

Virtual Buyer-Seller Meet

with buyers of UK, Europe & CIS Region

21st to 24th September 2021

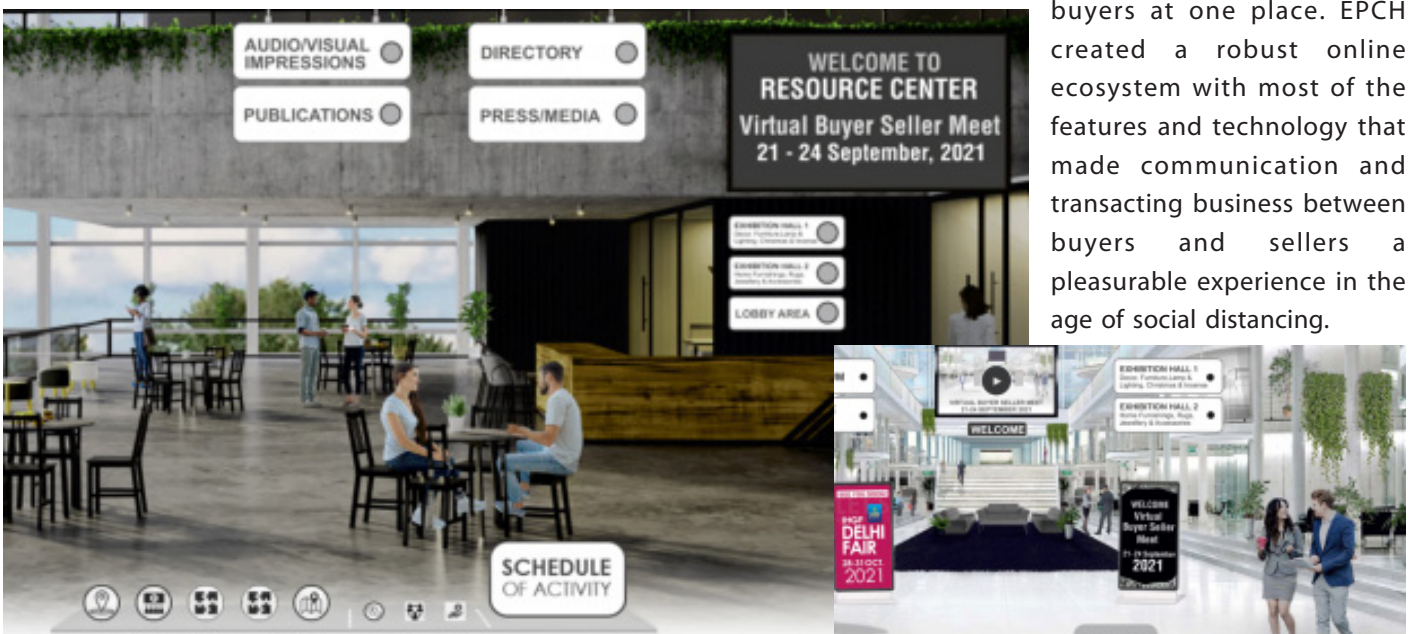
Houseware, Decorative & Gifts; Furniture & Home Accessories; Home Textiles; Furnishings & Floor Coverings; Fashion Jewellery; Fashion Accessories & Bags; Christmas Decorations; Candles & Incense; Lamps & Lighting & more



