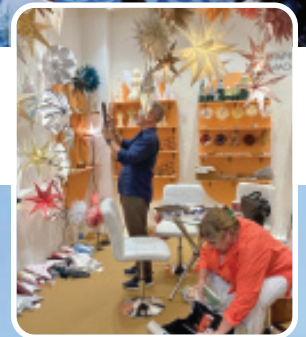




12-16 October 2023

56th IHGF Delhi Fair & Delhi Fair Furniture Shows conclude with gains, learning, inspiration; Innovative lines and many applications of handcrafted techniques gather attention

The five days of Autumn at IHGF Delhi Fair and Delhi Fair Furniture, held concurrently, concluded after a promising sourcing pitch and busy traffic days. Frequented by the international sourcing community as a prime trade platform of its kind, the globally acclaimed IHGF Delhi Fair with its 3000+ exhibitors including permanent Marts, regional displays and a host of supporting events gathered an overwhelming response with visits from several overseas buyers from many countries as well as buying agents and domestic volume retail buyers from within India. The fair was open to overseas buyers, buying and sourcing professionals as well as large domestic volume retail buyers from 12th to 16th October 2023 at India Expo Centre & Mart, Greater Noida.



IHGF Delhi Fair brought together an entire spectrum in home fashion & utility, collectibles, gifting, fashion adornments, etc. 16 halls and 900 Permanent Showrooms formed the sourcing zone, inclusive of exhibitors from across regions and craft hubs of India; theme areas and collective displays with artisans & entrepreneurs from several craft clusters.

The fair showcased abundant diversity of products for different lifestyles and living spaces. It opened up many prospects for sustainable living too. The 14 major display segments of Home, Fashion, Lifestyle, Furnishings, Furniture, etc. featured housewares, home furnishing, furniture, gifts and decorative, lamps and lighting, Christmas & festive décor, fashion jewellery & accessories, spa & wellness, carpets and rugs, bathroom accessories, garden accessories, educational toys & games, handmade paper products & stationery and leather bags. The full splendour fair received increased patronage of overseas buyers, buying houses, buying agents and domestic volume buyers. The show saw field days with buyers from almost all of India's export markets over the world besides new and emergent ones.

With the furniture segment seeing a growing scope and more and more markets overseas expanding their home & lifestyle products sourcing from India, the Delhi Fair Furniture also saw busy days. To cater to this segment of buyers and be able to offer larger display spaces to the exhibitors, EPCH launched this exclusive trade appointment under the IHGF Delhi Fair branding, this year. A favourable buyer as well as industry response was observed to this initiative.

56th IHGF Delhi Fair and Delhi Fair Furniture were inaugurated on 12th October 2023. They were visited by special guests including, Smt. Rachna Shah, Secretary, Ministry of Textiles, Govt. of India; Smt. Amrit Raj, IPoS, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India; Ms. T L Yaden, IP & TA & FS, Financial Commissioner, ESIC; Dr. Suresh Kumar Malhotra, Agriculture Commissioner, Ministry of Agriculture & Farmers Welfare (Dept. of Agriculture, Cooperation & FW), Govt. of India; Shri Pranjal Yadav, Secretary, MSME & Textile and Khadi Deptt.,



Govt. of UP; Shri Rohit Kansal, Additional Secretary, Ministry of Textiles, Govt. of India; Shri Atul Kumar Singh, Addl. Municipal Commissioner Nagar Nigam, Moradabad; and many others visited. They interacted with the exhibitors and commended them for excellent range of products on display.

To keep the handicrafts fraternity well informed and updated in today's times of fast changing information and technology, seminars on 'Leveraging International Multi-Modal Transportation to Optimize Supply Chains'; 'Embracing Tomorrow's Aesthetics: Upcoming Decor & Furniture Trends'; 'Creating a Successful Online Marketing Strategies for Global Growth'; and 'Crafting Success through Innovative Packaging Strategies' by leading industry professionals and international consultants, etc. were organised among supporting events at the fair, besides live craft demonstrations. The fair concluded with a Valedictory Function where Awards and Recognition for Best Stall Design & Display at IHGF Delhi Fair Autumn 2023 & Delhi Fair Furniture were given away in 14 categories.



