

Display and live demonstrations promote regional Indian crafts

AFL Artigiano in Fiera, Milan, Italy; 1st - 9th December 2018

EPCH set up the India Pavilion that came up vibrantly with a variety of Indian crafts at the 23rd edition of AF-L' Artigiano in Fiera, Milan, Italy, an important annual event to promote handcrafted products from various parts of the world to Italy and other European markets. This edition featured more than 3000 exhibitors from 100 countries, in 9 display halls spread across 3,40,000 sq feet at the RHO Fiera Exhibition Centre, Milan. The speciality of AF- L' Artigiano in Fiera is that sales across the counter are permitted, besides booking of orders for long term business. EPCH participants numbered 18 member exporters and 4 Master crafts persons deputed by the O/o DC (Handicrafts). The Council had also set up the publicity booth for promotion of forthcoming shows i.e. IHGF Delhi Fair-Spring 2019 and Home Expo India 2019.

The India Pavilion was inaugurated by by Deputy Chief of Mission Embassy of India Rome, Mrs. Gloria Gangte. She visited the stalls in the Pavilion and interacted with the participants. The Deputy Chief of Mission also appreciated the efforts of EPCH. Mr. Shirsat Kapil Ashok, IAS, District Magistrate, Madhubani, Bihar and Mr. AK Mohanty, Senior Assistant Director DC (Handicrafts), also visited the pavilion and met the participants.

The display at the India Pavilion included Indian handcrafted like garments, home furnishing, wooden



handicrafts, bags, paintings, stoles, accessories, silk shawls, laces & borders, scarves, costume jewellery and accessories, lamps, wall decor, incense, natural candles, etc. ■



Mrs. Gloria Gangte, Deputy Chief of Mission, Embassy of India Rome, graces the India Pavilion



Mr. Shirsat Kapil Ashok, IAS, District Magistrate, Madhubani, Bihar and Mr. AK Mohanty, Senior Assistant Director DC (H) at the India Pavilion

