



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

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PRESS RELEASE

INDIAN HANDICRAFTS AND TEXTILES ATTRACT JAPANESE BUYERS AT INDIA TRENDS FAIR, TOKYO

New Delhi – **25TH July, 2019** - Export Promotion Council for Handicrafts and Japan India Industry Promotion Association (JIIPA) have organised participation of Indian Handicrafts Exporters in 5th edition of India Trend Fair from 24-26 July, 2019 at Belle Salle Shibuya Garden, Tokyo, Japan.

The Chairman EPCH, Mr. Ravinder Kumar Passi is leading the delegation of 10 member exporters and 5 National Awardee Master Craftspersons during India Trend Fair 2019. EPCH Handicrafts exporters are showcasing wide range Handicrafts, Textiles & Home Furnishing, Hand Crocheted Embroidery, Fashion accessories, Jute products & Incense sticks etc.

The Five Master Craftspersons awarded by the President of India have been deputed by O/o DC Handicrafts to performing live demonstration of traditional Indian crafts like Pashmina Kani Shawl from Jammu & Kashmir, Silver Filigree from Telangana, Madhubani Painting from Delhi, Hase Chitara Folk Painting from Karnataka, Glass Studded Painting from Jaipur Rajasthan to create awareness about Indian crafts under the banner of EPCH.

His Excellency Mr. Sanjay Kumar Verma, Ambassador of India inaugurated the 5th edition of India Trend Fair 2019 in the presence of Mr. Ajit Chavan, Secretary, Textiles Committee, Ministry of Textiles, Govt. of India, Mr. Nobuhiro Komada, President of Nissenken Quality Evaluation Center Japan, Mr. Yosuke Yanagase, Chairman JIIPA, Mr. Ravinder Kumar Passi, Chairman EPCH, The Chairman AEPC, The Executive Director Texprocil, The General Secretary, GEAR. H.E. Mr. Verma & the delegates visited the Indian exhibitors as well as Master Craft persons at the fair. The delegates appreciated the crafts of Master Craft persons and guided them about the current marketing scenario of Japan and requirement of the products.

India Trend Fair is providing a comprehensive platform to Indian manufacturers to showcase their value added products to the most influential buyers and designers in Japan. The approach adopted by the India Trades Fair is helping participants to cope with the major hurdle that Indian manufacturer face in Japan.

Mr. Rakesh Kumar DG EPCH informed that during above fair, the Japanese buyers are enthusiastic and showing keen interest to plan their visit to India and visit the world's largest IHGF Delhi Fair scheduled to be organised at India Expo Centre & Mart, Greater Noida Delhi NCR from 16th to 20th October, 2019. Such B2B interactions between both Indian and Japanese side will bring the people of the two countries closer and help in promotion of Indian crafts in Japan.

The exports of Indian handicrafts have grown by 6.46% to 3803.55 million US Dollars in 2018-19. During this fair participation, the emphasis is being given on exploring new products and designs to increase exports to Japan and offer India as a preferable sourcing destination for Handicrafts, home décor, fashion Jewellery & accessories, Lifestyle, home textiles, furniture and sustainable eco-friendly products from India.

For more information, please contact :
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Shri Ravi K. Passi, Chairman EPCH addressing the Japanese buyers and Indian exhibitors in the presence of His Excellency Mr. Sanjay Kumar Verma, Ambassador of India to Japan, Mr. Ajit Chavan, Secretary, Textiles Committee, Ministry of Textiles, Govt. of India, Mr. Nobuhiro Komada, President of Nissenken Quality Evaluation Center Japan, Mr. Yosuke Yanagase, Chairman JIIPA



His Excellency Mr. Sanjay Kumar Verma, Ambassador of India to Japan and Shri Ravi Passi, Chairman EPCH lighting lamp and inaugurating India Pavilion alongwith Master craftpersons and weavers deputed from India for live demonstration.



Japanese Buyers showing keen interest in the live demonstration of Indian master craftpersons in EPCH pavilion



His Excellency Mr. Sanjay Kumar Verma, Ambassador of India to Japan alongwith Shri Ravi Passi, Chairman EPCH in discussion with the master craft person of Hase Chitara Folk Painting from Karnataka