



26-28 June 2023

17th IFJAS concludes after bringing 200+ exhibitors face to face with buyers from across the world

Fashion jewellery & accessories trade, regional exclusives, seminar, ramp shows, awards & felicitations define the event

"Taking each show as a progressive step in line with our goal to achieve a threefold growth in handicraft exports by 2030 - 'Teen Guna Tees Tak', the Indian handicrafts sector is transforming to become more sustainable and productive. With broadening artisan as well as manufacturing bases, faster turnaround times and eco-friendly & sustainable processes we will be able to realize more business from our buyer connects at leading trade platforms like IHGF Delhi Fair and IFJAS. Our strategy would be to help our customers grow - with our distinctive products, and grow with them. We will also look out to brand our select products for international markets," shared Mr. Dileep Baid, Chairman, EPCH, on the closing of the 17th Indian Fashion Jewellery & Accessories Show (IFJAS), organised by EPCH at the India Expo Centre, Greater Noida, from 26th to 28th June 2023.

IFJAS is a one of a kind trade show that attracts buyers for head-to-toe fashion sourcing; fashion jewellery as well as accessories to apparel. This edition brought together 200+ exhibitors. Besides products from leading manufacturers from across India, the show featured artisan crafts from pan India with regional exclusives from North Eastern, Eastern, Western, Northern and Central Region. Buyers visited from over 50 nations. On display was a well spread product range with fashion jewellery; semi-precious jewellery; belts & wallets; hand bags & purses; fashion accessories; head & hair accessories; stoles & scarves; shawls; embroidered, beaded & sequined accessories; fancy footwear; artisanal apparel; protective wear; and components. The India International Garment Fair by Apparel Export Promotion Council was held concurrently, giving the visiting buyers an opportunity for a crossover sourcing.



Shri Piyush Goyal inaugurates the Fair

Union Minister of Commerce & Industry, Consumer Affairs, Food & Public Distribution and Textiles, Govt. of India, Shri Piyush Goyal, inaugurated the concurrent shows IFJAS and IIGF, on 26th June 2023. Dr. Mahesh Sharma, MP from Gautam Buddha Nagar was the Guest of Honour and other dignitaries present at the ceremony were, Mrs. Amrit Raj, IPoS, Development Commissioner (Handicrafts & Handlooms); Mr. Raj Kumar Malhotra, immediate Past Chairman, EPCH; Dr. Rakesh Kumar, Director General, EPCH and Chairman, IEML; Padma Shri, Dr A. Sakthivel, President FIEO; Mr. Naren Goenka, Chairman, AEPC; Mr. Lalit Thukral, Chairman, IGFA; Mr. Amit Jain and Mr. Harshwardhan Gupta, President and Vice President, IFJAS 2023; Mr. R K Verma, Executive Director, EPCH; and CoA members.

In his inaugural address, Shri Piyush Goyal commended the exports sector for generating employment and contributing to India's expertise in sustainable textiles that will be the driving force for achieving a circular economy. He emphasised on adaptation of modern technology while maintaining traditional expertise. Urging the export community to create a 'Wow' factor that enhances India's increasing global relevance, Shri Goyal declared, "the world is looking at India, therefore we don't have the luxury of time and must work at a rapid pace to create opportunities & vistas for the future generations, young entrepreneurs, start-ups and upcoming business entities in the exports sector." He touched upon the bilateral trade agreements with many nations and many trade agreements being negotiated, citing the many opportunities that emerge. He shared that the world is looking at India as a nation with huge potential and immense possibilities and encouraged the sector to boost cluster-based development as it is holistic, cost-effective and sustainable. He complimented the organizers for the success of sectors and assured of the Govt.'s support in industry's growth towards export enhancing endeavors.

