

Heimtextil 2022

Messe Frankfurt, Germany; 21st-24th June 2022



Left : EPCH India Pavilion at Heimtextil was inaugurated by Shri U P Singh, Secretary Textiles, Govt. of India, alongwith Smt Shubhra, Trade Advisor, Ministry of Textiles, Govt. of India; Mr. Raj Kumar Malhotra, Chairman, EPCH; Mr. Ram Kumar, Consul, CGI Frankfurt; Mr. Rajesh Jain, COA Member, EPCH; Mr. Arshad Mir, COA Member, EPCH; and member exporters participating in the fair. Right: The dignitaries at an exhibitor stand at the India Pavilion

The EPCH participation at Heimtextil, 2022 got underway at Frankfurt in the august presence of Shri U P Singh, Secretary Textiles, Govt. of India, alongwith Smt Shubhra, Trade Advisor, Ministry of Textiles, Govt. of India; Mr. Raj Kumar Malhotra, Chairman, EPCH; Mr. Ram Kumar, Consul, CGI Frankfurt; Mr. Rajesh Jain, COA Member, EPCH; Mr. Arshad Mir, COA Member, EPCH; and member exporters participating in the fair. The fair, held from 21-24 June, 2022 was a great opportunity for India to showcase its best in textiles & furnishings.

Heimtextil, held at Frankfurt every year in the month of January, is one of the well-known fairs for home and textiles sourcing with the collection of interior textiles, interior design and interior trends. Germany is the gateway of the European Union (EU) and is economically the strongest country in the EU and the third largest trading nation in the world. For the first and only time this June, the Heimtextil Summer Special was held concurrently with the Techtexsil and Texprocess trade fairs. After a two-year, pandemic-related pause, this trio of events offered an important and highly efficient overview of global trends, products and innovations.



The EPCH Publicity Booth at Heimtextil

Heimtextil is one of the well-established and known fairs for presentation of new products, new trends and new innovations in Home textiles and madeups. More than 1000 companies from 49 countries participated with 225+ Indian companies. Looking at the demand of Indian handicrafts in Germany, especially the textiles and home furnishing products, EPCH organised its members' participation in this show and set-up an exclusive pavilion displaying exquisite home textiles & furnishing. ■

Dallas Total Home & Gift Market 2022

Dallas, Texas, USA; 22nd-25th June 2022

The EPCH India Pavilion in Dallas Total Home & Gift Market 2022 was inaugurated on 22nd June 2022, in the august presence of His Excellency Shri. Aseem R. Mahajan, Consul General, Consulate General of India, Houston, USA, along with Shri Shantmanu, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India and EPCH officials as well as National awardees of Indian handicrafts.

The Total Home & Gift Market is a wholesome resource for finding unique and highly sought-after gift and home décor items. Complementing an unrivalled selection of resources in permanent showrooms, The Dallas Temp Show further enhances Dallas' product offering with an impressive selection of brands across all categories, including many that only exhibit in Dallas. Dallas Market Center, the most complete wholesale merchandise resource in the world, has been bringing buyers and exhibitors together for more than 50 years. Dallas Market Center is a global business-to-business trade center and is located in the strongest economic zone in the country. The Dallas Market Center has 5 million square foot campus showcasing the most innovative products from every category imaginable housed in four buildings: World Trade Center, Trade Mart, Interior Home + Design Center, and Market Hall.

To promote Indian Handicrafts, EPCH set up the India Pavilion with live demonstration of Indian Traditional Crafts by 5 Master Crafts persons / Artisans in Dallas Total Home & Gift Markets (Temp Show) from 22 - 25 June, 2022 at floor no. 12, World Trade Centre, Dallas Market, Texas, USA. The office of Development Commissioner (Handicrafts) deputed five Master Craftsmen to perform live demonstration of Blue Pottery from Rajasthan; Artistic Weaving (Woolen Shawl) & Kutch Shawl Weaving from Gujarat; Madhubani Painting from Bihar; and Silver Filligree work from Hyderabad. USA is major a market for Indian Handicraft products and hence Dallas Total Home & Gift Market is an important marketing medium for Indian companies world over. India's exports of handicrafts to the USA during the year 2021-22 is Rs. 14117.64 Crores (US \$ 1893.40 Million). ■



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Shri Shantmanu, Development Commissioner (Handicrafts), interacting with an overseas visitor at EPCH India Pavilion during the Dallas Total Home & Gift Market 2022