

India's emphatic presence and product display enthuses buyers

Heimtextil, Frankfurt, Germany; 9th-12th January 2018



The India Pavilion was inaugurated by Hon'ble Minister of Textiles and I&B, Smt. Smriti Zubin Irani, who also led a delegation of 5 members to Heimtextil, Germany

EPCH's participation at the 2018 Heimtextil Germany was highlighted with an India Pavilion housing 14 member exporters in an area of 195 sq. mtrs. This participation was under the Marketing Support Services Scheme of O/o Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India.



The India Pavilion was inaugurated by Hon'ble Minister of Textiles and I&B, Smt. Smriti Zubin Irani, who also led a delegation of 5 members to Heimtextil, Germany. They were, Mr. Sanjay Rastogi, DC (Handlooms); Ms. M. Imkongla Jamir, PS to HMOT; Mr. O P Prahladka,

Chairman, EPCH; Mr. V Kumar, Chairman, HEPC; and Mr. Ujjwal P Lahoti, Chairman-Texprocil. The Minister interacted with the exhibitors.

The lines on display at the India Pavilion generated encouraging footfall as well as response from the visiting business buyers, designers, architects and other trade visitors. EPCH also set up a publicity booth to disseminate information about the upcoming IHGF Delhi Fair-Spring 2018 and Home Expo India 2018, through brochures, cotton bags, pens & pads. Many buyers have shown interest in visiting the shows.

European Union has been an important market for Indian products with Germany as a significant destination for imports of Indian home textiles in particular. Heimtextil is the biggest international trade fair for home and contract textiles business and the global benchmark for quality textiles of design and innovative functionality. Over 70,000 trade visitors and 2,975 exhibitors from across the world travelled to Frankfurt from 9 - 12 January to start the 2018 business and trade fair year together. A total of 395 Indian companies participated in the show, marking the second largest participation after China.

A glimpse of buyers at the EPCH stands and at the EPCH publicity booth