Dr. Mahesh Sharma, Member of Parliament from Gautam Buddha Nagar appreciated and complimented the fair venue- India Expo Centre & Mart, under the leadership of Dr. Rakesh Kumar, Chairman, IEML and Director General, EPCH, for the sector's advancement and for putting Noida on the international map



Shri Piyush Goyal, Hon'ble Union Minister of Commerce & Industry, Consumer Affairs, Food & Public Distribution and Textiles, Govt. of India, inaugurates the concurrent fairs



"Create a 'Wow' factor, a wave, that will further enhance India's increasing global relevance"

Shri Piyush Goyal

Hon'ble Union Minister of Commerce & Industry, Consumer Affairs, Food & Public Distribution and Textiles, Govt. of India



"India Expo Centre continues to contribute to Noida's international importance"

Dr. Mahesh Sharma

Member of Parliament from Gautam Buddha Nagar

through the fairs conducted here. He also commended the textile sector's growth and assured the Govt.'s support as he mentioned about the 300 acre apparel park in Greater Noida and its employment generative capacity, especially for women.

In his Vote of Thanks, Dr. Rakesh Kumar, Director General, EPCH and Chairman, IEML, thanked the dignitaries for their continuous and unstinted support and encouragement to the sector. In response to the Hon'ble Minister's vision for a grand textiles fair spreading beyond India Expo Centre to cover Pragati Maidan as well as India International Convention Centre, Dwarka, Dr. Kumar shared about the big textiles and related shows that the India Expo Centre has already been hosting. He assured the Minister that such Indian Textiles Mega Sourcing event would certainly be a reality soon, under the guidance and support assured by the Hon'ble Textiles Minister.

Opportunity for establishing market linkages



Shri Piyush Goyal
Hon'ble Union
Minister of Commerce
& Industry, Consumer
Affairs, Food & Public
Distribution and
Textiles, Govt. of India

The Indian handicrafts industry provides employment and livelihood to a large number of artisans in rural and semi-rural areas. This industry is largely benefitting from the Hon'ble Prime Minister Shri Narendra Modi ji's vision of 'Vocal for Local' and 'Local goes Global'. It is noteworthy that this fair will see the participation of 200 Indian exhibitors and 1000 domestic and overseas buyers and will greatly help in

popularising India's range of traditional and contemporary aesthetic fashion jewellery to a large number of buyers globally. I congratulate EPCH for their efforts.

Tremendous potential for enhancing exports



Ms. Rachna Shah, IAS
Secretary, Ministry of
Textiles, Govt. of India

The Fair will help in showcasing Indian fashion jewellery and accessories as well as the handicrafts sector as a whole, and help in promoting exports of these products.

Indian traditional as well as contemporary fashion jewellery is known for its intricate and exquisite work. Indian enterprises are

increasingly using organic and recycled materials to promote sustainable fashion as consumers are becoming environment conscious. Building their online presence is also helping them leverage social media for market engagement. Above all, the right combination of exporters and designers with artisans will help in scaling up businesses. I extend my best wishes to EPCH, participating companies, buyers and artisans for a very successful fair.

Efforts for making India a sourcing destination for sustainable fashion



**Smt. Darshana
Jardosh**
Hon'ble Union
Minister of State for
Railways and Textiles,
Govt. of India

With the growing awareness, sustainability has become a key trend in the fashion industry. Indian fashion brands are increasingly adopting eco-friendly and ethical practices in their supply chain, production, and marketing. The best feature of fashion/imitation jewellery is that manufacturers can work wonders in styling and design. Our artisans contribute with their traditional skills and the young designers from leading

fashion institutes adapt the products according to international colour, trends and forecasts. EPCH is doing excellent work in this direction which shall bring fruitful results in the near future by making "India a favourable sourcing destination".

Endeavor to present capabilities to the world market



Mr. Sunil Barthwal
Commerce Secretary,
Govt. of India

India is globally known for its excellent craftsmanship and the uniqueness of its fashion jewellery and accessories. EPCH has been making untiring efforts to provide an international platform and competitive edge to Indian crafts in the global market.

I am sure this show will provide an excellent

opportunity to small and medium manufacturers/exporters to showcase their products to overseas buyers, help reinforce the image of our exporters' products in global markets and garner increased commitments from buyers. I wish all the success to the show and extend my best wishes to all exhibitors, overseas buyers, the organisers -EPCH and everyone else associated with this show.

200+ exhibitors share trade platform

The three days of IFJAS drew to a close on a happy note with exhibitors engaging with buyers, artisans using the opportunity of the trade platform to their best benefit & learning and ramp presentations with products from several participants at the show. Innovations were taken note of, quality commended and regional crafts offered their 'exclusivity' to many buyers. With a contingent of around 200 exhibitors displaying their products in five categories ranging from fashion jewellery and accessories to apparel as well a reasonable selection in jewellery components, the 17th edition of IFJAS drew quality buyers dealing exclusively in fashion jewellery and accessories from various importing nations.

