

Autumn Fair International

Products Display, Live Demonstration of GI crafts from India in Thematic Display
Birmingham, United Kingdom; 1st - 4th September 2024

EPCH participated in the Autumn Fair International, held at the NEC, Birmingham, UK, from 1st - 4th September 2024, by setting up an exclusive India Pavilion. This was inaugurated by Dr. Venkatachalam Murugan, Consul General of India, Birmingham, U.K., in



Dr. Venkatachalam Murugan, Consul General of India, Birmingham, U.K., along with Mr. R. K. Verma, Executive Director, EPCH, inaugurated the EPCH India Pavilion at Autumn Fair and interacted with the participating members

the presence of member exhibitors. India had a significant opportunity to showcase its unparalleled diversity, rich culture, and long tradition of arts and crafts on a large platform like Autumn Fair, Birmingham.

During the inauguration, Dr. Venkatachalam Murugan appreciated the Council's continuous efforts to bring Indian handicrafts to global markets and promote handicraft exports. He also interacted with the participating members and assured them of full support for future business promotions.

EPCH regularly exhibits at Autumn Fair International as this provides an insight into the UK market's versatility. The United Kingdom, being one of the world's major markets, holds vast potential for handicrafts and gift items. India's participation in the



Business visitors interacting with EPCH exhibitors in the EPCH India Pavilion during Autumn Fair International

Autumn edition enhanced the fair's vibrancy and diversity, while familiarizing global manufacturers, retailers, and brands with India's robust entrepreneurship in textiles, home furnishings, and consumer products, creating new sourcing opportunities.

In this edition, 19 member exporters of EPCH participated under the EPCH India Pavilion, showcasing a wide array of products, including home decor and accessories, fashion jewellery, Christmas decorations, home textiles, handicrafts and gifts, handmade leather products, furniture, and kitchenware.

To further promote Indian handicrafts, EPCH set up an exclusive pavilion featuring live demonstrations of traditional crafts by master artisans and producers of Geographical Indication (GI)-tagged products. The Office of the Development Commissioner (Handicrafts) deputed 6 master craftsmen to demonstrate Wood Craft from Jagdalpur, Kutch Bandhani (Tie & Dye) from Bhuj, Lac Bangles from Delhi, Leather Puppetry from Tirupati, Bronze Sculpture from Chennai, and Bagh Print from Madhya Pradesh. Additionally, the Department for Promotion of Industry & Internal Trade (DPIIT), Ministry of Commerce & Industry, Govt. of India, deputed 8 GI producers, including Narasapur Crochet Lace from Andhra Pradesh, Muga Silk from Assam, Warli Painting from Daman & Diu, Kashmir Pashmina and Sozni Crafts from Jammu & Kashmir, Nagina Wood Craft from Uttar Pradesh, Berinag Tea from Uttarakhand, Cherial Painting from Telangana, and Villianur Terracotta and Thirukannur Papier Mache from Pondicherry. ■

Maison & Objet

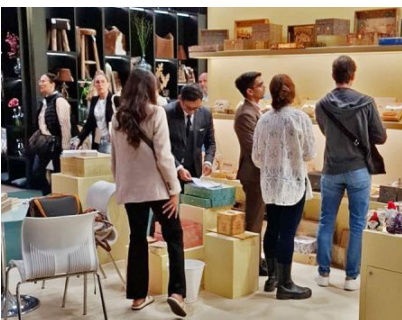
EPCH puts up thematic pavilion highlighting 'Magic of Gifted Hands'
Paris, France; 5th - 9th September 2024



"Mr. Naveen Kumar, Counsellor (Economic & Commercial), along with Mr. Dileep Baid, Chairman of EPCH; Mr. Rajesh Jain, COA Member, EPCH; and Mr. R. K. Verma, Executive Director – EPCH, interacted with participating members and craftsmen at Maison & Objet 2024, Paris, France

The Maison & Objet 2024 took place from 05-09 September in Paris, France, with EPCH presenting a thematic pavilion titled "Indian Handicrafts - Magic of Gifted Hands." The EPCH India Pavilion was inaugurated by Mr. Naveen Kumar, Counsellor (Economic & Commercial), alongside Ms. Swati Sharma, Second Secretary (Commerce), Embassy of India, Paris, France; Mr. Dileep Baid, Chairman of EPCH; Mr. Rajesh Jain, Member, COA, EPCH; along with member exhibitors and other senior officials. Mr. R. K. Verma, Executive Director - EPCH, highlighted that the event provided a prime opportunity for India to showcase its handicrafts at the world-renowned design-oriented fair, positioning India as a key sourcing destination for handicraft products.

