

# Indian crafts showcased for Europe at Milan fair

AF- L'Artigiano in Fiera, Milan, Italy; 29th November-8th December 2014

AF- L'Artigiano in Fiera, Milan, Italy, is an important event, held in Italy every year, basically to promote handcrafted products from various parts of the world to Italy and other European markets. The specialty of the fair is that sales across the counter are permitted, besides order booking for long term business. The 19th edition of the fair had more than 3000 exhibitors representing 110 countries with display of over 1,50,000 products, spread across 1,50,000 sq. mts. This year, the



Mr. Manish Prabhat, Consul General of Embassy of India, inaugurates the Indian Pavilion



Left : a live crafts demonstration at the Indian Pavilion at AF - L'Artigiano in Fiera

Below: Glimpses of stalls in the Indian Pavilion at the fair



best in the world of crafts featured for 10 days inside an exhibition space organized into geographical areas, each divided into sectors dedicated to regions, nations and continents.

## EPCH's Participation

EPCH set up the "Indian Pavilion" that came up vibrantly with a variety of Indian crafts. This was inaugurated by Mr. Manish Prabhat, Consul General of Embassy of India in the presence of other senior officials from Govt. of India.

The most important aspect was display of Indian hand crafted products in textiles, furnishing, fabrics, costume jewellery and accessories, Kashmiri products, Christmas decorations, incense, home decoration & giftware, furniture & fixtures, etc. Fourteen Indian companies displayed their product range in the Indian Pavilion. In all, over 125 companies from India participated. An attractive component of this showcase was live crafts demonstration by two master crafts persons specializing in wood carving and hand embroidery, both recognized internationally as regional Indian crafts. ■

# India reaches out to buyer base in the Gulf

Jeddah International Trade Fair; 6th -9th December 2014

Jeddah International Trade Fair, having completed its silver edition, is known to be the Gulf's longest established multi-sectoral event & a not to be missed outstanding marketing opportunity. Historically, this multi-sectoral event is a platform for various national country pavilions displaying their industrial potential to the Saudi market, enjoying the support of a large number of Foreign Trade Missions based in Saudi Arabia who work closely with their counterpart international trade associations, export promotion bureaus and relevant government bodies. JITF 2014 expanded its geographical reach to solicit the presence of larger number national pavilions from the Far East, Asia, the Arab World, Africa and Europe.

This is organized by Jeddah based Al-Harithy Company for Exhibitions, also known as Saudi Arabia's leading event organizer. They have over 30 years, staged in excess of 500 successful exhibitions in Jeddah, across a wide range of industry sectors. The company's track record and wealth of expertise provides assurance that participating exhibitors' products and services are promoted with the highest degree of professionalism.

Located in Jeddah, a city renowned as the commercial and leisure centre of the kingdom, the fair

*Mr. SR H Fahmi, Consul-Commerce with master crafts persons*



*Shekh H L Adman H Mandoura, Secretary General – Jeddah Chamber of Commerce & Industry, inaugurated this edition of the Jeddah International Trade Fair*

*Mr. Zahoor Siddique-  
Vice President, Al-Harithy  
Company for Exhibitions,  
(seen on left) presenting a  
memento to EPCH for  
participation*



attracts businessmen from across Saudi Arabia and neighboring Gulf States eager to see the latest products.

To provide an opportunity to reach out to buyers in this region, EPCH led the Indian handicraft industry's participation in this fair. EPCH set up the Indian Pavilion with 3 member exporters and 4 master crafts persons deputed by Development Commissioner (Handicrafts), for live demonstration in an area of 90 sq. mt. Members had put on display, an extensive variety comprising fashion jewellery, giftware, costume jewellery and accessories, home decor products, furnishings, etc. The live demonstration by the crafts persons attracted major visitor attention. The Council's promotional stand disseminated information on its forthcoming shows and distributed publicity material on the upcoming IHGF Spring 2015 and Home Expo 2015. ■

# India at XXIV Expoartesanas

Bogota, Colombia; 9th-22nd December 2014

18 member exporters from EPCH showcased their creations at the prestigious International Business and Exposition Center - Corferias in Bogotá, Colombia at the 24th Expohandicrafts "Expoartesanas".

