

EPCH sets up exclusive India pavilion at US fair

Atlanta International Gifts & Home Furnishing Market, Atlanta, USA; 13th-17th July 2022

AmericasMart Atlanta, USA, is said to be a global leader in retail that aims to connect buyers with top brands from all around the world. The continued growth and innovation of AmericasMart's Home collection, has become the epicentre of American design as trend-leading designers and retailers gather to network, connect with thought leaders and source products from the industry's top home furnishing, décor and rug purveyors. Housing USA's largest gift product mix complemented by a broad selection of home décor. Atlanta Market features more than 8,000 brands across all categories including seasonal, gourmet, tabletop, outdoor and more.

EPCH set up an exclusive India pavilion in this edition of the fair, held from 13th-17th July 2022. This pavilion was Inaugurated by Mr. Madan Kumar Ghildiyal, Consul, Consulate General of India Atlanta, USA, in the presence of Mr. Arun Yadav, Director, O/o DC(Handicrafts); Mr Dileep Baid, Vice Chairman, EPCH; Mr.Rakesh Kumar, Director General, EPCH & Chairman, IEML; and National awardees of Indian handicrafts. After the inauguration ceremony, the dignitaries took a round of the India pavilion, met exhibitors and enquired about their products and business.

This participation was an opportunity for India to showcase its incomparable diversity, rich culture, tradition of arts and crafts at such a big platform. The India pavilion was replete with live demonstration of Indian traditional crafts like Miniature Paintings from Rajasthan, Artistic Weaving (Woolen Shawl) from Gujarat and Ajrakh Prints from Gujarat, by 4 Master craftspersons, deputed by the O/o DC (Handicrafts).

USA is major market for Indian handicraft products and hence Atlanta Int'l Gifts & Home Furnishing Market is an important marketing medium for Indian companies world over. India's exports of handicrafts to the USA during the year 2021-22 is Rs. 14117.64 Crores (US \$ 1893.40 Million). Focus on India at this fair will help in further boosting exports.■



Mr. Madan Kumar Ghildiyal, Consul, Consulate General of India Atlanta, USA, inaugurated the EPCH India pavilion in the presence of Mr. Arun Yadav, Director, O/o Development Commissioner (Handicrafts); Mr Dileep Baid, Vice Chairman, EPCH; Mr.Rakesh Kumar, Director General, EPCH; and National awardees of Indian handicrafts



Strong Indian presence New York fair

NY NOW, New York, USA; 14th-17th August 2022

EPCH participated in NY NOW New York, USA during 14th to 17th August 2022 at Jacob Javits Centre in Manhattan, USA. The participation was jointly organised in association with PHD Chamber of Commerce and Wool & Woollen Export Promotion Council. To create awareness and promote Indian handicrafts in the US market, O/o Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India deputed 5 Master Crafts persons to perform live demonstration of making Indian traditional products during the show.

This edition of NY NOW had a strong international presence with brands exhibiting from over 35 countries including 9 international pavilions - UK, Morocco, Chile, Guatemala, El Salvador, Ghana, Korea, India, and Vietnam. Over 3,000 independent brands with 26,000+ retailers, visited the NY Now 2022 and source their products with the NY Now community. The USA's largest Gift and Home wholesale market, where brands, buyers, and designers gather to connect and discover a world of inspiration, celebrated a successful Summer Market, seeing immense post covid growth, at the Jacob K. Javits Center in New York City. NY NOW's Summer 2022 Market experienced increases in both exhibiting companies and buyer attendance compared to the Summer 2021 Market, with exhibitor participation increasing by 54% and buyer attendance increasing by 10%. In addition, NY NOW international footprint significantly increased with 221 global brands from across 48 countries, like Morocco, France, India, Chile, Ghana, El Salvador, and many more, highlighting products from general gifts, accessories, home goods, accessories, and apparel.



Lamp light by Sh. Randhir Jaiswal Consul General of India at New York USA



Exhibitors from the Indian contingent with the CGI, New York, Mr. Randhir Jaiswal



Glimpses of the Indian stands at NY NOW, New York, USA



Promotional bags towards publicity of IHGF Delhi Fair

With an objective to disseminate information about its upcoming IHGF Delhi Fair-Spring, promotional materials like bags, pens, pads and leaflets were given away to buyers. The India pavilion up with posters of the fair and a video helped visitors get an initial impression of the fair, its composition, facilities for buyers as well as EPCH's trade promotion activities. EPCH's promotional material was also kept at NY NOW's press lounge. A total of 46 Indian companies participated in the NY NOW. ■