

EPCH leads Indian contingent to Hong Kong Mega Show

Highlights India as a Prime Sourcing Destination

Hong Kong; 20th - 23rd October 2025



Ms. Surbhi Goyal, Acting Consul General of India in Hong Kong, inaugurated the India Pavilion at Hong Kong Mega Show, in the presence of Mr. Aman Agarwal, Consul (Commercial), Consul General of India in Hong Kong; and Mr. Ashok Kumar Verma, Deputy Director, O/o D C (Handlooms), Govt. of India. She also met the exhibitors and the Master crafts persons at the Pavilion

EPCH set up an exclusive India Pavilion in Hong Kong Mega Show, held at Hong Kong Convention & Exhibition Centre, from 20th to 23rd October 2025. This participation emphasised India's position as a premier global sourcing destination for diverse handicraft products. The EPCH India pavilion was inaugurated by Ms. Surbhi Goyal, Acting Consul General of India in Hong Kong, in the presence of Mr. Aman Agarwal, Consul (Commercial), Consul General of India in Hong Kong; Mr. Ashok Kumar Verma, Deputy Director, O/o D C (Handloom), Govt. of India; and Mr. Sushil Kumar Agrawal, Deputy Director, EPCH, along with participating member exporters, Master crafts persons and representatives from the fair organiser.

During her inaugural address, Ms. Surbhi Goyal praised efforts of the Council for bringing Indian Handicrafts to the world markets and promotion of handicraft exports from the country. She also interacted with member participants and showing particular interest in live craft demonstrations by Master crafts persons.

The Council participated with 10 member exporters featuring a curated selection of Indian handicrafts, exclusive products display including artmetalware, home textiles, home furnishings, leather products, Christmas decoratives, kitchen accessories, etc. along with three Master crafts persons of Shazar Stone Craft, Banda, Uttar Pradesh; Pattachitra, Odisha and Sikki Art, Delhi, deputed by O/o Development Commissioner (Handicrafts).

EPCH also undertook a Road Show for the promotion of the forthcoming IHGF Delhi Fair-Spring 2026. These initiatives are

designed to enhance awareness of India's position as a leading sourcing destination for handicrafts, furniture and lifestyle products, while reinforcing the IHGF Delhi Fair as one of the world's largest and most trusted sourcing platforms.



Road Show for the promotion of the IHGF Delhi Fair Spring, 2026, to be held in February next year

Hong Kong Mega Show is a major marketing platform and sourcing hub for Asian products. Mega Show is in its 32nd edition showcased an array of gifts and premiums products, house wares, lifestyle products, toys, festive supplies and sporting goods within the Asia-Pacific region.

The show is a cross-industry event, bringing together the diversity and innovative power of Asian products under one roof and promotes international trade by creating networking opportunities, facilitating business initiation and exchanging knowledge and trends between exhibitors and visitors. ■

IHGF Delhi Fair Promotions at High Point Market, USA

North Carolina, USA; 25th - 29th October 2025



EPCH booth being inaugurated by veteran & respected buying agent, Mr. C S Unni along with Dr. Neeraj Khanna, Chairman EPCH; Mr. Naved Rehman, COA Member, EPCH; senior buying agents Mr. Prashanth Vasudevan and Ms. Radhika Kukreja; and Mr. Alfred L Bolton, Managing Director, High Point Exhibitions Inc. USA

In its continual efforts to promote Indian handicrafts globally, EPCH launched an extensive promotional campaign for the special edition of its 61st IHGF Delhi Fair Spring 2026 - focused on Furniture. The campaign began on a high note at the High Point Market, North Carolina, USA – known to be the world's largest international business hub for furniture.

EPCH promotional booth at "Suits at Market Square" was inaugurated by veteran & respected buying agent, Mr. C S Unni along with Dr. Neeraj Khanna, Chairman EPCH; Mr. Naved Rehman, COA Member, EPCH; senior buying agents Mr. Prashanth Vasudevan and Ms. Radhika Kukreja; and Mr. Alfred L Bolton, Managing Director, High Point Exhibitions Inc. USA.

Dr. Neeraj Khanna also had an interactive luncheon meeting with leading trade publications and officials of High Point Authority and they agreed to collaborate with EPCH and IHGF for reaching out to a larger sourcing community who are yet to explore Indian furniture & home furnishings.

Dr. Neeraj Khanna and Mr. Naved Rehman visited and had a meaningful discussion with some leading and established brands showrooms. IHGF Delhi Fair is a well-recognised brand amongst the American importers, and they were pleased to accept the invitation to visit the 61st IHGF Delhi Fair - Spring 2026. The EPCH delegation also interacted several member exporters and buying agents who were walking the High Point Market and meeting their customers.



A series of business magazine advertorials, email and publicity campaign with special focus on furniture were showcased by EPCH during the High Point Market week in October 2025 at two adjoining international airports: Piedmont Triad International Airport, Greensboro; and Charlotte Douglas International Airport, North Carolina. ■