This participation was a part of the EPCH strategy and policy to aggressively promote Indian products in the Latin American Region. Participation in the fair was with the active support and guidance from the Embassy of India in Bogotá, Colombia and the Artesanias de Colombia S. A. of the Ministry of Commerce, Industry and Tourism of Colombia.

## About Expoartesanas

Expoartesanas is a specialized fair organized since 1991 by the International Business and Exhibitions Center - Corferias, in association with the Artesanias de Colombia (Handicrafts of Colombia). Year after year, this event allows artisans from Colombia and other



*Mr. Samir K Biswas, Development Commissioner (Handicrafts); Ministry of Textiles, Govt. of India; Mrs. Monica De Greiff Lindo, President of Bogota Chambers of Commerce, Republic of Colombia; and Mrs. Aida Vivian Lechter De Furmansky, General Manager of Artesanias De Colombia inaugurate the Indian Pavilion at XXIV Expoartesanas, in the presence of Mr. Sajeew Babu, Counselor, Embassy of India in Argentina*

participating countries to promote and commercialize their work, on a national and international level, consolidating this handicrafts fair as the first of its kind in Latin America. India was part of 19 countries represented at this event that also saw participation from a total of 700 exhibitors.

## The India Pavilion & the Handicrafts Exhibition

The Indian Pavilion was inaugurated by Mr. Samir K Biswas, Development Commissioner (Handicrafts), O/o Development Commissioner (Handicrafts); Ministry of Textiles, Govt. of India; Mrs. Monica De Greiff Lindo, President of Bogota Chambers of Commerce, Republic of Colombia; and Mrs. Aida Vivian Lechter De Furmansky, General Manager of Artesanias De Colombia, in the presence of Mr. Sajeew Babu, Counselor, Embassy of India in Argentina. H E, Ambassador of India in Colombia, Mr. Prabhat Kumar also visited and met the participants.



Exhibitors in the Indian Pavilion displayed a wide range of handmade products like handicrafts & decoratives, embroidery items, handmade wool products, handmade Indian beaded jewellery, Kashmiri



sozni embroidery shawls and Pashminas, home decoratives, home furnishings, bed covers/sheets and women's apparel. The main objective of participating in Expoartesanas 2014 was to promote Indian art and culture, handicraft products developed over the years and

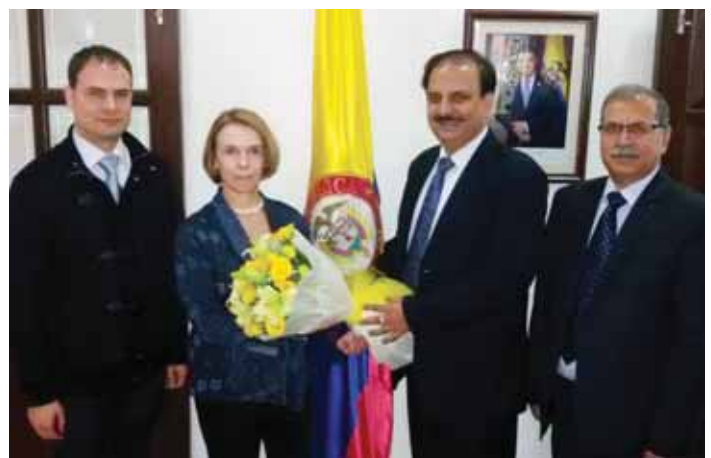
to spread knowledge and awareness on various aspects of Indian living and cultural heritage. ■



H.E. Ambassador of India in Colombia, Mr. Prabhat Kumar, seen with Mr. Samir K Biswas, Development Commissioner (Handicrafts) and EPCH participants at the XXIV Expoartesanas



Prior to the show: the Indian delegation led by Mr. Samir K Biswas, Development Commissioner (Handicrafts), had a meeting with Mrs. Monica De Greiff Lindo, President of Bogota Chambers of Commerce, Republic of Colombia and Mrs. Aida Vivian Lechter De Furmanskyy, General Manager of Artesanias De Colombia



Mr. Rakesh Kumar, Executive Director, EPCH, greets H.E. Ambassador of Colombia, Ms. Monica Lanzetta Mutis at the Colombian Embassy in New Delhi; alongside Mr. Kumar is Mr. RK Verma, Director, EPCH