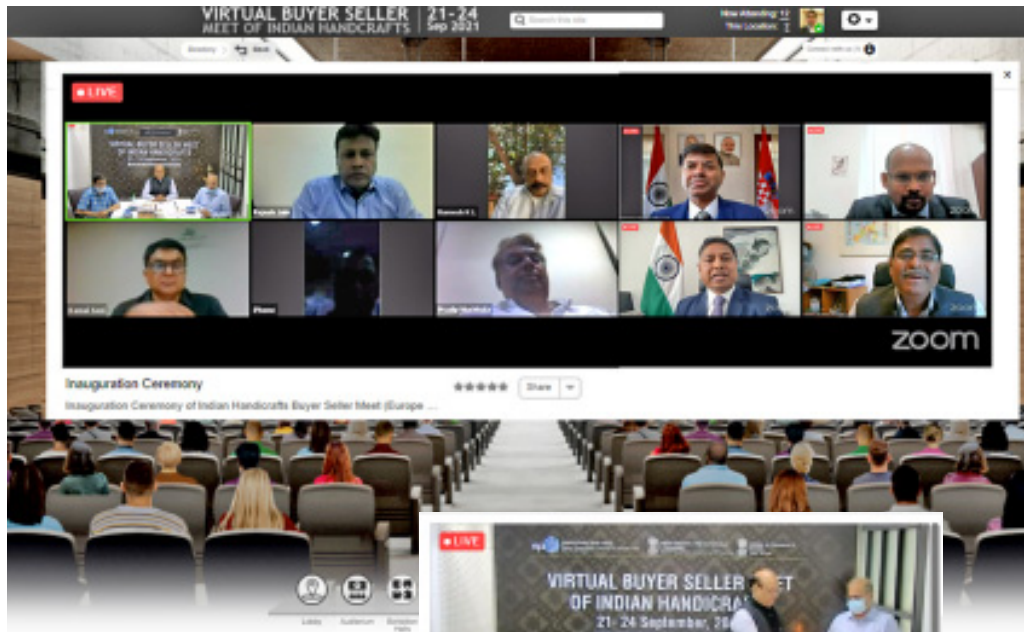
Virtual stands at the show

EPCH, in association with Indian Embassies, High Commissions and Consulates in the UK, Europe and CIS Regions organised a "Virtual Buyer-Seller Meet of Indian Handicrafts Manufacturers & Exporters" with support of the Department of Commerce, Ministry of Commerce & Industry, Govt. of India held from 21-24 September 2021.

The Europe & CIS Regions have been important markets for the Indian handicrafts and exports from India to these regions is US\$ million 833.50 during FY 2019-2020 and 2020-21. EPCH with the willingness and active participation of its members launched this Buyer Seller Meet - a Virtual Trade Fair Mode thus avoiding the requirement of physical presence of exhibitors and buyers at one place. EPCH created a robust online ecosystem with most of the features and technology that made communication and transacting business between buyers and sellers a pleasurable experience in the age of social distancing.



A total of 103 accredited manufacturer exporters from all parts of India participated & displayed the wide range of handcrafted products in categories such as Houseware, Decorative & Gifts; Furniture & Home Accessories; Home Textiles; Furnishings & Floor Coverings; Fashion Jewellery; Fashion Accessories & Bags; Christmas Decorations; Candles & Incense; Lamps & Lighting and more on virtual buyer seller meet platform provided by EPCH.



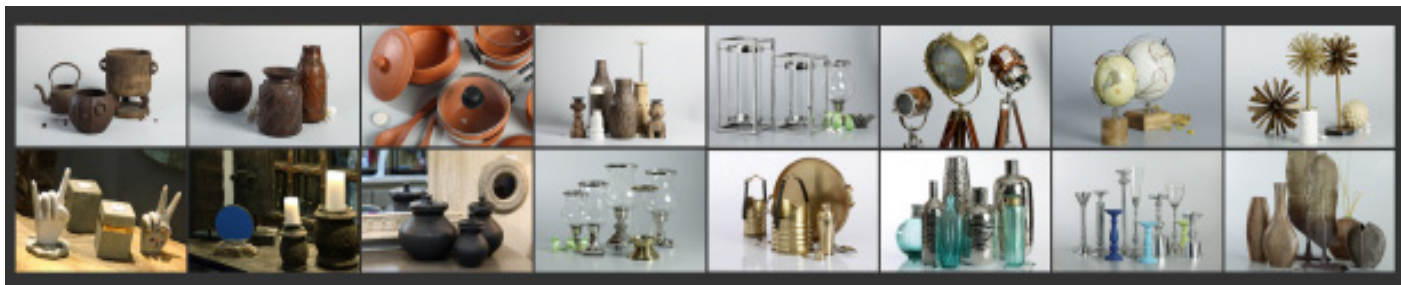
The inaugural session of the Virtual BSM was organised on 21st September, 2021 and attended by H E Mr. Raj Kumar Srivastava, Ambassador of India to Croatia; H E Mr. Sanjay Rana, Ambassador of India to Bulgaria; Mr. S Nateshan Counsellor, Embassy of India-Belgium, Luxembourg & European Union; Mr. Anand Shankar, Second Secretary, Embassy of India, Moscow Russia. Senior officials from Indian Consulates in Milan, Hamburg and Frankfurt joined the live inaugural ceremony that was broadcasted on the virtual BSM platform for buyers and exhibitors.

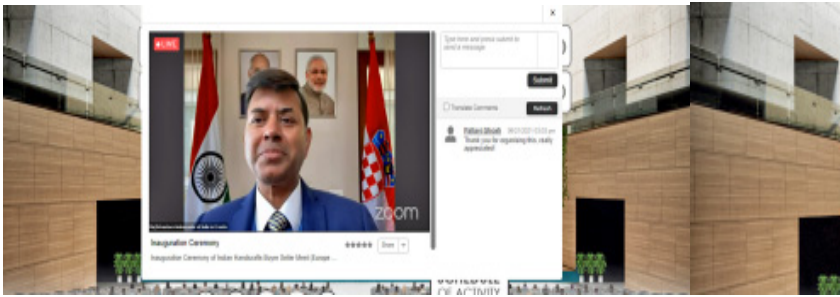
Mr. Raj Kumar Malhotra, Chairman, EPCH addressed the virtual gathering during inauguration of Virtual Buyer Seller Meet alongwith Mr. R K Verma, Executive Director, EPCH; and Mr. Rajesh Rawat, Director, EPCH. Mr. Kamal Soni, Vice Chairman, EPCH proposed vote of thanks. Leading member exporters from various regions, Mr. O P Prahladka, Member CoA & Regional Convenor, Eastern Region, EPCH from Kolkata; Mr. Rajesh Kumar Jain and Mr. Simrandeep Singh Kohli from Delhi; Mr. Pradeep Muchhala from Mumbai; Mr. K L Ramesh from Bangalore; and Mr. Avdesh Agarwal, Regional Coordinator, Central