Mr. Naveen Kumar, along with other senior officials, interacted with the participating members and assured them of continued support for future business promotions.



Visitors exploring the EPCH India Pavilion

Maison & Objet 2024 brought together the international design, home decor, and lifestyle community under one roof. He emphasized that Maison & Objet, as a multicultural crossroads of contemporary living,

serves as a platform for global exhibitors and visitors to display a high-quality range of international products. The event offered a comprehensive overview of creativity, excellence, and innovation, fostering collaboration and idea exchange.

In this edition, 6 member exporters of EPCH participated under the EPCH India Pavilion, showcasing a wide array of home decor items, gifts, candles, incense, household products, vases, armchairs, side tables, bath accessories, trays, and eco-friendly products. To further promote Indian handicrafts, EPCH set up a thematic display with live demonstrations of traditional crafts by master artisans.

The Office of the Development Commissioner (Handicrafts) deputed 5 master craftsmen, showcasing Kalamkari painting from Andhra Pradesh, Pashmina Kani shawl weaving from Jammu & Kashmir, Thewa art from Rajasthan, stone carving from Odisha, and Mysore rosewood inlay from Karnataka.

Maison & Objet Paris has been a gateway to the world of design for over 25 years, serving as a major event for professionals working in the art of living in all its diverse expressions. With over 45,000 visitors expected from 88 countries, India's participation added vibrancy and diversity to the fair. It also familiarized global manufacturers, retailers, and brands with India's dynamic entrepreneurship in textiles and home furnishings, opening new sourcing opportunities from the country. ■

Index Saudi Arabia

EPCH puts up Thematic Pavilion with Home & Lifestyle Products, Master Craftsmen showcase handicraft skills to an eager audience
Riyadh, Saudi Arabia; 17th - 19th September 2024



Mr. Abu Mathen George, Deputy Chief of Mission, along with other senior officials, inaugurated the EPCH India Pavilion at Index Saudi Arabia 2024 in Riyadh, Saudi Arabia and interacted with the participating members

EPCH participated in the Index Saudi Arabia 2024, held at Riyadh, Saudi Arabia, from 17-19 September 2024, by setting up the EPCH India Pavilion. This was inaugurated by Deputy Chief of Mission, Mr. Abu Mathen George; and Ms. Manu Smriti, Counsellor (Economic & Commerce), in the presence of EPCH member exhibitors participating in the fair.

This event provided India with a prime opportunity to showcase its rich cultural heritage, diverse arts, and long tradition of craftsmanship on a global platform. The Council had organized the participation of member exporters and artisans from various parts of India. Mr. Abu Mathen George, Deputy Chief of Mission, along with other senior officials, engaged with the participating members, assuring them of support for future business promotions.

Index Saudi Arabia is the longest-running interiors event in the Middle East, trusted by companies and brands worldwide. The fair brought together the global design, home decor, and lifestyle community under one roof. India's participation added diversity to the event, while introducing global manufacturers, retailers, and brands to India's entrepreneurial spirit in textiles, home furnishings, and consumer products, thereby opening up sourcing opportunities.

To further promote Indian handicrafts, EPCH set up a thematic display featuring live demonstrations of traditional Indian crafts by master artisans. The Office of the Development Commissioner (Handicrafts) deputed five master craftsmen to showcase Marble Inlay from Agra, Usta Art on Camel Leather from Bikaner, Bone Carving from Lucknow, Palm Leaf Craft from Odisha, and Horn & Bone Craft from Jodhpur.



During EPCH's participation in this fair, a meeting took place between Dr. Suhel Ajaz Khan, Ambassador of India to Riyadh, and five master craftsmen from India at the Embassy of India, Riyadh. Following this, Ms. Manu Smriti, Counsellor (Economic & Commerce), presented certificates of appreciation to the artisans and EPCH. ■