

EPCH elevates India's handmade crafts

Melbourne, Australia; 19th - 21st November 2024



Dr. Sushil Kumar, Consul General of India, Melbourne, Australia, inaugurated the EPCH India Pavilion at the fair

The Expo's focus on sustainable fashion, home décor, and consumer goods perfectly aligns with India's strengths in producing high-quality, ethically sourced products. India's participation in this year's Expo will strengthen the recently signed India-Australia Economic Cooperation and Trade Agreement (ECTA). This landmark agreement is expected to significantly boost trade between the two nations, creating new opportunities for exporters from both countries.

The Global Sourcing Expo Melbourne, Australia 2024, held from 19th to 21st November 2024 at the Melbourne Convention & Exhibition Centre, Australia, is a significant event to strengthen bilateral trade between India and Australia, showcasing India's vast array of handicrafts, apparel, and sustainable lifestyle products. The EPCH India Pavilion got inaugurated by Dr. Sushil Kumar, Consul General of India, Melbourne, Australia along with member exhibitors.

Dr. Sushil Kumar, Consul General of India, Melbourne, Australia while inaugurating appreciated the continuous efforts of the Council for bringing Indian Handicrafts to the world markets and promotion of handicrafts exports from the country. CGI also interacted with member participants and assured all support in future business promotions.

The Global Sourcing Expo Melbourne is Australia's premier trade event, bringing together international manufacturers, wholesalers, and designers with key retail chains, fashion labels, and institutional buyers from Australia, New Zealand, and beyond.



Dr. Sushil Kumar, Consul General of India, Melbourne met the exhibitors

EPCH set up a vibrant India Pavilion featuring 16 member exporters from key craft clusters, including Moradabad, Jaipur, Noida, Delhi, West Bengal, Haryana, Uttar Pradesh and Karnataka. The pavilion displayed a curated range of products such as apparel, leather goods, cotton jute bags, home décor, kitchenware and more. ■