

India projected as a Profitable Business Destination at INDEX

EPCH participation at INDEX, Dubai, UAE; 24th-26th May 2022



Dr. Aman Puri Consul General, Consulate General of India at Dubai, inaugurated the EPCH India pavilion in the presence of Mr. Rajesh Kumar Jain - Member COA EPCH; Mr. Abhishek Jindal - Member, Central Regional Committee, EPCH and other exhibitors. Right: The Consul General interacting with exhibitors

The Middle East countries including UAE are important markets for Indian handicrafts with exports of more than 2485.74 INR crores. The recently signed India-UAE FTA would pave way for enhanced exports growth to the WANA region. INDEX is known to be the most diverse international design exhibition held in the Middle East and North African region.

EPCH set up an exclusive Handicrafts of India pavilion in this edition of the fair, held from 24 - 26 May, 2022. This pavilion was Inaugurated by Dr. Aman Puri Consul General, Consulate General of India in the presence of Mr. Rajesh Kumar Jain - Member COA



EPCH; Mr. Abhishek Jindal - Member, Central Regional Committee, EPCH; and participating exporters. After the inauguration ceremony, Dr. Aman Puri, CGI took a round of the India pavilion, met exhibitors and enquired about their products and business. He was impressed with the items displayed by them.

Dr. Rakesh Kumar, Director General EPCH, informed that this year, 29 out of 50 Indian companies participated in INDEX Fair in an exclusive handicrafts pavilion set-up by EPCH. The members got positive response from the buyers on their exclusive products range of candles, wooden handicrafts items, textiles furnishing, leather products, lamps and lighting, ceramics, and rugs and carpets. More than 500 companies participated and attract over 20,000 trade visitors in this edition of Index 2022 after a gap of 2 year Covid Pandemic. Prominent member exporters from Moradabad, Mr. Ashok Arora, Member COA, EPCH and Mohd. Shamsi visited EPCH pavilion at the fair.

EPCH also set up a promotional booth to publicise its upcoming fairs. According to feedback, the participants were fully satisfied with the business made during the fair as per good response of buyers visited the show. ■