

EPCH marks presence in leading German Home Textiles Show

Heimtextil, Frankfurt, Germany; 10th - 13th January 2023

The Heimtextil, 2023 got underway at Frankfurt in the august presence of Mr. Vinod Kumar, Consul and Actg Consul General and Head of Economic and Commerce Wing, Consulate General of India, Frankfurt and other member exporters. The fair was held from 10th - 13th January 2023. This was a great opportunity for India to showcase 'Incredible Textiles of India', incomparable diversity, rich culture, tradition of arts as well as crafts at such a big platform like Heimtextil. EPCH organised participation of 20 member exporters from different parts of the Country at this show.

Heimtextil is the world's largest event for interior textiles, interior design, home furnishings, and household textiles. This trade show offers significant inspiration to both the exhibiting



EPCH India Pavilion was inaugurated by Mr. Vinod Kumar Consul and Actg Consul General and Head of Economic and Commerce Wing, Consulate General of India, Frankfurt along with member exporters participating in the Fair



Buyer enquires at EPCH India pavilion during Heimtextil 2023, Messe Frankfurt, Germany



companies and the professional visitors from all over the world with its new products and trends. It should be noted that over the years, the presence of India at Heimtextil Frankfurt has also grown significantly.

Indian participation was the second largest after China, as about 400 Indian exhibitors were part of the show. Around 2400 exhibitors from over 120 countries participated in all. India's participation added to the fair's vibrancy and diversity, as well as familiarised global manufacturers, retailers, and brands with the robust entrepreneurship in the Indian textiles, home furnishing, and consumer products industries, opening up opportunities for sourcing from India. Germany is a major market for Indian products and Heimtextil is an important marketing medium for Indian companies all over the world. ■

India Curated attracts visitors at US Show

Atlanta Int'l. Gifts & Home Furnishing Market, Atlanta, USA; 11th - 15th January 2023

Americas Mart Atlanta has been a market leader in retail for a number of years with the mission of introducing customers to leading international brands. The recent edition was held from 11th to 15th January 2023. As trend-setting designers and retailers congregated to network, connect with thought leaders, and source products from the top suppliers of home furnishings, décor, and rugs in the market, AmericasMart's Home collection continued to expand and innovate.



A vibrant and engaging wholesale sourcing location that is home to the largest outdoor living presentation in the country as well as the largest product mix for gifts, home décor, furniture, and apparel, Atlanta Market draws retailers and designers from all 50 states as well as more than 60 other countries.

With an objective to promote Indian handicrafts and handcrafting skills, EPCH set up an India Pavilion with live demonstration of Indian traditional crafts by 5 Master crafts persons / artisans. The office of Development Commissioner (Handicrafts) deputed crafts persons of Terracotta from Puducherry, Silver Filigree from Telangana, Hand Block Printing from Gujarat, Kalamkari Printing from Andhra Pradesh and Pressed Dry Flower craft from Chhattisgarh.

This India Pavilion was inaugurated by HE Dr. Swati Vijay Kulkarni, Consul, Consulate General of India Atlanta, USA in the presence of senior officials and National awardees of Indian handicrafts. This was a great opportunity for India to showcase its incomparable diversity, rich culture, tradition of arts and crafts at such a big platform.

India's participation familiarised global manufacturers, retailers, and brands with the vibrant entrepreneurship in the Indian textiles and home furnishing consumer products

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HE Dr. Swati Vijay Kulkarni, Consul General of India, Atlanta, USA along with Mr. Madan Kumar Ghildiyal Consul (Commerce, Political & Community Affairs) interacts with Master crafts persons participating in Atlanta Int'l Gifts & Home Furnishing Market'2023, Atlanta, USA

industry, opening up opportunities for sourcing from India. 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). ■

India's Magic of Gifted Hands on show at Paris

Maison & Objet, Paris, France; 19th - 23rd January 2023

EPCH led the Indian handicrafts contingent to Maison & Objet 2023, held at Paris from 19th - 23th January 2023, with a Thematic Pavillion titled "Indian Handicrafts - Magic of Gifted Hands". This was a great opportunity for India to showcase Indian handicrafts in the world famous design oriented fair and project India as a sourcing destination for handicraft products. Maison & Objet has been bringing together the international design, home decor and lifestyle community under one roof. Maison & Objet, being multicultural crossroads of contemporary living, places for meetings and exchanges, invites exhibitors and visitors from around the world and showcase a high-quality international product range. It provides a comprehensive overview of the excellence and innovation that help to share the best of creativity.

To promote Indian handicrafts, EPCH setup a thematic display with live demonstration of traditional Indian crafts by three Master crafts persons / artisans, for Sandal Wood Carving from Rajasthan, Miniature Painting from New Delhi and Pashmina Kani Shawl Weaving from Jammu & Kashmir - all deputed by the office of Development Commissioner (Handicrafts).



Visitors' enquiry at EPCH India Pavilion

from Rajasthan, Miniature Painting from New Delhi and Pashmina Kani Shawl Weaving from Jammu & Kashmir - all deputed by the office of Development Commissioner (Handicrafts).

Maison & Objet Paris is regularly organised twice a year in January and September at Paris, France and considered to be the gateway to designer world for last 25 years. It is the major event for professionals working in the art of living in all its rich and varied expressions. More than 45000 visitors visit from 88 countries and India's participation added to the fair's vibrancy and diversity.



EPCH India Pavilion titled, Magic of Gifted Hands along with Master crafts persons