Inauguration by Chairman, EPCH

The 56th edition of IHGF Delhi Fair and Delhi Fair Furniture held concurrently were inaugurated on 12th October 2023 by Mr. Dileep Baid, Chairman, EPCH in the presence of Dr. Rakesh Kumar, Chairman, IEMIL; Mr. Raj K Malhotra, Past Chairman, EPCH; Dr. Neeraj Khanna, Vice Chairman II, EPCH; Mr. Naresh Bothra, President, IHGF Delhi Fair Autumn 2023 and Delhi Fair Furniture; Mr. S K Goel, Vice President, IHGF Delhi Fair Autumn 2023 and Delhi Fair Furniture; Committee of Administration Members, EPCH; and Mr. R K Verma, Executive Director, EPCH. The shows were inaugurated amidst exhibitors, overseas and domestic volume buyers as well as members of press and media.

In a message for success of the fair, Smt. Darshana Jardosh, Hon'ble Union Minister of State for Textiles, commended the fair organisers and exhibitors for making IHGF Delhi Fair - an excellent medium to promote the craft industry and provide an opportunity for them to interact, share knowledge and explore business opportunities. She appreciated EPCH's role in providing a platform to a large number of exhibitors, especially small and medium entities, who, with their hard work, creativity and enterprises have been able to add to the exports of handicrafts from the remotest regions of India. Hailing the idea of 'Local for Global' she called the fairs' intent in sync with the vision of 'Atmanirbhar Bharat', of the Government of India which aims to not only promote local products and reduce dependence on imports but

also encourages exporters to manufacture products for the global market using local materials as well as skills.

In his welcome address, Mr. Dileep Baid, Chairman, EPCH, complimented the resilience of the handicraft exhibitors for collectively facing the challenges amidst changing times and keeping the sector upbeat. He appreciated the handicraft fraternity's efforts led by the past Chairmen of the Council and attributed the exemplary legacy of the IHGF Delhi Fair to their hard work, vision and leadership. He hoped that the sector and the fair continue to gain strength and grow as one of the most successful handicraft fairs in the world. Announcing the opening of the 56th edition of IHGF Delhi Fair and Delhi Fair Furniture, he said, "the event stands tall as one of the largest and most prestigious trade fairs in the country, a testimony to the entrepreneurial spirit and creativity of our member exporters who have been showcasing their exquisite craftsmanship and unique products to the world for around three decades. Credit also goes to the overseas buying community, who have reposed faith and confidence in EPCH and have consistently participated in each edition of the show since the last 30 years."

Sharing about the Delhi Fair Furniture, he further added, "a show crafted for connoisseurs of furniture trade, this features a wide selection of modern designs, innovations, handcrafted fusion and contemporary & new age materials from craft clusters and production sectors spread across India. Delhi Fair Furniture is a One Stop solution for importers, wholesalers, retail chains and design professionals dealing in all things furniture & accessories."

Mr. Naresh Bothra, President, IHGF Delhi Fair Autumn 2023 and Delhi Fair Furniture, while delivering the vote of thanks, thanked the Ministry of Textiles; the Office of Development Commissioner, Handicrafts; and various departments of the Govt. of India, for their support and the exporters, overseas buyers, artisans and press & media for their valued patronage towards the IHGF Delhi Fair throughout its many editions. The fairs opened to a momentous start and engaged buyers with diversity, creativity, innovative options and eco-friendly expressions.



Opportunity to access global market opportunities and create B2B linkages



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

The Indian handicrafts industry not only contributes significantly to the country's economy but also plays a vital role in preserving traditional skills and promoting sustainable livelihoods. The development of this industry is in line with Hon'ble Prime Minister Shri Narendra Modi ji's vision of 'Vocal for Local' and 'Make in India' for the World. This fair which will involve participation of around 3,000 Indian

businesses will provide an exclusive opportunity for handicrafts exporters, primarily MSMEs and skilled artisans, to network with fashion leaders and create the necessary B2B linkages. It will also help them gain access to global market opportunities and expand their engagement with international markets, thereby benefiting India's handicrafts sector in general.