Visitors to the show got concepts in everyday fashion accessories to stylized line-ups in Leather Bags & Cases, Fashion Jewellery & Accessories and plenty of responsibly manufactured products and new introductions - artistically crafted face masks and face covering accessories as well as artisanal products.

A Delhi based exhibitor, participating in IFJAS since 2003 has added to her 22 years old business through the networking established at the fair. She deals in **upcycled and recycled jewellery for a buyer base in USA**. Another exhibitor from Delhi, who calls herself as regular as IFJAS itself and are among its patrons, work with **embroidered jewellery, glass beaded jewellery, metal jewellery, bone & horn jewellery**, wooden jewellery and hair accessories. Their designers teamed with a skilled workforce help them come out with trendy collections for seasons and markets in USA and Europe. They even cater to domestic volume retail partners like Reliance and Ajio. The buyer response this time was "fairly good" for them.

A Mumbai based textile works company participating in IFJAS since ten editions called his experience, good and buyers sourcing their 100% pure cotton scarves, stoles and shawls. "Our work

An important event to create market for the sector



Ms. Amrit Raj, IPOS Development Commissioner (Handicrafts & Handlooms), Ministry of Textiles, Govt. of India

I share my enthusiasm as we extend support to the organisation of the 17th edition of IFJAS. To popularise the fair, the Council has done extensive overseas publicity campaigns, direct mailing & promotion programmes to generate buyers' interest worldwide. I am particularly thankful to my colleagues in the Indian Missions abroad who gave exhaustive support in overseas publicity and extended necessary visas to the buyers. This is an important event to create a market for the sector that involves a large number of crafts persons.

stands out because of the artistry and look. **Cotton kaftans** are our best selling products and our main market is USA," he shared. Another exhibitor from Mumbai who specialises in artisanal women's apparel and has been 10 years in this business, spoke about how they engage women in craft clusters in Bhopal who collectively hand weave their designs. They selectively curate their designs and manufacture with a zero waste process. Their best selling product are jackets, sold through their own website and other offline channels as well. This was their first time at the fair and Japanese importers have enquired about their products.

A Noida based 40-year-old family business dealing in handcrafted of jewellery and fashion, got along clutches and handbags. "These are our best selling items and what make them



Apt platform to source fashion



Mr. Dileep Baid
Chairman, EPCH

Fashion jewellery and accessories from India have great potential for exports to the world market. The best feature of fashion/imitation jewellery is that manufacturers can work wonders in styling and designing with their resourcefulness for customisations. Our artisans

play their integral part in traditional hand crafting skills. I am sure that this fair would provide international buyers with an apt window to source their requirements and help them in establishing an enduring and profitable business relationship with the Indian exporters. I am grateful to the Ministry of Commerce and the Ministry of Textiles, Government of India, for supporting EPCH in its drive to promote key verticals of the sector.

exclusive are the **premium quality embellishments**. We love to add a personal touch to connect with buyers and retain them. To maintain our competitiveness and design updations, we are in touch with latest fashion trends in our markets on a month-to-month basis. We sell to local markets in Delhi and also via exhibitions and retail venues like TATA trends, pantaloons, etc.," said their chief representative and added that their export markets are Spain, Portugal, USA, Chile and Turkey. "We deal in all kinds of fashion jewellery including handbags, necklaces, earrings, and other accessories. We source gems and precious stones from all over the country including Meerut, Jaipur and Delhi," shared another exhibitor who has production facilities in Noida tuned for export markets like UK, France, Australia and Spain. He added, "what truly separates us from our competitors are our well-designed products, vibrant colours, pricing, timely service and

Projects strengths of segment



Dr. Rakesh Kumar
Director General, EPCH
and Chairman,
India Exposition Mart Ltd.

