



हस्तशिल्प निर्यात संवर्धन परिषद्

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

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PRESS RELEASE

3-Day Indian Fashion Jewellery & Accessories Show 2013 To Begin From July 12 : EPCH

New Delhi – July 04, 2013 – To reflect the rich legacy of traditional Indian workmanship blended into innovative designs, the Export Promotion Council for Handicrafts (EPCH) is organizing sixth-edition of the three-day Indian Fashion Jewellery & Accessories Show (IFJAS-2013) in an ultramodern world class venue of India Expo Centre & Mart, Greater Noida, NCR Delhi from July 12, 2013.

At IFJAS, the buyers will have the opportunity to discover the finest in Indian craftsmanship and artistic finish in perfect harmony with modern designs, contemporary colours and new product development under one roof. Around 200 Indian companies from across India would be displaying their range of products.

IFJAS 2013 will provide a global platform for the Fashion Jewellery & Accessories sector to make a dent into the 16.3-billion-dollar world market and increase India's share in this segment which is negligible at present.

Mainly focusing on fashion products like fashion & costume jewellery, imitation jewellery, fashion accessories & head to toe adornments, IFJAS 2013 will also showcase the widest range of materials, products and designs in five categories comprising of fashion jewellery, semi precious jewellery, fashion accessories, hand bags and fancy & embroidered fashion shoes.

Describing it an important part of India's export basket, Mr. Lekhraj Maheshwari, Chairman of EPCH, stated that "the Council has been organizing IFJAS on an annual basis and the export fortunes of this segment have got a significant boost. The year on year growth of fashion jewellery alone over the last three years has been a noticeable factor. USA is the largest importer while UK continues to be second largest buyer. This sector has tremendous potential to expand further."

The leading importing Nations for jewellery in the world are USA, Germany, UK, France, Japan, Switzerland, Netherlands, Canada, Belgium, Hong Kong, Australia, Italy and Latin American countries and India is already exporting to these markets, the Chairman added.

Terming the event as a dedicated distinct platform, Mr. Rakesh Kumar, Executive Director, EPCH said that "IFJAS provides international buyers with an apt window to source their requirements and help them in establishing an enduring profitable business relationship with Indian exporters. Organizing IFJAS is part of the Council's drive to promote and expand horizons of key verticals of the handicrafts sector."

The upcoming show will give a distinct platform to those specializing in the wide range of fashion products. In a mixed basket fair like IHGF, fashion jewellery & accessories is one of the important categories. A focused show for this sector, IFJAS would give exhibitors a unique opportunity to display capabilities and fully exploit their business potential sand Mr. Kumar.

A Specialized B2B show is to be held in the state-of-the-art complex housing 900 permanent marts displaying the latest in Indian Handicrafts & Gifts and will be open only for overseas trade visitors for better international reach and gain market exposure.

Special focus this year will be setting up of Theme Pavilion by Fair Trade Forum. Members of Fair Trade Forum shall be displaying high class fashion jewellery and accessories products produced on International standards and ethics such as no child labour and environmental concerns.

A seminar on “European Fashion Jewellery and Accessories Market – Opportunity for Indian Exporters” and “Hedging Foreign Exchange Tool” shall be organized on 13th July, 2013.

A Fashion Show on exclusive and latest items of fashion jewellery and accessories shall also be organized on 12th and 13th July, 2013, said Mr. Rakesh Kumar.

Dr. Kavuru Sambasiva Rao, Union Minister for Textiles, Govt. of India shall be inaugurating the fair and Secretary Ministry of Textiles Ms. Zohra Chatterji shall be gracing the occasion alongwith Development Commissioner (Handicrafts) Mr. S.S. Gupta, informed Mr. Maheshwari.

The exports of fashion jewellery and accessories from India went up from Rs, 1237.69 crore in 2011-12 to Rs 2007.15 crore in 2012-13, added Mr. Kumar.

The EPCH is a nodal agency for promotion and export of handicrafts from India and projects India’s image abroad as a reliable supplier of high quality handicrafts.

For more information, please contact:

Mr. Rakesh Kumar, Executive Director–EPCH - 9818272171

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