I would like to congratulate EPCH for their efforts in organizing the 56th edition of IHGF Delhi Fair and wish it grand success.

Larger participation by exporters attracts more and more global buyers to source their requirements from here



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

IHGF Delhi Fair has grown over the years to become one of the most reputed and successful fairs for products of the cottage sector, and there is a lot of enthusiasm amongst overseas buyers for this multi-products fair. The continuous efforts of EPCH have helped the Indian handicrafts sector grow, highlighting their exquisiteness and projecting India as a reliable supplier.

To scale up the progress, I urge all the entrepreneurs and exporters engaged in this tor to focus on better quality and design with emphasis on technology, marketing and Skill development which are the major areas for development of the sector. We should also engage with artisans and producers to help them understand the importance of finish and first-rate product presentation, which would help them get optimum value for their products. I am confident that with additions to product range in each series, the fair will continue to achieve greater heights.

Foremost Global Resource for Finest Home Products from India

The fair spread across 16 expansive halls at the plush India Expo Centre, featuring 3000 exhibitors segregated as per 14 product display segments. Product variations and new collections were on display, as manufacturers focused on interplay and blends of raw materials, sustainable crafts and embellished lifestyle products to cater to various themes. Regional crafts brought to the fair, unique local cultures and native uses with modern techniques. Collectively, the fair offered 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. This edition also focused on artisan crafts from pan India alongside major current themes like, sustainability showcased by over 150+ exhibitors,



young entrepreneurs numbering 100+, women led export establishments amounting to 200+ and integrated design development outcomes to the tune of 30+.

Fit for new times, redefined lifestyles, reinvented households, altered routines and multiple work spaces, the product variations and innovations were in resonance to the emergent world. Among gifts & decoratives, multiple ideas & inspiration, high-end displays for the home or hospitality, gifting and packaging, all were taken note of, just as lighting that can be customized to spatial and theme requirements. Buyers could source from a wide variety of home textiles & furnishing with several enrichments like fusion techniques, appliqué, tie & dye, hand block printing, embroidery, zari craft, mirror and bead work, quilting, flocking, patchwork, etc. In houseware, gaining prominence were artisan made copper housewares that are redefining cooking and serving spaces with pans, kettles, plates, tumblers, nesting bowls, spoons & ladles, etc.

There were cheerful children's room products. With furniture to suit creative needs, decor to enliven the mood, furnishing & accessories to reflect the personality of the occupant, the perfect size activity/study/work table, enough space on the floor for the quick reflexes, etc., children's rooms offered a lot of potential for businesses dealing in this category.

Bags, purses and fashion accessories with inspirational story lines attracted many, just like Indian jewellery in contemporary manifestations. Unusual hangings, table top knick knacks and many more gifts and embellishments were among the preferred in festive decor. Refreshing cane & bamboo with their eco-friendly and multifunctional attributes continued to stand out as the

'outdoors' and 'sustainable' trend fuels this demand and inspires designers to offer variety.

An exhibitor of vases, lamps and outdoor accessories from Moradabad shared, "IHGF has allowed us to explore new opportunities in different markets and connect with more buyers, shaping our successful journey in the business world." A Jodhpur based manufacturer of mango wood furniture made with responsibly procured raw material said, they have been participating in this fair since two decades and have met businesses here. Another from this city shared, "we have a well-established factory and showroom, our own seasoning & treatment plant and our association with EPCH fairs have been as old as our company." Exhibitors of luxury hardware like handles, knobs, etc., from Noida shared of good buyer attention at IHGF Delhi Fair Furniture. A manufacturer of premium hobby items and craft supplies/products from Bangalore participating for the second consecutive time said that their handmade paper flowers, canvases, paint and other art supplies were most adored and among highest selling products. A teen and young age-group fashion jewellery & accessories manufacturer from Delhi region spoke of his long association with EPCH fairs and how he gathered new buyers through these. A similar sentiment was shared by an exhibitor of carpets & rugs from Panipat. A Kolkata / Chennai based specialist of dried flowers and potpourri shared, "we have been associated with EPCH since a long time now. This fair has been favourable for us, the footfall is good."



