

Celebrating INDIA

Partner Country at Ambiente 2019



Ambiente 2019 began in a colourful ceremony on 8th February 2019 in the presence of Mr. Shantmanu, Development Commissioner (Handicrafts); Smt. Pratibha Parkar, Consul General of India in Frankfurt, Germany; Mr. O P Prahladka, Chairman, EPCH; Mr. Rakesh Kumar, Director General, EPCH; Mr. Sunil Sethi, President, FDCI; Mr. Raj Manek, Managing Director, Messe Frankfurt India and other members of CoA, EPCH.



India is the only other Asian country, after Japan, to get the Partner Country status at Ambiente. Since announcement, the euphoria followed by concerted efforts and readiness to make a grand impact culminated into a grand representation at Ambiente 2019 by Indian participants, designers and Master crafts persons at Messe Frankfurt, Germany from 8th to 12th February 2019



Mrs. Pratibha Parkar, Consul General of India, Frankfurt, Germany; Mr. Shantmanu, DC (Handicrafts); Mr. O P Prahladka, Chairman, EPCH; Mr. Rakesh Kumar, Director General, EPCH; Mr. Sunil Sethi, President, FDCI; and Mr. Raj Manek, MD, Messe Frankfurt, India, seen in a Theme Pavilion set up at Ambiente 2019

Accolades



Largest Indian participation, emphatic display by EPCH

This edition of Ambiente saw participation from 517 Indian companies displaying exquisite Christmas decoration, fashion jewellery, wooden handcraft items, textiles, furnishing, leather products, lamps and lighting, ceramics, bathroom accessories, etc. EPCH set up a vibrant Theme Pavilion showcasing sustainable eco-friendly crafts from North Eastern States of India. A thematic display of sustainable handcraft products from North Eastern Region "a cart stand" under the banner of "India - Magic of Gifted Hands" was set up focusing on material like hand woven and handloom textiles from Nagaland, kauna grass products from Manipur, fashion bags from sea grass, cane & bamboo, etc.



Promoting 'Handmake in India': Smt. Pratibha Parkar, Consul General of India (centre); On her right - Mr. Rakesh Kumar, Director General, EPCH; Mr. Raj Manek, Managing Director, Messe Frankfurt India; Mr. Rajesh Jain, CoA Member, EPCH; Mr. Tapas Kumar Jana, National Awardee from West Bengal; and members of Commerce Team of CGI Frankfurt; On her left - Mr. Shantmanu, DC (Handicrafts); Mr. Sunil Sethi, President, FDCI; Mr. O P Prahladka, Chairman, EPCH; Mr. Vijay Kumar Goel, CoA Member, EPCH; Mr. Inder Singh, Shilp Guru from Rajasthan.



Visitors Delight



Live Crafts Demonstrations & GI Craft Showcase

5 Master crafts persons nominated by O/o Development Commissioner (Handicrafts) presented live demonstration of their crafts in a thematic display under two themes "Stepwell and Karawan" curated by Mr. Sunil Sethi, President, FDCI. Mr. Amrit Lal Sirohiya, National awardee from Rajasthan demonstrated Gemstone carving; Mr. Inder Singh, Shilp Guru from Rajasthan demonstrated metal craft making; Mr. Naseer Ahmad Mir, National Awardee from Jammu & Kashmir demonstrated the art of Kani shawl embroidery; Mr. Mohd. Matloob, Shilp Guru from Delhi demonstrated Mughal wood carving; and Mr. Tapas Kumar Jana, National Awardee from West Bengal demonstrated Masland Mat Weaving. The visitors showed great interest in these live craft demonstrations by artisans. Mr. Sethi also set up Designer Alliance of sholapith work of Kolkata and primitive art fusion with contemporary, making it an attraction at the show, encouraging buyers to visit the thematic displays.



Mesmerising



Handmade in India - Timeless and Handmade

India being the partner country occupied the best of spaces in Galleria and other places justifying India's status as a Partner Country and showcasing India as one of the best home, lifestyle and fashion supplying nations in the world. Designers from India, Mr. Ayush Kasliwal and Mr. Sandeep Sangaru curated these special spaces and set up restaurants using cane and bamboo products of North Eastern Region besides a theme on Handmade in India. The themes were divided into two parts entitled 'Timeless and Handmade' celebrating products with every day designs. The second section of the theme focussed on both established and emerging craft entrepreneurs.

Mr. Ayush Kasliwal studied furniture designing from National Institute of Design Ahmedabad and has been awarded EDIDA 2013, ILA (Messe Frankfurt 2015) and Lexus Design Award 2019. Based on his vast experience, he and his colleague Mr. Sandeep Sangaru curated themes of NER and Make in India at Ambiente 2019. Mr. Kasliwal's work of designing furniture, lamps, metalwork and textiles have been awarded by UNESCO seal of excellence.