This is an exemplary exhibition that projects the strength of this segment in the international market and has been attracting better and product focused buyers with each successive edition. The intricacy and the elegance of Indian traditional as well as contemporary fashion jewellery has created a forte in world market and has offered

tremendous potential to explore its export potential. The show will open up several opportunities in times ahead. We must make every effort to take this segment forward, drawing the utmost from this exclusive presentation of our fashion jewellery and accessories. I am very much hopeful that the show would enable exporters to perform their best.

transparency in dealings." This was their 2nd time at IFJAS and they had a couple of buyers who reached out again at the fair to place further orders.

A first time exhibitor from Kolkata and a leading exporter of **handcrafted jute bags** with unique personal customisation shared that their eco-friendly **jewellery made out of coconut shells** through a highly sustainable process garnered visitor attention. With quality and price in balance, they have maintained an export base in Europe and USA. Another Kolkata based exhibitor who specialises in intricately designed jewellery using American diamonds and cz diamonds have buyers and clients throughout India. They also do **gold, silver and carat plating fashion jewellery**. This first time exhibitor participated to explore the international market and liked the exposure. "Bags are among our forte with our product base in **genuine fine quality leather**



Comprehensive stand-alone show



Mr. Rajesh Jain
COA Member, EPCH

fashion jewellery and accessories to apparel.

The Indian Fashion Jewellery & Accessories Show is the answer to buyers seeking to source this category in a neatly defined display without having to look for their products in a mixed bag fair. Over its successive editions, the show, with its five broad based segments, has shaped up as the most comprehensive platform for

Our manufacturers keep the fabric of our industry together



Mr. Lekhraj Maheshwari
Former Chairman &
COA Member, EPCH

Our manufacturers form an integral force as they are instrumental in connecting the artisan at the lowest rung of the value chain to stores in the international market that have several takers and connoisseurs for our products. This is what keeps the fabric of our industry together and buyers benefit from the totality India offers.

Sector evolving to edge over competition



Mr. Ravi K Passi
Former Chairman,
EPCH & Convenor
(Northern Region),
EPCH

The overseas market potential for fashion jewellery and accessories is growing and our manufacturers are constantly evolving to edge over the strongest of their international competitors. India made fashion jewellery has created a niche in the world market and has tremendous potential to explore exports.

A dedicated show that benefits all stakeholders



Mr. Simrandeep Singh Kohli
COA Member, EPCH

This dedicated show encourages both the manufacturers & sellers in India as well as importers & retailers abroad, taking India's exports in the category to its true potential. IFJAS serves the purpose perfectly as it enables Indian manufacturers to showcase their innovative products and the same time allows buyers to get products customized to their specification.

Desired momentum and impetus to competitive entrepreneurship



Mr. Sagar Mehta
COA Member, EPCH

sector, through integration of international market dynamics.

IFJAS provides international buyers with an apt window to source their requirements in this category and help them in establishing an enduring and profitable business relationship with their customers as well as with Indian exporters. IFJAS gives the desired momentum and impetus to competitive entrepreneurship in this

Distinct identity in the world of fashion



Mr. Prince Malik
COA Member, EPCH

fashion and once it is worked upon strategically, we can become tough to compete with.

Fashion jewellery & accessories produced in India are not only contemporary and modern but also carry traditional undertones owing to their origin in Indian customs followed in different regions of the country—each having its own style, design & workmanship. We have our own distinct identity in the world of

A medium to show the variety India has to offer



Mr. Arshad Mir
COA Member, EPCH

This show gives an opportunity to both small and large exporters to showcase their exclusive range of traditional apparel, jewellery and fashion accessories before the overseas buying community. It is a medium to show the variety India offers in terms of designs, craftsmanship and raw material usage. Ability to adapt and customise is an added benefit.

that we source from Delhi and Kanpur. Our raw material adheres to stringent quality checks for **grain, texture, smoothness and durability**," a regular Delhi based exhibitor at IFJAS informed and added that their 15 years old business is in manufacturing and exports of leather soft furnishings, bags and accessories. "Every piece is **individually handcrafted by experienced artisans**. 90% of our sales are exports to European countries like Germany and Netherlands. Our customers know us for our quality, logistics and competitive pricing," he further added. With a recent launch of velvet handbags and purses, another exhibitor from Delhi shared of a "very encouraging buyer response on day one itself". Catering to buyers in USA, Italy and UK, their entity is known for hand embroidered and **hand embellished value additions**. This 20 year old company uses glass beads, glass, copper and cotton as raw materials. They also produce very catchy and visually pleasing earrings.

