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# PRESS RELEASE

## MINISTER OF STATE FOR TEXTILES [IC] DECLARES OPEN 7<sup>TH</sup> INDIAN FASHION JEWELLERY & ACCESSORIES SHOW

Greater Noida – July 18, 2014 – Union Minister of State for Textiles (Independent Charge) Shri Santosh Kumar Gangwar declared open the 7<sup>th</sup> edition of the Indian Fashion Jewellery and Accessories Show (IFJAS 2014), being organized by the Export Promotion Council for Handicrafts (EPCH), at the ultramodern India Expo Centre and Mart in a colourful ceremony here today.

While inaugurating the IFJAS 2014, the Textile Minister stated that fashion is deep rooted in Indian culture since many centuries and that products on display at the fair only reflects the designs and styles based on Indian motives etc. He further said that Indian exporters have shown good performance in increasing the exports of fashion jewellery and accessories, yet they need to do more hard work in improving their competence to face the competition from countries like China, Thailand, Korea and Hong Kong who mass produce jewellery with precision and finish.

He urged the exporting community to innovate and improve their techniques and technology of manufacturing and they also need to improve their designs and presentation of products. “We have to learn from our competitors various aspects of designs, manufacturing, finishing and presentation.”

He also said that range of products available from India are versatile as India now offers jewellery made not only from various types of metals but also from other raw material bases like bones, wood, beads, threads, stones, leather, horns, natural fibers and plastic etc.

The Minister lauded the role of EPCH in doing a good job of boosting different product segments which have shown potential for exports through the medium of specialized shows amongst buying community.

Dr. Mahesh Sharma, Hon'ble Member of Parliament from Gaautam Budh Nagar constituency who was also present during the inaugural ceremony highly appreciated and congratulated Shri Rakesh Kumar, ED – EPCH for creating such a visionary infrastructure i.e. India Expo Centre & Mart at Greater Noida.

The IFJAS 2014 has around 170 exhibitors and product range on display are Hi fashion jewellery, semi precious jewellery, stoles, scarves, shawls, hand bags, clutch purses, belts, wallets, neck ties, beads, stones, crystals, head, hair accessories, fancy fashion

footwear, tattoos and bindies. The designs on display are rich, traditional, modern and contemporary to suit all sections of society and markets.

The three day B2B event focusing only export market will witness fashion preview on jewellery & accessories on 18<sup>th</sup>, 19<sup>th</sup> and 20<sup>th</sup> July, 2014. A seminars on “Latest Trends & Forecast of 2016 and “Get Online with Amazon India and Profitability will held on 19<sup>th</sup> July, 2014 at fair venue.

A thematic display has also been set up by National Centre for Design & Product Development on products of different craft clusters.

The exports of fashion jewellery and accessories has touched Rs. 2860.14 crore in the year 2013-14 against Rs. 2029.47 crore in the year 2012-13

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

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