A brand image promotion seminar on "India-A profitable destination for sourcing handicrafts" was organised during India Evening on the sidelines of Ambiente 2019. The Seminar drew huge crowds as it projected India's strength as a profitable sourcing destination for handicrafts to the buyers who attended the seminar.

Brand Image Promotion & India Evening



Mr. O P Prahladka
Chairman, EPCH

Smt. Pratibha Parkar
Consul General of India
in Frankfurt, Germany



Mr. Shantmanu
Development Commissioner
(Handicrafts)

Mr. Stephan Kurzawski
Member of the Extended
Board of Management
of Messe Frankfurt



Mr. Rakesh Kumar
Director General, EPCH



Art and culture go hand in hand and cultural performances during India Evening organised by EPCH and Exhibitors' Evening organised by Messe Frankfurt during Ambiente were one of the main attractions for the august gathering who were mesmerised by the enchanting, lively and colourful performances, especially the fusion presentations.





Appreciation



In appreciation for all associates at Ambiente 2019, Consulate General of India, Frankfurt; Development Commissioner (Handicrafts); EPCH and Director General, EPCH presenting specially crafted mementos to Designers, Artisans and Team Messe Frankfurt



Media Coverage in India

WWW.INDIANEXPRESS.COM
THE INDIAN EXPRESS, WEDNESDAY, FEBRUARY 13, 2019



INAUGURATION -EPCH
Indian participation at Ambiente 2019 was inaugurated on 8, 2019 by Shantmanu, Development Commissioner [Handicrafts] in presence of Q.P.Praladka, Chairman -EPCH, Raj Kumar, DG - EPCH and others. The fair continued till Feb 12.

India draws huge attention of European buyers at Ambiente 2019

Staff Reporter
Germany, Feb 13
Aggravated by Indian government's policy of protectionism, European buyers at Ambiente 2019 were surprised to find that the Indian participation was a great success. The fair continued till Feb 12.



अमर उजाला मुंबई, 11 फरवरी 2019

रानदार कारोबार के साथ फ्रैंकफर्ट फेयर खत्म

एम्बिएंटे में बड़े निर्यातकों की निगाहें अब फेयर पर, 18 फरवरी से शुरू हो रहा है दिल्ली आर्टिजानोएफ फेयर

हिन्दुस्तान मुंबई, 13 फरवरी 2019

जर्मनी में फेयर खत्म, निर्यातक शहर रवाना

मुंबई, 13 फरवरी 2019
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जर्मनी में फेयर खत्म, निर्यातक शहर रवाना

अमर उजाला मुंबई, 11 फरवरी 2019

फ्रैंकफर्ट में 'हैंड मेक इन इंडिया' की धूम

मुंबई, 11 फरवरी 2019
फ्रैंकफर्ट में 'हैंड मेक इन इंडिया' की धूम

हिन्दुस्तान मुंबई, 09 फरवरी 2019

जर्मनी में शुरू हुआ मुंबई का कारोबार

मुंबई, 09 फरवरी 2019
जर्मनी में शुरू हुआ मुंबई का कारोबार

A year ago, Messe Frankfurt at a festive ceremony on the final day of Ambiente 2018 declared India as the "Partner Country" in Ambiente 2019. After Japan, India was Ambiente's second Asian partner country. Through the combined efforts of Messe Frankfurt, O/o Development Commissioner (Handicrafts), Consulate General of India and EPCH, a series of events took place at Ambiente which included brand image promotion seminar on "India - A Profitable Destination for sourcing Handicrafts", cultural performances, theme setting by designers, live demonstration by Master crafts persons and GI craft display, meetings to discuss promotion of Magic of Gifted Hands in Germany besides participation by a large number of handicraft exporters.

Ambiente Fair held at Frankfurt every year in the month of February is one of the oldest established and well known

fairs for presentation of new products, new trends and new innovations. More than 4500 companies from 80 countries participate in this fair. The fair attracts around 1,50,000 trade visitors to product sectors featuring houseware, decoratives, home furnishing, fashion accessories, Christmas decoration, wooden handicrafts, etc. European Union is an important market for Indian products where Germany has a special place being one of the largest importers, particularly houseware, homeware and handicrafts. Ambiente, one of the oldest established well-known fairs held every year in the month of February at Frankfurt, Germany, is an important marketing medium for India not only for Germany but for the entire world. India has been participating in this fair on regular basis since many years.



Extensive Media Coverage & Publicity in Germany

