

EPCH Marks presence at Index Fair

Indian Handicrafts Pavilion attracts Premium Buyers

Dubai, UAE; 27th - 29th May 2025



EPCH India Pavilion at Index Fair, Dubai was inaugurated by Mr. Satish Sivan, Consul General of India in Dubai, with a traditional lamp lighting and ribbon-cutting ceremony, in the presence of participating member exhibitors

The Index Fair, held from 27th to 29th May 2025 at the Dubai World Trade Centre, brought together leading international brands and buyers from the West Asia & North Africa (WANA) region. The EPCH India Pavilion was formally inaugurated by Mr. Satish Sivan, Consul General of India in Dubai, through a ceremonial lamp lighting and ribbon-cutting, in the esteemed presence of participating Indian member exporters.

The fair served as a valuable platform for Indian handicraft exporters to showcase their unique and diverse product ranges to a premium global audience, particularly from the Middle East region. This year's participation featured 11 member exporters from various parts of India, each presenting a curated collection of home décor, tableware, gifting, furniture, home furnishing and lifestyle handicrafts.

During the inauguration, Mr. Satish Sivan appreciated the consistent efforts of the Export Promotion Council for Handicrafts (EPCH) in promoting Indian handicrafts in global markets and acknowledged the Council's significant role in enhancing exports from the country. The Consul General also engaged with the Indian exhibitors and assured them of continued support for strengthening business opportunities in the UAE.

The Council has been regularly participating in Index Fair, Dubai, considering its relevance in offering deep market insights and strong business potential in the WANA region. The fair stands as the largest trade event for design-led products catering to homes and hospitality across the Middle East.

The EPCH India Pavilion, organised

with the support of the Ministry of Commerce & Industry, Government of India, drew significant interest from international trade visitors. The vibrant display of Indian craftsmanship was well-received, with visitors appreciating the artistry, design innovation, and sustainable practices reflected in the collections.

UAE remains a major export destination, and the Index Fair offers extensive opportunities for Indian exporters to expand their reach in home, lifestyle, textiles and furniture segments. India's participation strengthened international awareness and sourcing interest in Indian handcrafted products.



Mr. Satish Sivan, Consul General of India in Dubai, with member participants at the EPCH India Pavilion during Index Fair, Dubai