Virtual Inauguration of the BSM in the presence of H E Mr. Raj Kumar Srivastava, Ambassador of India to Croatia; H E Mr. Sanjay Rana, Ambassador of India to Bulgaria; Mr. S Nateshan Counsellor, Embassy of India-Belgium, Luxembourg & European Union; and Mr. Anand Shankar, Second Secretary, Embassy of India, Moscow Russia

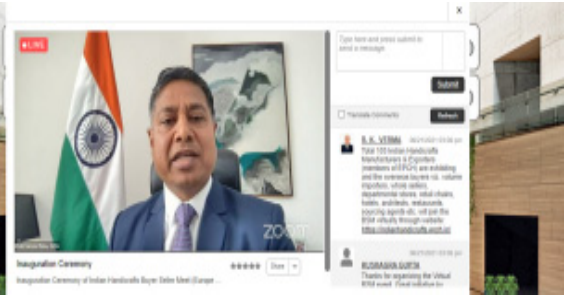
Region, EPCH from Moradabad attended the inaugural ceremony virtually.

H E Mr. Raj Kumar Srivastava, Ambassador of India to Croatia invited the importers, wholesalers, retail stores, buying representatives and stakeholders, Associations, Business Chambers and Indian Diaspora to be a part of this virtual event and connect with the Indian exporters to source their requirement and make business relations. He also invited EPCH to organise a Business delegation to visit Croatia.





H E Mr. Raj Kumar Srivastava, Ambassador of India to Croatia



H E Mr. Sanjay Rana, Ambassador of India to Bulgaria

H E Mr. Sanjay Rana, Ambassador of India to Bulgaria speaking on the occasion said that this virtual BSM is an opportunity to portray diversity of India, which the world is appreciative of. This will also be an opportunity to present to the world India's abundant skills, competitive edge and adherence to quality compliances to the world.

Mr. S Nateshan Counsellor, Embassy of India to Belgium, Luxembourg and European Union, said that we need to do build more awareness of what we produce and more roadshows showcasing the quality of the product by understanding buyers taste and preference.

invited EPCH as well as handicraft member exporters to organize and participate in these types of BSMs in Russia and Indian Mission will give all possible support for the same.

Mr. Kamal Soni, Vice Chairman, EPCH, said that the quality and range of the handicrafts showcased in this virtual buyer seller meet is truly amazing and this is a wonderful opportunity for overseas buyers to connect and source from Indian handicrafts exhibitors. In addition to the strong political engagement, Trade and investment linkages along with technology and innovation provide the strong basis for this relationship. It is exciting to note the rapidly intensifying business linkages - trade & investment.



Mr. Anand Shankar, Second Secretary, Embassy of India to Moscow Russia said that this virtual BSM is a viable option for importers as well as for handicraft exporters in India. He also



Mr. R K Verma, Executive Director, EPCH, informed, when physical meeting is not possible in COVID-19 time, use of technology is the best opportunity to connect with buyers. He added that EPCH has already organised 10 virtual fairs and BSMs. These events connected buyers & sellers through digital mode and business has been transacted successfully. Mr. Verma expressed the commitment of EPCH to continue providing B2B matchmaking to all the buyers and exhibitors and thanked the Ministry of Commerce, Govt. of India and Indian Missions of UK, Europe and CIS regions in promoting the Virtual BSM amongst buyers in their respective countries.



Dr. Rakesh Kumar, Director General, EPCH, shared the journey of IHGF Delhi Fair since 1994 as the show has gone from strength to strength to be recognized as largest congregation of handicraft exporters under one roof by Limca Book of World Records. He further added, "now, with rapid vaccination and normal situation, EPCH is once again all set to organise the 52nd edition of IHGF Delhi Fair (Autumn) 2021 in Physical Format where the exhibitors and buyers will meet in person at India Expo Mart, Greater Noida from 28th to 31st October, 2021."

This virtual BSM received good number of buyers from United States, United Kingdom, Austria, Belarus, Belgium, Bulgaria, Czech Republic, Denmark, Finland, France, Georgia, Germany, Greece, Hungary, Iceland, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Romania, Spain, Sweden, Switzerland, Turkey, Kazakhstan, Russia, Ukraine and nearby countries. The Indian handicrafts exhibitors participated in this Virtual Buyer-Seller Meet received positive number of business enquiries from the buyers. ■

Online Publicity of the BSM in international publications and social media