A footwear designer, working in this field since 32 years appreciated EPCH's support for his growth and market exposure journey. He makes leather **Kolhapuri chappals** from raw material sourced from Kanpur and Chennai. While his quest for doing something different led him to working with international designers, he has not exported yet. Participation in this show is opening up that business aspect



Tradition inspired contemporary innovations



Dr. Neeraj Khanna
Vice Chairman II, EPCH

Fashion jewellery and accessories have great strength in their production, especially in tradition inspired contemporary innovations. The fair's patronage is a fitting testimony to such capabilities and versatility of Indian manufacturers. Various measures of EPCH facilitated training in design development have taken place in accordance with consumer choices & markets. The same has been showcased to visiting buyers.

for him. A manufacturer exporter of leather goods like wallets, pouches, purse and many such accessories with leather belts among their niche products, this Maharashtra based manufacturer shared about their emphasis on quality raw material that they source from Chennai and Jalandhar and work on them distinctively for the final products with a workforce of 14 artisans. 23 years into this business, they export to USA and Canada. Bringing in handmade **jewellery made from paper, fabric and silk**, an exhibitor from Haryana shared that their products are versatile and open to customisation with a quick turnaround time. This had got them lot of attention and a regular buyer base in Europe. "We have received tremendous support from EPCH and we are looking forward to the future shows as well," she shared. Another exhibitor promoted culture inspired hand crafted jewellery made in villages of Madhya Pradesh, using **locally sourced terracotta**.



Artisan Crafts from Pan India

The exclusive regional display with artisans and entrepreneur from pan India set up at IFJAS got their share of attention and market exposure. Some of the jewellery crafts displayed have a rich history and are being continued as a family tradition, but with chic touches to suit today's trends. Meenakari, Chikankari, Zardozi, Bead Crafts, River reed weaving, Kantha and Kolhapuri leather craft are just some of them. Around 20 artisans, crafts persons and entrepreneurs from the North Eastern, Eastern, Western, Northern and Central Regions of India, were located in a collective Regional Theme Pavilion. Here one could find intricate designs and rich cultural significance, patterns and motifs inspired by a diverse heritage as well as interesting story telling through jewellery.

The Central Region participation offered products like fashion and imitation jewellery, beaded accessories and metal adornments from Bareilly, Hathras, Varanasi and Moradabad. There were leathercrafts from Kanpur and Chikankari from Lucknow. Artisans and entrepreneurs from the Northern Region came from Jaipur, Jodhpur, Rajsamand and Delhi with leather accessories, artisanal fashion footwear, silver meenakari jewellery, embroidered bags, artistic textiles, hand printed scarves & stoles and imitation jewellery.

Priding in a rich cultural legacy, plentiful amount of natural minerals, and great literary personalities and artists, the eastern region of India was represented by fashion accessories, leather bags, jute bags & accessories, imitation jewellery, enamel adornments, hand painted stoles, etc. from West Bengal. A range of leather bags and leather fashion accessories came from some Kolkata based exhibitors.

Product offerings from craft pockets spread over India's North Eastern Region connected one back with nature with products made of natural raw materials and derivatives. Many of these sustainable lines featured a contemporary twist and were especially suited to themes ranging from rustic to modern to



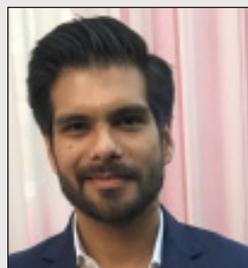
Window for the world to see India's niche in this category



Mr. Amit Jain
President, Reception
Committee, IFJAS 2023

This exclusive sector specific show is the window for the world to showcase the niche, India has carved. Whether one is a buyer or an exporter, a newcomer or an established player, there is a lot for everyone to take away, be it business on the go, or taking in and exploring new grounds for growth, or be it gathering new trends and requirements. EPCH's initiative to bring in the best mix of artisans, manufacturers and exporters – big as well as upcoming, all under one roof is commendable because this provides the buyers an unmatched array of fashion products.

