

EPCH marks presence in Europe

IMM Cologne Fair, Germany; 4th - 7th June 2023



EPCH participated in IMM Cologne Fair from 4th to 7th June organised by Koelnmesse Cologne with a contingent of 10 member exhibitors in an exclusive Indian Pavilion. The Consul General of India at Frankfurt, Dr. Amit Telang along with Mr. Vibha Kant Sharma, Head of Chancery; and officials from CGI Frankfurt visited the fair on the invitation from EPCH. Mr. R K Verma, Executive Director, EPCH, welcomed Mr. Telang and briefed him about the activities of the Council and forthcoming fairs such as Delhi Fair Furniture, IHGF Delhi Fair, IFJAS, the 1st edition of UPITS and new initiatives - GI Fair India and Khilona-Indian Toys & Games Fair. The CGI appreciated EPCH's efforts in organising the fairs in India and creating marketing opportunities for Indian exporters informed.

The CGI and officers visited to the Indian exhibitors' booths from Jaipur, Jodhpur, Greater Noida, Indore, etc. The CGI informed about the ongoing business trends and upcoming opportunities for Indian companies in Europe.

This was the fair's first show after 2020 and was organised with around 700 exhibitors from 43 countries in 7 Halls of

Above left: Dr. Amit Telang, Consul General of India (Frankfurt) along with Mr. Vibha Kant Sharma, Head of Chancery; and other officials from CGI Frankfurt, being greeted at the India Pavilion by Mr. R K Verma, Executive Director, EPCH, during IMM Cologne Fair Spring Edition. Above right : The dignitaries meeting exhibitors at the India Pavilion during the fair

Koelnmesse. This is a premium fair of Europe for furniture & accessories and the full scale edition will take place from 14th to 18th January 2024, the organisers have informed.

EPCH regularly exhibits at international Fairs in Frankfurt, Cologne and Hannover which provides insight into the European market's versatility. This fair is known internationally for all kinds of furniture and accessories. The Indian handicrafts are appreciated and in great demand amongst European buyers. Germany being one of the major markets in the world, IMM gives a major opportunity to export all kinds on furniture and accessories to the entire European Market. India's participation in this Spring edition of IMM Cologne Fair will add to the fair's vibrancy and diversity, as well as familiarise global manufacturers, retailers and brands thereby opening up opportunities for sourcing from India. ■