

Dedicated platform for handicraft exporters at IIMTF

India International Mega Trade Fair, Kolkata; 20th December 2024 - 6th January 2025

The India International Mega Trade Fair (IIMTF) is an annual event held in Kolkata, serving as a platform for exhibitors from India and abroad to showcase a diverse range of products. The recent edition took place from 20th December 2024 to 6th January 2025, at the Science City Ground, Kolkata.

EPCH participated in the IIMTF 2024, providing a dedicated platform for handicraft exporters to showcase their products to a wide audience, including international buyers and domestic consumers. This participation aligned with EPCH's mission to promote and support the export of Indian handicrafts.



Dr. Sashi Panja, Minister of State, Department of Women and Child Development and Social Welfare, Government of West Bengal, inaugurated the fair along with Mr. O.P. Prahadka, Regional Convenor - Eastern Region, EPCH; Dr. Subrata Gupta, Secretary, Department of Food Processing Industries, Ministry of Food Processing Industries, Government of India; and representatives of GS Marketing.

The fair featured participation from over 17 countries and 22 Indian states, offering more than 100,000 unique products across various categories, including ethnic wear and accessories; fashion items; electronic appliances; home decor; real estate, etc.

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Mr. Sandeep Kumar, Regional Director, O/o DC (Handicrafts), Kolkata, visited 31 EPCH stalls at the IIMTF exhibition ground to oversee activities, interact with artisans and exporters, and gain insights into key industry issues, growth prospects, and opportunities. He expressed satisfaction with EPCH's coordination of the event in collaboration with the organisers. Attracting 950,000 visitors, the event reaffirmed its popularity among both exhibitors and attendees. One of the key highlights of IIMTF was the diverse array of unique products from different countries and states across India.



Mr. Sandeep Kumar, Regional Director, O/o DC (Handicrafts), Kolkata, visited the EPCH stalls at IIMTF