An established identity in the world market



Smt. Rachna Shah
Secretary, Ministry of
Textiles, Govt. of India

I appreciate the concerted and sustained efforts of EPCH to provide market linkages through this fair and showcase a wide range of newly designed, traditional as well as contemporary handicraft products being produced by our artisans. The constant efforts of the Council have contributed significantly

towards increasing exports of handicrafts and I am sure that this fair too will provide a huge opportunity for entrepreneurs and exporters.

Our handicrafts are renowned for exquisite artistic work reflecting our cultural heritage and rich diversity of colours, materials, shapes and motifs. In order to further accelerate the demand of our products, there is need to focus on innovation and design development. This would involve emphasis on areas such as skill up-gradation, standardization and easier availability of raw materials as well as focused brand building. I extend my best wishes to EPCH and all the participants for a successful fair.

Sector has immense potential for growth



Smt. Amrit Raj, IPOs
Development
Commissioner
(Handicrafts),
Ministry of Textiles,
Govt. of India

IHGF Delhi Fair has grown over the years to become one of the most reputed and successful fairs for products of the cottage sector, and there is a lot of enthusiasm amongst exhibitors as well as overseas buyers for this multi-products fair of the sector, making the event, mutually beneficial. EPCH has made sustained efforts in the international market by undertaking wide publicity for the fair which has established

its identity in the world market. It is well understood that overseas buyers eagerly wait for this fair.

The range of handicrafts and handlooms manufactured in India reflects our cultural diversity. I am hopeful that this fair would result in long term business relationships creating huge opportunities for buyers and sellers. I wish all the success to the exhibitors, overseas buyers and the organizers, and to all those associated with this fair.

Besides, exhibition halls, the Marts at the India Expo Centre added to the resource base for buyers. The India Expo Centre also houses the India Manufacturers' Mart across four levels, replete with visitors' lounges, open seating areas, exclusive meeting rooms and supportive facilities. The 100+ product



categories available here, spoke volumes about the manufacturers' craftsmanship, creativity, credibility as well as quality assurance. These are among India's leading exporters from its many renowned manufacturing centres. Their products are compliant with international regulations and they continue to establish regular buyer markets across the world. For the last this has stood as a steadfast pillar in the world of sourcing, creating remarkable imprints for both domestic as well as overseas customers. With more than 900 Mart owners and manufacturers converging under its roof, this sprawling centre has been instrumental in adding luxuries and charm to countless homes and living spaces worldwide.

Dr. Rakesh Kumar, Chairman, IEML, said, "with successive fair editions regular and new buyers are habituating to also visit Mart exhibitors, as they find their regular suppliers at the same place every time. This gives the business dealing solidity. I'm happy that more and more Mart owners have positively come forward to

We understand the importance of an overall pleasant experience for our buyers



Mr. Dileep Baid
Chairman, EPCH

Our endeavour is to offer a conducive business platform for global buyers to meet the largest group of Indian exhibitors under one roof, and initiate strong, happy relationships that are at the heart of all that we do.

At EPCH, we understand the importance of an overall pleasant experience for our buyers. The journey of searching for the required products that can be delivered on time, in the right packaging, and with the desired product quality needs to be seamless and well-integrated, whether they are transacting in large or small quantities. To this end, we have embarked on a journey of our own – of transformation – that empowers us to be even better prepared for the future. We are poised to deliver products that fulfil your requirements of scale with quality, while maintaining the speed and consistency with which such deliveries are made. We plan on achieving this by enhancing capabilities and ensuring strict adherence to global compliances.

Apt business environs for new business opportunities



Dr. Rakesh Kumar
Chairman,
India Exposition Mart Ltd.

