

EPCH marks presence in prime German Home & Lifestyles Show

Ambiente; Frankfurt, Germany; 3rd - 7th February 2023

Ambiente, one of the oldest established well-known fairs held every year in the month of February at Frankfurt, Germany, is an important marketing medium not only for India & Germany but for the entire world. India has been participating in this fair on regular basis since many years. Ambiente, revolving around products for the table, kitchen, household, giving and decorating, as well as for home and furnishing accessories is visited by leading buyers from nearly all regions of the world. This edition was organised after a gap of two years in parallel with Christmasworld and Creativeworld at Messe Frankfurt with over 4,561 exhibitors from 160 countries to showcase their latest products to the buyers. Held from 3rd to 7th February 2023, this show hosted the largest participation from India with around 530 exhibitors, followed by China. India's flag was prominently displayed at the entrance of the venue signifying the importance of this participation.

EPCH's Participation

EPCH set up the India Pavilion and participated with 55 prominent member exporters and six Master crafts persons, deputed by the O/o Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India for live demonstration of Madhubani Painting from Bihar, Hand Block Printed Craft from Rajasthan, Art Metal Ware (Dhokra Craft) from



EPCH India Pavilion at Ambiente 2023 Frankfurt, Germany, was inaugurated by His Excellency Mr. Harish Parvathaneni, Ambassador of India to Germany, alongwith Dr. Amit S. Telang, Consul General at Frankfurt; Mr. Stephan Kurzawski, Senior Vice President Consumer Goods & Sales, Messe Frankfurt; Mr. Dileep Baid, Vice Chairman, EPCH; Dr. Rakesh Kumar, Director General, EPCH; CoA members, EPCH - Mr. Prince Malik, Mr. Rajesh K. Jain and Mr. Arshad Mir; member exhibitors and Master crafts persons participating in the fair

Chhattisgarh, Kangra Painting Craft from Himachal Pradesh, Bari Embroidery from Gujarat and Molela Terracotta from Rajasthan. India Pavilion was inaugurated by His Excellency Mr. Harish Parvathaneni, Ambassador of India, Berlin, Germany; in the presence of Dr. Amit S. Telang, Consul General at Frankfurt; Mr. Stephan Kurzawski, Senior Vice President Consumer Goods & Sales, Messe Frankfurt; Mr. Dileep Baid, Vice Chairman, EPCH; Dr. Rakesh Kumar, Director General-EPCH; COA members, EPCH - Mr. Prince Malik, Mr. Rajesh K. Jain and Mr. Arshad Mir, member exhibitors and Master craft persons. The products on display at India Pavilion included lamps & lighting, furniture & accessories, candles, incense, Christmas decoration, home textiles, rugs & cushion, houseware, paper products, shawls, scarves and other handicrafts items with extensive use of sustainable materials and processes as well as live craft demonstration by artisans of GI tagged handcrafted products became a major attraction for the visitors. Indian exporters are adopting compliance as per international standards and norms - Quality, Durability, Design, Price, and Sustainability - and making efforts to align them with international standards for both domestic and international markets. The Ambassador of India to Germany in the presence of Consul General at Frankfurt met exhibitors and appreciated their business efforts.



Dignitaries appreciating Bari Embroidery craft by the national awardee Master crafts person from Gujarat

Interactive Session with Ambassador of India, Berlin, Germany

On the side-lines of the fair, an interactive session was organised on 3rd February 2023, with His Excellency, Mr. Harish Parvathaneni, Ambassador of India, Berlin, Germany in the presence of Dr. Amit S. Telang, Consul General at Frankfurt. EPCH's activities and initiatives towards promotion of exports of handicrafts were placed before the Ambassador and support was sought to further enhance the trade in the years ahead, in the German market. The Ambassador gave a patient hearing and assured all support in future business promotions. The Vice Chairman EPCH, Mr. Dileep Baid was also present at the interactive session.

Meetings with buyers & international show organisers at Ambiente

Warsaw Gifts & Home Fair at Poland: The Vice President & Head of Expansion of Warsaw Poland Fair met with Dr. Rakesh Kumar, Director General, EPCH, at Ambiente and invited EPCH to lead the delegation of Indian handicrafts manufacturers in coming editions of Warsaw Gifts & Home Fair at Poland in August 2023 & March 2024. After a long discussion, Dr. Rakesh Kumar assured him to lead Indian companies in coming editions in Warsaw fair at Poland.

Source Direct at ASD at Las Vegas & NY Now at New York: The International Business Development Director of Emerald (fair organiser) had a meeting with Mr. Dileep Baid, Vice Chairman, EPCH and Dr. Rakesh Kumar, Director General, EPCH, at EPCH promotional booth in Ambiente and expressed deep interest to associate with EPCH in their coming international fairs in USA. Source Direct at ASD is the leading wholesale trade show for sourcing professionals around the world.

Ambiente; Christmasworld; Paperword 2024 at Messe Frankfurt: Ms. Yvonne Engelmann, Show Director, Consumer Goods Shows Ambiente and Ms. Paulina Abad, Manager Sales (Living & Giving section) Ambiente had a meeting with Dr. Rakesh Kumar, Director General, EPCH and discussed the planning of coming editions of Ambiente, Christmasworld, Paperword (26-30 January, 2024) at Messe Frankfurt, Germany. EPCH is the lead Council from India and has largest participation in Ambiente. Messe Frankfurt also invited EPCH to organise the EPCH Pavilion in next edition of Christmasworld 2024.



Mr. Dileep Baid, Vice Chairman, EPCH and Dr. Rakesh Kumar, Director General, EPCH, discussed the roadmap to enhance exports to Europe with HE Mr. Harish Parvathaneni, Ambassador of India to Germany; and Dr. Amit S. Telang, Consul General at Frankfurt



Eminent exporters from Moradabad exhibiting at Ambiente 2023 welcoming Mr. Dileep Baid, Vice Chairman, EPCH and Dr. Rakesh Kumar, Director General, EPCH



Buyers at the India Pavilion at Ambiente, Frankfurt

The management of two more leading international fairs such as **Imm Cologne Fair at Germany** and **Asia Gifts & Premium Fair at Hong Kong** also visited EPCH India pavilion and invited EPCH to lead the Indian handicrafts manufacturers delegations for participation in their fairs. The Vice Chairman EPCH & DG EPCH also met with the participants of EPCH as well as direct participating Indian companies and have their feedback for the fair. Most of the participants are happy with the participation and buyers visit during this Ambiente, Christmasworld, Paperword 2023. ■