

AFL Artigiano in Fiera, Milan, Italy; 30th November - 8th December 2019

Display and live demonstrations promote regional Indian crafts



Left: Mr. Shantmanu, IAS, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India inaugurates the India Pavilion alongwith Mr. Antonio Intiglietta, President of Ge.Fi. & AF'L Fair; Mr. Gabriele Alberti, CEO & General Manager of Ge.Fi, AF'L Fair; Mr. Rajnish Ghai, Chairman WWEPC; and Mr. Mahesh, Executive Director, WWEPC. The DC (Handicrafts) also visited participants in the India Pavilion.



EPCH set up the India Pavilion that came up vibrantly with a variety of Indian crafts at the 24th edition of AF-L' Artigiano in Fiera, Milan, Italy, an important annual event to promote handcrafted products from various parts of the world to Italy and other European markets. This edition featured more than 3200 exhibitors from 110 countries at the RHO Fiera Exhibition Centre, Milan.

Italy has been a traditional market for Indian handicrafts. Indian handcrafted products were the main attraction in this 9 day retail exhibition displaying metals, wood and

textiles with products ranging from utilities items, furnishing and fabrics, fabrics for dresses and garments, costume jewellery, furniture and fixtures, accessories, fashion made-ups and fashion accessories, decoratives, gifts, paintings, embroidered products for daily use, etc.

This year around 180 Indian companies participated in the fair. The speciality of AF- L' Artigiano in Fiera is that sales across the counter are permitted, besides booking of orders for long term business.

EPCH participants numbered 15 member exporters and 5 National awardee Master crafts persons deputed by the O/o DC (Handicrafts). Shri Tulsiram from MP showcased artistic hand weaving (Chanderi sarees); Shri Ashish Malakar from West Bengal showcased sholapith crafts; Shri Yatendra Kumar from New Delhi showcased crystal glass crafts; Shri Panchu Ram Sagar from Chhattisgarh showcased dhokra casting crafts; and Shri Suresh Chandra Das from Tripura demonstrated cane & bamboo craft skills through live demonstration at the fair. The Council had also set up the publicity booth for promotion of forthcoming shows, i.e. IHGF Delhi Fair-Spring 2020 and IFJAS 2020.

The display at the India Pavilion included textiles, furnishing, fabrics, costume jewellery and accessories, handicrafts from J&K, Christmas decorations, incense, home decoration, giftware, furniture and fixtures, eco-friendly crafts.

This pavilion was inaugurated by Mr. Shantmanu, IAS, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India alongwith Mr. Antonio Intiglietta, President of Ge.Fi. & AF'L Fair; Mr. Gabriele Alberti, CEO & General Manager of Ge.Fi, AF'L Fair; and Mr. Rajnish Ghai, Chairman WWEPC. It was a joint inauguration of EPCH, ITPO and WWEPC pavilions in hall 10 at Fieramilano (Rho-Però). Mr. Shantmanu visited the stalls in the Pavilion and interacted with the



Principal Secretary of MSME Chennai, Dr. Rajendra Kumar, IAS, alongwith the Managing Director, Mr. T Rajesh, IAS



Mr. Shantmanu and Mr. Gabriele Alberti, CEO & General Manager of Ge.Fi, AF'L Fair with the National awardee Master crafts persons at the India Pavilion

participants. He had a discussion with them about their crafts and guided them about the current marketing scenario of Italy and requirement of further improvement in design, material, packaging in Italian market. The India Pavillion was also visited by the Principal Secretary of MSME Chennai, Dr. Rajendra Kumar, IAS, alongwith the MD, Mr. T Rajesh, IAS. ■