IHGF Delhi Fair has been instrumental in bringing together all elements of the Indian handicrafts sector under one roof. It is an opportunity for our exhibitors to connect with buyers from world over, who in turn benefit from unique product propositions the industry offers. This mega fair represents the richness and diversity of our cultural

heritage as well as the intricacy & exquisiteness of our crafts persons manifested in traditional as well as contemporary crafts. These have created a niche for themselves in the global market, taking forward, the 'Made in India' brand name.

Upholding handicrafts will always keep us rooted, bowing to the country's greatness and building a feeling of oneness in the world – the true 'Vasudhaiva Kutumbakam'. India Exposition Mart Ltd. is committed to provide the best of available services and infrastructure to host such mega events of international repute.

build up their year round business through the unparalleled opportunities that IHGF Delhi Fair brings. The Marts were visited by several first timers to the fair as they learnt about the benefits of round-the-year well-stocked showrooms of established manufacturer exporters, some of whom have factories miles away from NCR. The regular buyers have appreciated the spruced up displays and line-up of new collections, both for shorter and regular sourcing seasons."

One of the Mart owners said, "The Mart has marked a milestone in making this venue a the place of choice for organising huge events." Another said, "we are uplifting the Mart's entire look and the energy. Mart owners collectively are coming up with new products with best quality & compliance and manufacturing the products themselves in their factories. International buyers of high repute have been buying from us." "Our history of coming together to elevate the creativity, craftsmanship and credibility of Indian artisans has deep roots. Yet, what sets the Delhi Fair apart is

also the collective endeavor of Mart owners to transform it into a year-round sourcing hub," shared another Mart owner.

Pashmina Certification Centre, Dehradun represented

PCC - the Pashmina Certification Centre, at the Wildlife Institute of India, Dehradun, Uttaranchal, had a representative stall at the fair for those seeking information on its services & facilities. Inaugurated on 19th May, 2023, it has been developed to assist Pashmina traders in obtaining authenticity certificates for selling



An incredible opportunity for us to host our buyers at this majestic trade platform



Mr. Naresh Bothra
Fair President,
IHGF Delhi Fair,
Autumn 2023 and
Delhi Fair Furniture

The fair is an incredible opportunity for us to host the visiting overseas buyers, buying and sourcing consultants as well as domestic volume buyers to this show, where we gather once again as a community to showcase a majestic platform for buyers to source. In view of wide publicity measures undertaken by the Council across the world, it is hoped that a good footfall of buyers would visit. The Council and the

Reception Committee has made necessary arrangements for the convenience of participants during the fair. I am very happy to extend a warm welcome to everyone.

I extend my best wishes to all the participants and buyers and believe that the business opportunity shall be utilised in a very efficient manner to pave new avenues ahead in the handicrafts business.

Optimism keeps spirits high



Mr. S K Goel
Fair Vice President,
IHGF Delhi Fair,
Autumn 2023 and
Delhi Fair Furniture

I warmly welcome our visiting buyers as well as exhibitors to this 56th edition of IHGF Delhi Fair. A host of facilities are in place for our exhibitors as well as overseas trade visitors.

In preparedness towards the show, our member exporters have focused on design development of products as per their buyers and their market trends. Buyers from across the globe have enthusiastically

responded and pre-registered to visit and source. We are poised for growth like never before, while manufacturers are scaling up production - maintaining high design and quality standards, buyers are showing keen interest to make India their preferred sourcing destination.

My best wishes to all-exhibitors and buyers.

certified and genuine products. All the tested Pashmina products are now labelled with a traceable unique id tag with individual certificates, enabling seamless trade of such products in India and overseas markets.

On 5th January 2023 Wildlife Institute of India (WII), Dehradun, signed a 'Memorandum of Understanding' (MoU) with the Export Promotion Council for Handicrafts (EPCH), New Delhi, for setting up a 'Pashmina Testing Facility' in WII. Through this MoU, the EPCH collaborated with WII to establish the Pashmina Testing Laboratory for its associated members involved in Pashmina Trade. The purpose of signing this MoU was to streamline the Pashmina Trade and to provide a one-stop testing facility to certify the genuine Pashmina Product that is free from any prohibited fibers to the associated manufacturers, exporters, and traders.