Instrumental in understanding buyers and markets



Mr. Harshwardhan Gupta, Vice President,
Reception Committee,
IFJAS 2023

These exhibitions are fruitful for all of us. They are instrumental in understanding buyers and markets, as, here, we can interact with international buyers, understand their needs and requirements, latest trends and then we work on it. EPCH's initiative to bring small artisans, big exporters and buyers all under one roof is commendable because they've put lot of efforts in connecting buyers & sellers.

traditional. The exhibitors here showcased design elements using natural materials like cane, bamboo, areca nut leaves, river grass/reed, jute, clay, wood and paraffin wax as well as handloom lines including responsible manufacturing techniques, offer themes in eco-friendly and sustainable fashion ware. Then, there were some, offering ethnic jewellery and rare finds. The Western Region brought in fashion jewellery, imitation jewellery, leather accessories, Kolhapuri footwear, banjara embroidery bags, cotton bags, fashion accessories, hand printed textiles, metal crafts, zari goods, etc. from artisan hubs in Gujarat, Maharashtra and MP.

Enriching sourcing experience

Each EPCH show focuses on the crucial connect and the subsequent journey of growth for both the manufacturer and the buyer. This show gave fashion jewellery & accessories segment many new buyers looking at India as a promising sourcing base. The regular patrons have done their business and have made a note of the next EPCH trade platform.

Andrew, a buyer from UK was here for accessories to enhance ensembles. "I like the bags in particular and will be choosing selections from both modern and traditional designs," he shared. A first time visiting buyer from Germany, Nicola Bush Designs, said, "while I have imported from India in the past, this is my first visit to the fair. I had heard so much, so I am here for jewellery, glass beads and paper goods. I like the product quality, the neat spread-out of the stalls and smooth buyer-seller communication." Marina, a buyer from South Africa who had visited IFJAS before was here to explore more and strengthen bonds. "The products are amazing and my clients love them," she said. Jen, an importer from Australia who was here for resort wear and embellished apparel said, she was "keeping an eye out for the accessories" as they looked attractive and were in sync with popular tastes in her markets. She found the display simple as "everything was easy to find". A buyer for fashion accessories, Kimiko from Japan felt, many exhibitors offered a lot of specialities to choose from and also consider a new product category for future.

"I am here for bags, cotton and silk scarves, fashion accessories, kaftans and dresses. India inspires and manufacturers give us good designs and products," said Carmen, a buyer from Spain.

Buyers visited from Argentina, Australia, Austria, Belgium, Brazil, Bulgaria, Canada, Chile, Colombia, Denmark, Egypt, France, Germany, Ghana, Greece, Hungary, Israel, Italy, Japan, Jordan, Kenya, Kuwait, Lebanon, Libya, Lithuania, Mauritius, Mexico, Netherlands, New Zealand, Oman, Palestine, Panama, Peru, Poland, Portugal, Qatar, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan, Turkey, United Arab Emirates, United Kingdom, United States, Uruguay, Vietnam, etc. They look forward to attend EPCH's upcoming shows too.

A total of 1293 trade visitors from 58 nations visited to explore business opportunities and sourcing from India. IFJAS has established itself as a comprehensive sourcing point for its

Always a privilege to welcome our patrons



Mr. R K Verma
Executive Director,
EPCH

It is my privilege to welcome all our patrons to our shows. IFJAS enables Indian manufacturers to showcase their innovative products and the same time allows buyers to get products customized to their specification and taste. The show also brings to the fore sustainable fashion statements through nature's derivatives and recyclables.

On behalf of EPCH, I thank the Ministries of Textiles, Commerce and MSME, Government of India, for their support and guidance. My best wishes to the participating companies and to the overseas buyers for excellent business through networking established during the show.

emphatic representation of major manufacturing hubs and craft clusters from across India through distinct products. Inspired by a rich heritage and crafted from a variety of raw materials by a skillful workforce base, these product lines offer choices that cater to thoughts and emotions, products with enhanced functionality that are also easy to maintain and seamless fusions of ethnic Indian art rudiments with modern techniques. Fit for new times, redefined lifestyles, altered routines and multiple work spaces, the product variations and innovations were in resonance to the emergent world. At the same time, there was plenty for connoisseurs and curators.

