

# EPCH marks presence in artisanal show in Italy

## AF- L' Artigiano in Fiera, Milan, Italy; 2<sup>nd</sup> - 10<sup>th</sup> December 2023



Her Excellency Dr. Neena Malhotra, Ambassador of India to Italy; Ms. T. Ajungla Jamir, CGI (consulate General) of India; and Mr. Antonio Intiglietta, CEO, fieri in Milano, inaugurated the EPCH India Pavilion at the fair and met the exhibitors

AF- L' Artigiano in Fiera, held annually in Italy promotes handcrafted products from various parts of the world to Italy and other European markets. The speciality of the fair is that sales across the counter are permitted, besides booking of orders for long term business.

The India Pavilion at the fair, set up by EPCH was inaugurated Her Excellency, Dr. Neena Malhotra, Ambassador of India to Italy; Ms. T. Ajungla Jamir, CGI (consulate General) of India; and Mr. Antonio Intiglietta, CEO, fieri in Milano, with a ribbon cutting and lamp lighting ceremony in the august presence of EPCH's officials and senior officials from the O/o ITPO and other govt. departments.

After the inauguration, the dignitaries visited the EPCH India Pavilion and interacted with each participant. The dignitaries enquired about the exhibitors' products and business.

The Ambassador and Consulate General were impressed by the scale of the India Pavilion and appreciated the professional and attractive display put up by the exhibitors. Through one-to-one interaction with the exhibitors, the dignitaries gained information about Indian handicraft products. They expressed their happiness and appreciation towards the displayed products.

The display at the India Pavilion featured Textiles, Furnishing fabrics, Costume jewellery and accessories, Christmas decoration,



Home Decoration & Giftware, Kashmiri products, Incense etc. In all over 150 companies, from India marked their presence at the fair. ■