

Exclusive showcase at Ambiente 2025

Frankfurt, Germany; 8th - 12th February 2025



Mr. B S Mubarak, Consul General of India in Frankfurt, inaugurating the India Pavilion at Ambiente 2025, alongside EPCH Chairman, Mr. Dileep Baid; Council's COA members; Mr. Prince Malik, Mr. Rajesh K Jain, Mr. Arshad Mir and Mr. Kamal Soni; Mr. Nipun Pande, Addl. Development Commissioner (Handloom); Mr. Thomas Kastl, Director of Ambiente; and Mr. Winston Pereira, Executive Director of Messe Frankfurt India Trade Fair



The India Pavilion at Ambiente 2025 was inaugurated by Mr. B S Mubarak, Consul General of India in Frankfurt, alongside EPCH Chairman, Mr. Dileep Baid; Council's COA members Mr. Prince Malik, Mr. Rajesh K Jain, Mr. Arshad Mir and Mr. Kamal Soni; Mr. Nipun Pande, Additional Development Commissioner (Handloom); Mr. Thomas Kastl, Director of Ambiente; and Mr. Winston Pereira, Executive Director, Messe Frankfurt India Trade Fair, along with EPCH member exporters and visiting buyers.

With 574 exhibitors, India led the fair's largest participation, showcasing a diverse range of products. The EPCH Pavilion, featuring 59 member exporters across three halls, attracted buyers from

Europe, the USA, and beyond. The event also promoted the upcoming 59th IHGF Delhi Fair – Spring 2025 (April 16–19, 2025) to international trade visitors through the EPCH publicity booth.

During his visit to the EPCH Pavilion, Mr. B S Mubarak interacted with exhibitors and expressed his appreciation for the extensive variety of Indian handicrafts displayed at Ambiente 2025. He emphasised that Ambiente, being one of Germany's most significant international trade fairs, serves as a key platform for Indian exporters to expand their reach in global markets.

Indian participants showcased an exquisite collection of gifts, decoratives, Christmas decorations, fashion jewellery, wooden handicrafts, home textiles, leather goods, lamps & lighting, ceramics, incense, bags and bathroom accessories across three dedicated sections - Living, Dining and Giving.

With a total of 3,000 exhibitors from around the world, Ambiente 2025 provided an unparalleled platform for global manufacturers, retailers, and brands. India's strong presence added to the fair's vibrancy, further strengthening its reputation as a hub for high-quality home décor, gifts, and consumer products, and opening new avenues for sourcing from India. The cooperation extended by the Indian Mission in Germany played a vital role in facilitating the Council's participation. ■



IHGF Delhi Fair promotions at leading UK show

Spring Fair International, Birmingham, UK; 2nd - 5th February 2025

As part of its promotional initiatives, EPCH set up a dedicated Promotional Booth at the Spring Fair International 2025, held at NEC Birmingham, UK, from February 2–5, 2025. The booth aimed to publicise the 59th edition of the IHGF Delhi Fair – Spring 2025, scheduled to take place from April 16–19, 2025, at the India Expo Centre & Mart, Greater Noida.

To generate interest among visitors and encourage participation, publicity materials for the IHGF Delhi Fair (Spring) 2025 were distributed, providing detailed insights into the event and highlighting the new dates.

Dr. Venkatachalam Murugan,

Consul General of India in Birmingham, visited the EPCH booth and engaged in discussions about the ongoing promotional efforts. He also shared his valuable insights on the significance of such global platforms in fostering innovation, economic growth, and cultural exchange. ■



Left: Dr. Venkatachalam Murugan, Consul General of India in Birmingham, visited the EPCH booth and engaged in discussions about the ongoing promotional efforts; Right: Buyers gathering information at the EPCH publicity booth at Spring Fair International, Birmingham, UK