

EPCH co-organises Ambiente India with Messe Frankfurt, vibrantly showcases home segment of handicrafts industry

27th -29th June 2018; Pragati Maidan, New Delhi



Shri Ajay Tamta, Hon'ble Minister of State for Textiles and Mr. Shantmanu, IAS, Development Commissioner (Handicrafts) visit the EPCH Booth at the show. Seen alongside are Mr. OP Prahadka, Chairman, EPCH; and Mr. Rajesh Rawat, Joint Director, EPCH



Shri Ajay Tamta, Hon'ble Minister of State for Textiles, inaugurates Ambiente India and Heimtextil India in the presence of Mr. Shantmanu, IAS, Development Commissioner (Handicrafts); Mr. Raj Manek, Managing Director & Member of the Board Messe Frankfurt Asia Holdings; and Mr. OP Prahadka, Chairman, EPCH



Mr. OP Prahadka, Chairman, EPCH, proposing the vote of thanks at the inauguration of Ambiente India and Heimtextil India

Ambiente India, co-organised by EPCH with Messe Frankfurt Trade Fair (India) was held simultaneously with Messe Frankfurt's Heimtextil India, from 27-29 June, 2018 at Pragati Maidan, New Delhi. Hon'ble Minister of State for Textiles, Shri Ajay Tamta, inaugurated the shows in the presence of Mr. Shantmanu, IAS, Development Commissioner (Handicrafts); Mr. Raj Manek, Managing Director & Member of the Board Messe Frankfurt Asia Holdings; Mr. O P Prahadka, Chairman, EPCH; exhibitors, buyers and industry guests.

EPCH set up of an exclusive handicrafts pavilion at Ambiente India with 12 member exporters displaying a variety of home and lifestyle products like, décor & accessories, woodenware, jute

bags, horn & bone items, glassware, rugs & carpets, decoratives & gifts, designer furniture, picture frames, brassware, Christmas decorations, incense sticks, cushions, scarves, bags and fashion accessories. The show presented a wide range of products in the segments of Dining, Giving and Living. Ambiente India, an integrated trade fair with both B2B and B2C segments is a major player in the high-volume sector and created a trade hub for manufacturers, designers and suppliers of home décor and interior accessories, with enhanced opportunities to showcase current trends, to launch new products and to discover home fashion innovations. The fair featured a unique mix of local arts and crafts, international brands, and designer labels.

While Heimtextil India provided a spectrum of sourcing choices in home furnishings and textile products, Ambiente India covered diverse sectors primarily from the consumer goods category. EPCH exhibitors have informed that buyers showed their keen interest in handicraft products. ■