While exhibitors in the halls had several trade visitors, there were many regional artisans and upcoming enterprises that got their share of attention. There were artistic expressions from J&K with a display of shawls & stoles and papier machie products. The speciality of Kashmiri handicrafts also dwells on the use of antique techniques and age old traditions with potential to churn out various products that can be distinctly unique on the basis of their utility and quality. Besides exhibitor dtalls the J&K contingent had showcased live demonstration of crafts like Kani shawls, carpet weaving and papier machie.

Wagai wood crafts, metalware, applique, kalamkari, basketry and much more came from Tamil Nadu with a vibrant presentation including mythological idols, statues and wood sculptures using Wagai wood also known as country wood in Tamil Nadu. There



Incredible opportunity for us to host all the visiting buyers and sourcing consultants



Dr. Neeraj Khanna
Vice Chairman II, EPCH

It is an incredible opportunity for us to host all the visiting overseas buyers, buying and sourcing consultants and domestic volume buyers to this prestigious 56th edition of IHGF Delhi Fair, where we gather again as a community showcase, connect and source.

The fair, with 3000+ exhibitors drawn from across the nation is well supported with a host of facilities and services to buyers across the exhibition halls and permanent marts at the India Expo Centre & Mart.

EPCH and the Fair Reception Committee have made necessary arrangements for the convenience of participants during the fair. I would encourage the buyers to walk the show and check out the product categories of home, fashion, lifestyle, furniture and furnishings that are being showcased by our talented fellow exporter members.

Over the 30 years, brand IHGF has evolved to be paramount



Mr. R K Verma
Executive Director, EPCH

The brand IHGF has evolved as a strong support for members and is eagerly awaited by buyers from world over. Here, they exclusively visit to source from India and we have the opportunity to put forth our best. This edition is in continuation of an illustrious journey – another edition of a well composed resource to

some of the finest home, fashion, lifestyle, furniture and furnishings from all over India. The Committee of Administration of EPCH has made significant efforts and guided time to time to make IHGF Delhi Fair an important and favorable sourcing destination. Therefore, this fair has become the most appropriate match making and sourcing platform for visiting buyers.

The Council is thankful to the Ministry of Textiles and other Ministries of Government of India including Indian Missions abroad who have extended their full support and promoting in organizing this fair.

were home decor in locally sourced brass, silver and bronze alongside frame decorative paintings using the specialized kalamkari technique and 24 karat gold foil. Assortments in banjara embroidery products came from Aurangabad with handcrafted & embroidered textile home products, made by women artisans. They use eco-friendly raw material i.e. fabric, yarns, and natural

dyes and all assorted materials for banjara embroidery articles. There was handcrafted jewellery from Mumbai with use of precious gemstones like rubies, emeralds and sapphires to handcrafted chains, bracelets, earrings, etc. From Gujarat and Rajasthan artisans, there were applique craft home furnishing, made-ups, home decor & utility, lamps and toys.

Jammu & Kashmir artisans showcased live craft demonstration alongwith products on display at IHGF Delhi Fair Autumn 2023



Enriching sourcing experience for buyers

The five days of the trade appointment saw a sourcing business pitch that uplifted the morale of exhibitors, buyers, organisers and all other stakeholders. Besides strong representation from India's established export markets, there was buyer traffic from emerging markets as well. The fair attracted 7390 overseas buyers from 94 countries and buying representatives, as well as domestic volume buyers, resulting in good business enquiries. Buyers came from USA, the United Kingdom, the United Arab Emirates, France, Germany, the Netherlands, Denmark, Belgium, Sweden, Spain, Japan, Korea, Australia, Singapore, Hong Kong, Saudi Arabia, Turkey, Italy, Canada, South Africa, Russia, Brazil, Mexico, and many more.

