the Government by providing policy suggestions which are essentially based on inputs collated from research and industry stakeholders.

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