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## Preparations launched for India's participation as 'Partner Country' at Ambiente 2019



Seen LtoR: Mr. Stephan Kurzawski, Sr. Vice President, Messe Frankfurt, Germany; Mr. Raj Manek, Managing Director, Messe Frankfurt India Pvt. Ltd.; Shri Ajay Tamta, Hon'ble Union Minister of State for Textiles; Mr. Shantmanu, DC (Handicrafts); and Mr. Rakesh Kumar, Executive Director, EPCH

A press meet was organised in New Delhi to launch activities to prepare for India as Partner Country in Ambiente 2019 to be held from 8-12 February, 2019 at Frankfurt, Germany. Mr. Ajay Tamta, Hon'ble Union Minister of State for Textiles; Mr. Shantmanu, Development Commissioner (Handicrafts); Mr. Stephan Kurzawski, Senior Vice President, Messe Frankfurt, Germany; and Mr. Raj Manek, Managing Director, Messe Frankfurt India Pvt. Ltd. were present. A large number of representatives from print and electronic media were also present to cover the event.

Speaking on the occasion, Shri Ajay Tamta said, "India is happy to be the Partner Country at Ambiente 2019, one of the biggest global consumer goods and trade fairs that will open up opportunities for sourcing and investment in India. India is looking forward to this collaboration that will help to develop long-term sustainable partnerships of Indian industry with the value chain in Germany and other countries."

"Germany is major market for Indian products and hence Ambiente is an important international marketing medium for Indian companies," said Mr. Rakesh Kumar, Executive Director, EPCH. He added that over 445 Indian companies participated in Ambiente February 2018. 56 handicraft exporters and five Master

crafts persons participated under the EPCH banner. Looking at the large participation from India in the show, EPCH urged organisers of the fair-Messe Frankfurt, Germany, to declare India as partner country during Ambiente 2019. So, Messe Frankfurt at a festive ceremony on the final day of Ambiente 2018, declared India to be the "Partner Country" in Ambiente 2019. After Japan, India becomes the 2nd partner country in this show from Asia.

Mr. Stephan Kurzawski, Senior Vice President, Messe Frankfurt, Germany said, "I am very pleased that we were able to present the Republic of India as a partner country for the next Ambiente. India has an incomparable diversity, a rich culture and also a tradition of art and craft. It's also among our absolute top countries in terms of exhibitors. I am confident that its presentation will be a real highlight at Ambiente 2019 for visitors and exhibitors from all over the world."



"Through this initiative, handicrafts of India will be promoted by 137 offices of Messe Frankfurt located all across the globe amongst over 5 lakh buyers who visit the show every year at Frankfurt. This will surely give major boost and quantum jump in the exports of handicrafts from India. For the first time, India will be projected at the main locations of Messe Frankfurt at Galleria, Theme trends pavilions. This will also further add to upgrade Indian crafts to the high-end markets of the world," elaborated Mr. Rakesh Kumar. ■