

HGH India 2023

India Expo Centre, Greater Noida; 13th - 16th December 2023



Mr. Sohan Jha, Senior Director, Office of the Development Commissioner (Handicrafts), Ministry of Textiles, GOI, inaugurating the 14th edition of HGH India in the presence of Mr. Alessandro Liberatori, Italian Trade Commissioner & Director, ITA, New Delhi; and Mr. Rahul Gautam, Chairman Sheela Group

With expectations of growing demand for home products in Spring/Summer 2024, retailers, manufacturers and leading brands came together once again to discuss future business at HGH India's 14th edition. This was inaugurated by Mr. Sohan Jha, Senior Director, Office of the Development Commissioner (Handicrafts), Ministry of Textiles, GOI. Guests of Honour were Mr. Alessandro Liberatori, Italian Trade Commissioner & Director, ITA, New Delhi; and Mr. Rahul Gautam, Chairman Sheela Group. India's leading architects, Ms. Sunita Kohli, President, K2 India; Mr. Sarbjit Singh, Principal Designer, Fab Interiors; and Mr. Jignesh Modi, Principal Architect, Jignesh Modi & Associates, were present.

HGH India is a bi-annual trade show for home textiles, home furniture, home décor, houseware and gifts. This trade show connects international and Indian brands and manufacturers with the retailers, importers, distributors, institutional buyers and interior designers in the rapidly growing Indian market.

HGH India, a significant platform for home textiles, furniture, décor, houseware, and gifts, facilitates connections between international and Indian brands, manufacturers, retailers, importers, distributors, institutional buyers, and interior designers in the rapidly expanding Indian market. With 13 successful editions, the



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trade show attracts around 40,000 trade visitors from 570 cities in its Autumn/Winter edition and 28,000 from 540 cities in the Summer edition. Over 700 manufacturers and brands from 32 countries showcase their products, making HGH India the largest trade show in the Indian home category.



Smt. Amrit Raj, Development Commissioner (Handicrafts) visited the HGH India Fair at IEML. She was received with warm welcome by Dr. Rakesh Kumar, Chairman, IEML, along with Shri Arun Roongta, MD, HGH India and team members

EPCH Participation

EPCH's active participation in HGH India 2023, supported by the Office of the Development Commissioner Handicrafts, featured 10 artisans from various regions. The visit of Smt. Amrit Raj, Development Commissioner Handicrafts, and Smt. Shubhra, Trade Advisor, Ministry of Textiles, along with officials from their department, further emphasized the significance of this trade show. They were warmly welcomed by Dr. Rakesh Kumar, Chairman IEML, along with Shri Arun Roongta, MD, HGH India and team members. The dignitaries appreciated the fair set up and interacted with the exhibitors. Smt. Shubhra invited and

encouraged them to exhibit in Bharat Tex 2024. The delegation then visited the stalls of artisans, set up with the support of Ministry of Textiles, Govt of India.

EPCH's pavilion at HGH India 2023 garnered attention and business inquiries from both international and Indian entities. The 14th edition in December 2023 was deemed a success, with artisans expressing their desire for continued participation in the next edition.

The positive response from artisans and craftspeople across various regions showcased the fruitful engagement between exhibitors and buyers, establishing HGH India as a vital link for marketing and industry growth. ■