

# Handicraft Sector represented in German Home Textiles Show

Heimtextil, Frankfurt, Germany; 9<sup>th</sup> - 12<sup>th</sup> January 2024

EPCH set up the India Pavilion and participated with 20 member exporters at Heimtextil, held in Frankfurt, Germany, from 9th to 12th January 2024. The India Pavilion was inaugurated by Mr. BS Mubarak, Consul General, Consulate General of India, Frankfurt, Germany; in the presence of Dr. Beena M., IAS, Development Commissioner (Handlooms), and the Council's member exporters. This was a great opportunity for India to showcase 'Incredible Textiles of India', incomparable diversity, rich culture, tradition of arts as well as crafts at such a big platform like Heimtextil.

Heimtextil is said to be the world's largest event for interior textiles, interior design, home furnishings, and household textiles. This trade show offers significant inspiration to both the exhibiting companies and the professional visitors from all over the world with its new products and trends. It should

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*The dignitaries at an EPCH participant's stall at Heimtextil*

be noted that over the years, the presence of India at Heimtextil Frankfurt has also grown significantly.

India's participation added to the fair's vibrancy and diversity, as well as familiarised 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. Since Germany is a major market for Indian products, Heimtextil is an important marketing medium for Indian companies all over the world. ■

# EPCH Shows publicised at Atlanta Int. Gifts & Home Furnishing Market

## Atlanta, USA; 17<sup>th</sup> - 21<sup>st</sup> January 2024

Americas Mart Atlanta has been a market leader in retail for a number of years with the mission of introducing customers to leading international brands. The recent edition was held from 17th to 21st January 2024. A vibrant and engaging wholesale sourcing location that is home to the largest outdoor living presentation in the country as well as the largest product mix for gifts, home décor, furniture, and apparel, Atlanta Market draws retailers and designers from all 50 states as well as more than 60 other countries.

With an objective to promote Indian handicrafts and handcrafting skills, EPCH set up an India Pavilion at this market to promote forthcoming IHGF Delhi Fair and Bharat Tex 26-29

February 2024. Information of both fairs were displayed at the booth and print materials were distributed among the visitors. Dr. Rakesh Kumar, Chairman, IEML; and Mr. Dileep



Mr. Dileep Baid, Chairman, EPCH; and Dr. Rakesh Kumar, Chairman, IEML, at the EPCH Booth during Atlanta Int. Gifts & Home Furnishing Market, USA



Baid, Chairman, EPCH, visited the booth and directed their views for promotion of these fairs. ■

# Emphatic representation at prime German Home & Lifestyles Show

Ambiente; Frankfurt, Germany; 26<sup>th</sup> - 30<sup>th</sup> January 2024

*EPCH India Pavilion at Ambiente 2024 Frankfurt, Germany, was inaugurated by Mr. B.S. Mubarak, Consul General, Consulate General of India, Frankfurt, Germany; in the presence of Mr. Dileep Baid, Chairman, EPCH; Mr. Raj Kumar Malhotra, Immediate Past Chairman, EPCH; CoA members, EPCH - Mr. Prince Malik and Mr. Rajesh K. Jain; Mr. Rajesh Rawat, Addl. Executive Director, EPCH; and Mr. Winston Pereira, General Manager, Messe Frankfurt India Trade Fair; and member exhibitors participating in the fair*

Mr. B. S. Mubarak, Consul General, Consulate General of India, Frankfurt, Germany along with the other official visited the EPCH pavilion and interacted with participants and was highly appreciative of the large variety of Indian handicrafts products display.

Ambiente, one of the oldest established well-known fairs held early every year at Frankfurt, Germany, is an important marketing medium not only for India & Germany but for the entire world. India has been participating in this fair on regular basis since many years with this year's total participation at 600. Ambiente, revolving around products for the table, kitchen, household, giving and decorating, as well as for home and furnishing accessories is visited by leading buyers from nearly all regions of the world to around 3000 exhibitors from across the world it showcases. It is held concurrently with Christmas world and Creative world.



EPCH set up the India Pavilion and participation of 61 prominent member exporters. Participation of Indian exporters at the fair increases the possibility of exports growth to the overseas markets. The Indian contingent displayed exquisite gifts, decoratives, Christmas decorations, fashion jewellery, wooden handicraft items, textiles & furnishing, leather products, lamps & lighting, ceramics, incenses, bags and bathroom



accessories in 3 sections - Living, Dining, Giving Sections at Ambiente 2024. Mr. Dileep Baid, Chairman, EPCH said, "cooperation extended by the Indian mission in Germany is commendable, as it facilitates our participation every year." ■