

EPCH marks presence in Who's Next Fair 2023

Paris, France; 2nd - 4th September 2023



His Excellency Mr. Jawed Ashraf, Ambassador of India to France, inaugurated the EPCH India Pavilion at the fair and met the exhibitors

His Excellency Mr. Jawed Ashraf, Ambassador of India to France inaugurated the EPCH India Pavilion in Who's Next Fair 2023 at Paris, along with Mr. Sagar Mehta, COA Member, EPCH; Ms. Sylvie Pourat, Show Director of Who's Next; and member exhibitors. The fair was held from 2nd - 4th September 2023 at Paris, France. EPCH participated with 14 member exporters. The Ambassador met the exhibitors and appreciated their product designing and business efforts.

Who's Next showcases ready-to-wear, accessories, beauty and lifestyle products alongside IMPACT, a gathering of initiatives promoting ecological and solidarity transition, and TRAFFIC, an event dedicated to solutions and innovations for fashion distributors and brands. The Council's participation in this fair provided an opportunity to the participating exporters to showcase best of fashion and project India's strength as a viable sourcing destination for such products.

Who's Next has been bringing together the international design, fashion, and lifestyle community under one roof. Who's Next, Paris is organized twice a year in January & September at Paris, France and is considered to be the gateway to designer from the world of fashion since 1994. More than 45000 visitors visit from across the globe. India's participation is expected to



increase the fair's vibrancy and diversity, as well as familiarise global manufacturers, retailers, and brands with the India's entrepreneurship in fashion, textiles, and jewellery products, opening opportunities for sourcing from India. ■

EPCH marks presence in Autumn Fair International

Birmingham, United Kingdom; 3rd - 6th September 2023

EPCH participated in the Autumn Fair International, held at the NEC, Birmingham, UK, from 3rd - 6th September 2023, by setting up an exclusive India Pavilion. This was inaugurated by Dr. Shashank Vikram, Consul General, Consulate General of India, Birmingham, U K and participating member exhibitors.

This was a great opportunity to display India's unparalleled diversity, rich culture, and long tradition of arts and crafts on a large stage like Autumn Fair International, Birmingham, United Kingdom. The Council

organized participation of member exporters from different parts of the country.

Dr. Shashank Vikram, Consul General, Consulate General of India, Birmingham, UK, also interacted with the exhibitors in the India Pavilion and assured all support in future business promotions.



Dr. Shashank Vikram, Consul General, Consulate General of India, Birmingham, UK, inaugurated the India Pavilion at the Autumn Fair International and interacted with EPCH member exhibitors



Business visitors interacting with EPCH exhibitors in the EPCH India Pavilion during Autumn Fair International

He appreciated the continuous efforts of the Council for bringing Indian handicrafts to the world markets and promotion of handicraft exports from the country.

EPCH regularly exhibits at Autumn Fair International as this provides an insight into the UK market's versatility. In this edition, 19 member exporters of EPCH participated with products like, home decorative & accessories, fashion jewellery & accessories, Christmas decor, home textiles & furnishings, handicrafts & gifts, handmade leather products, furniture and kitchenware.

United Kingdom being one of the major markets in the world has a vast potential for handicraft and gifts items. India's participation in Autumn edition intended to add to the fair's vibrancy and diversity, as well as familiarise global manufacturers, retailers, and brands with the robust entrepreneurship in the Indian textiles, home furnishing, and consumer products industries, opening up opportunities for sourcing from India. Autumn International Fair is a B2B fair spread over in 52000 sq. mtrs. area and widely visited by approx. 25000 visitors and volume buyers from UK and from across the globe. The visitors to EPCH India Pavilion appreciated the handicraft skill of India. ■

Council's participation to China International Furniture Expo

Shanghai, China; 11th - 15th September 2023

EPCH participated in the China International Furniture Expo, held at Shanghai, China from 11th - 15th September 2023. The Council led a representation of 20 member exporters and also set up a Publicity Booth to promote IHGF Delhi Fair-Autumn, specifically IHGF Delhi Fair - Furniture and VRIKSH Certification Scheme.

Mr. Dileep Baid, Chairman, EPCH, also interacted with the member exporters participating in this show. He had a meeting with Dr. N Nandakumar, Consul

General of India, Shanghai, China and briefed him about the Council's activities. The discussion was held on various points including barter with Chamber of Commerce in China, CCPIT, Online Marketing, Warehouse in China, Japan & Korea, Technology upgradation support, Permanent shop in YIWU for Indian Handicrafts, Trade study & promotion, etc.

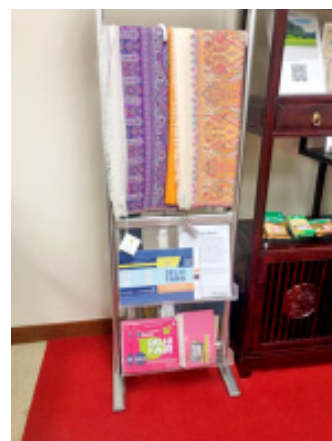
The first edition of China International Furniture Expo (also known as Furniture China) was co-hosted by the China National Furniture Association and Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. in 1993. Since then, Furniture China was held in Shanghai in the second week of every September. Since its establishment, Furniture China has been successfully held on 27 occasions, making common growth and progress with the furniture industry in China. At the same time, it has transformed from a pure B2B offline trade platform to a comprehensive platform integrating export, domestic sales, B2B2P2C online and offline, original design



Left: Mr. Dileep Baid, Chairman, EPCH, seen with Dr. N. Nandakumar, Consul General of India, Shanghai, China. Right: Visitors at the EPCH Publicity Booth at the fair.



The Office of Consulate General of India also promoted EPCH's upcoming shows and displayed related brochures at their board for all visitors



showcase and a trading and design feast with "exhibition-store linkage".

This was the 28th edition co-located with the 2023 Modern Shanghai Fashion Home Exhibition, with an exhibition scale of 320,000 square meters, 2,635 global high-quality exhibitors (including Modern Exhibition, 313 companies), showing the world the Chinese furniture industry and furniture people. ■