Representatives of brands that pre-registered to visit include, Potiers Homes, Argentina; Jasnor Pty Ltd, JTY Imports & Exports Pty Ltd 3760, L&M Home, Alimrose Designs, Australia; Flamant, Belgium; Nat Home Com. Imp. Artigos De Decoracao, Formas Coloridas, Brazil; Gibb and Daan, Simpli Home Ltd, Canada; Loulou du Pont Neuf, Vanam interiors, France; Concord GmbH, Maze Sourcing, Germany; Atlas World Limited, Hong Kong; Arcon Confalone SRL, Italy; Dinnerware & Co., Habufa Furniture, The Netherlands; Elegance Home, Russian Federation; Casa Barrera, S.L. Spain; Homestead Decore, South Africa; Home Centre, Marina Retail Corporation, Wayfair, UAE; Sainsbury's Supermarkets, Indus Valley Furniture Ltd, My Doris Limited, United Kingdom; Rocco Home and Design LLC, TGX Corp, Urban Trends, Walmart, USA, etc.



Mr. Dileep Baid, Chairman, EPCH, said, "some of our buyers appreciated quality and variety of Indian handcrafted products, while some admire how Indian businesses conduct themselves." Tamra Bryant, a regular buyer from USA who was here to source products of decor, daily use and furniture said, "I am doing business in India since 18 years and I have a first-hand experience in witnessing the major progress in the sophistication of Indian vendors. The quality and variety of Indian products has increased over the decade. The makers of the products take significant care of the whole process from manufacturing till exporting." Another buyer, Susanne from Australia shared her interest in cottons and prints as well as natural dyed silks in flattering and comfortable handcrafted apparel from India. "Australians enjoy good quality products with superior materials and flexibility. So, I am here for exclusives, not looking for mass products," she emphasised. Buyer David Cancelas, from Spain who deals with popular chain

restaurants for their interiors, was here to source restaurant furniture to suit various themes. "I have been visiting this fair for over twenty years and am looking for metal chairs and tables for our restaurants. I have found a few and I admire. I really like how the fair has developed over the last two decades," he shared. Another buyer, Susan from USA said, "I come to India every 6 months to renew my stock through each edition of this fair. I am looking for home accessories and gifts for the upcoming holiday season. I think Indian products are magnificent and so far I have found what I was looking for - unique, fun, and fascinating products in home accents, garden decor, and gifts." Buyers from UK, John Allan and Martin shared, "we have been coming to this fair since the beginning. We are wholesalers and retailers for homeware, furniture, and gifting items, exclusively sourced from India. We are here to look for 'one-of-a-kind' pieces, with each one having its own story to tell. We buy products that our customers will not find elsewhere in UK."

Many appreciated festive décor, interior enhancement products, gifts, home accents, natural products, furniture with textures and work on wood's original veins as well as fashion accessories and wellness lines. There were some for exclusives and items that no competitor can find in their home markets.

New product innovations ascertained more business as many added to their buyer lists. They appreciated the inclusion of artisans and upcoming entrepreneurs alongside the big and established players. For most, coming to IHGF Delhi Fair was as pleasant an experience as their long and continued association with EPCH



and the innovated product lines of their suppliers. There have been plenty of interactions, learning & observations and most importantly, promises to meet next season.

Observing visitor response, it can be said that there is growing inclination towards Indian suppliers for their ability to offer the handcrafted value addition in their stylish product lines confirming to upcoming trends. While contemporary feel and looks are welcome, Indian handcrafting skills and intricate workmanship will continue to route in the aficionado to India, many buyers have shared, as Indian culture, heritage and the history of its civilization is reaching every part of the world. In fact, the world is looking at India for inspiration and tradition inspired 'sophisticated' as well as 'rooted' products.

The shows together also made up for an excellent sourcing opportunity for Indian retail brands that strove to step-up their offer for top-end consumers, besides the global home & lifestyle



retail brands/chains which have a growing interest in India-both for sourcing as well as retailing. The IHGF Delhi Fair nearing three decades in existence, has made yeoman contribution to the handicrafts trade from India. It has not only enabled Indian exporters in large numbers to participate in the show and secure business orders but has also facilitated more and more overseas buyers to source their requirement from India at one place and at one time, from the entire exporting community in India.