

Global Indian Festival highlighted with live craft demonstrations and home accents from India

17th Global Indian Festival; 1st - 9th June 2019; Kuala Lumpur, Malaysia

The 17th edition of the Global Indian Festival, held in Mid Valley Exhibition Centre, Kuala Lumpur, Malaysia, was organised by the ASC Agenda Suria Communication in collaboration with Indian High Commission & Malaysia External Trade Development Corporation (MATRADE). The display profile included home decor and utility products, textiles, fashion accessories like women's garments, shawls, stoles, etc. with emphasis on B2C segment. Approx. 300 Indian exhibitors displayed their lines and the festival attracted over 4 lakhs visitors not only from Malaysia but also from the Asia region. The festival is known for creating an interesting platform for commerce, cultural and artistic projects whilst linking together the Indian diaspora's community values & cultural history as well as facilitating retail sourcing, in the region.



H.E High Commissioner of India to Malaysia, Mr. Mirdul Kumar, seen inaugurating the festival in the presence of Mr. Varun Jeph, First Secretary (Com); Dr. Xavier Jayakumar, Minister of water, land and natural resources of Malaysia; and Mr. Jaggarao Simancha, Founder & CEO, Agenda Suria

and craftsmanship. The promotional booth set up by EPCH helped distribute leaflets of the forthcoming IHGF Delhi Fair-Autumn 2019 and Indian Fashion Jewellery & Accessories Show (IFJAS) 2019.

The festival was inaugurated by the HE, High Commissioner of India to Malaysia, Mr. Mirdul Kumar, in the presence of Mr. Varun Jeph, First Secretary (Com); Dr. Xavier Jayakumar, Minister of water, land and natural resources of Malaysia; and Mr. Jaggarao Simancha, Founder & CEO, Agenda Suria. The dignitaries also visited the India pavilion and appreciated the efforts taken by EPCH for setting up such a pavilion.



EPCH receives the trophy from H.E High Commissioner of India to Malaysia, Mr. Mirdul Kumar, for successful participation in the festival

EPCH set up a collective display with 27 booths across an area of 225 sq. mtrs. and participated with a delegation of 22 member exhibitors from across various product categories like jewellery, decorative items, leather goods, textiles, home decor, garments, photo frames, etc. 5 Master crafts persons (National awardees) adept at crafts of engraving, poetic sceneries, wood crafting and Kashmir papier-machie were deputed by the O/o DC (Handicrafts) for live demonstration of these crafts at the show. Visitors to the Council's pavilion appreciated the products



EPCH promotes IHGF Delhi Fair-Autumn 2019 at The Total Home & Gift Market Show Texas, USA; 19th - 23rd June 2019



The Council participated in The Total Home & Gift Market Show held at World Trade Center Dallas, USA, in its ongoing efforts to promote IHGF Delhi -Autumn-2019 by setting up a promotional booth displaying the show's various features as well as indicative handicrafts & gift products along with eco-friendly home products of North East region. This was supplemented with distribution of promotional material like pens, diaries, cotton bags, fliers to visitors who came to the booth. Besides, an advertisement was also placed in the Show Catalogue. Visitors to the EPCH booth expressed their interest for eco-friendly home products of North East region as well as inclination to visit the forthcoming IHGF Delhi Fair.

World Trade Center Dallas is said to be the world's most complete wholesale marketplace. Within its marketplace, retailers from around the globe source products ranging from home furnishings, gifts, decorative accessories and lighting to textiles, fashion accessories and apparel. The Total Home & Gift Market Show, with 2,000 plus exhibitors from USA and overseas, offered retail buyers the newest and most innovative products on the market in different categories.

