



GST NO. 07AAACE1747M1ZJ

CIN U20299DL1986 NPL023253

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

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24 Nov, 2020

EPCH PRESS RELEASE

FOCUSED Market BUYER SELLER MEET OF INDIAN HANDICRAFTS OPENS TODAY ON VIRTUAL PLATFORM

New Delhi – 24th November'2020 (Tuesday) - The Export Promotion Council for Handicrafts (EPCH) in association with Indian Missions (High Commissions & Consulates) in Australia & New Zealand has organized the "Virtual Buyer Seller Meet of Indian Handicrafts Manufacturers & Exporters with buyers of Oceania region (Australia, New Zealand & Fiji) starting from 24 – 27 November, 2020 where over 126 accredited manufacturers and exporters from all parts of India will display the wide range of handcrafted products at Virtual BSM, said Dr. Rakesh Kumar, Director General – EPCH.

Dr Rakesh Kumar informed that during the inaugural ceremony organized on the virtual platform, Shri Shantmanu, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India, H.E. Shri Gitesh Sarma, High Commissioner of Indian in Australia, H.E. Mr. Muktesh Pardeshi, High Commissioner of India in New Zealand and Mr. Sameer Handa, Chairman of India New Zealand Business Council have extended their wishes to EPCH for organizing its 1st Virtual Buyer Seller Meet in Oceanic Region reflecting the indomitable spirit of the handicraft exporting fraternity to continue furthering the efforts to strengthen the Handicrafts Sector.

Shri Shantmanu, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India in his address welcomed all the buyers and exhibitors and also thanked Indian Missions of Oceanic region in promoting the show amongst buyers in their respective countries.

H.E. Shri Gitesh Sarma, High Commissioner of Indian in Australia 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 Australian buyers during this festive season to connect and source virtually from Indian exporters.

H. E. Mr. Muktesh K. Pardeshi informed that the High Commission of India in New Zealand has invited the importers, whole sellers, retail stores, buying representatives and stakeholders, Associations, Business Chambers and Indian Diaspora in New Zealand to be a part of this virtual event and connect with the Indian exporters to source their requirement and make business relations.

Speaking on the occasion, Mr. Ravi K. Passi, Chairman-EPCH welcomed all to the Virtual Buyer Seller Meet. He informed that this Virtual BSM will provide a viable marketing option to the exhibitors and buyers. It is expected that this Virtual Buyer-Seller-Meet in association with Indian High Commissions & Consulates will lead to a growth in Indo-Oceanian Trade, economy and people to people relations, said Mr. Ravi K. Passi, Chairman-EPCH.

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 as certified by Limca Book of World Records. Dr. Kumar

informed the objective of organizing this Virtual Buyer-Seller Meet is match-making on virtual platform of Indian companies with the Oceanian buyers & companies interested in sourcing Handicrafts, Gifts, Furniture, Fashion, Lifestyle products for the Australian, New Zealand, Fiji & other markets thereby creating a 'Brand Image' of Indian Handicrafts amongst Oceanian buyers. Indian Craftsmanship, Ethnic Designs and colours are unique and have no comparison with products from other countries, said Dr. Rakesh Kumar, Director General, EPCH.

Australia and New Zealand have been important markets for the Indian handicrafts and exports from India to this region is US\$ million 95.59 during FY 2019-2020.

For more information, please contact:

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Encl: PHOTOS

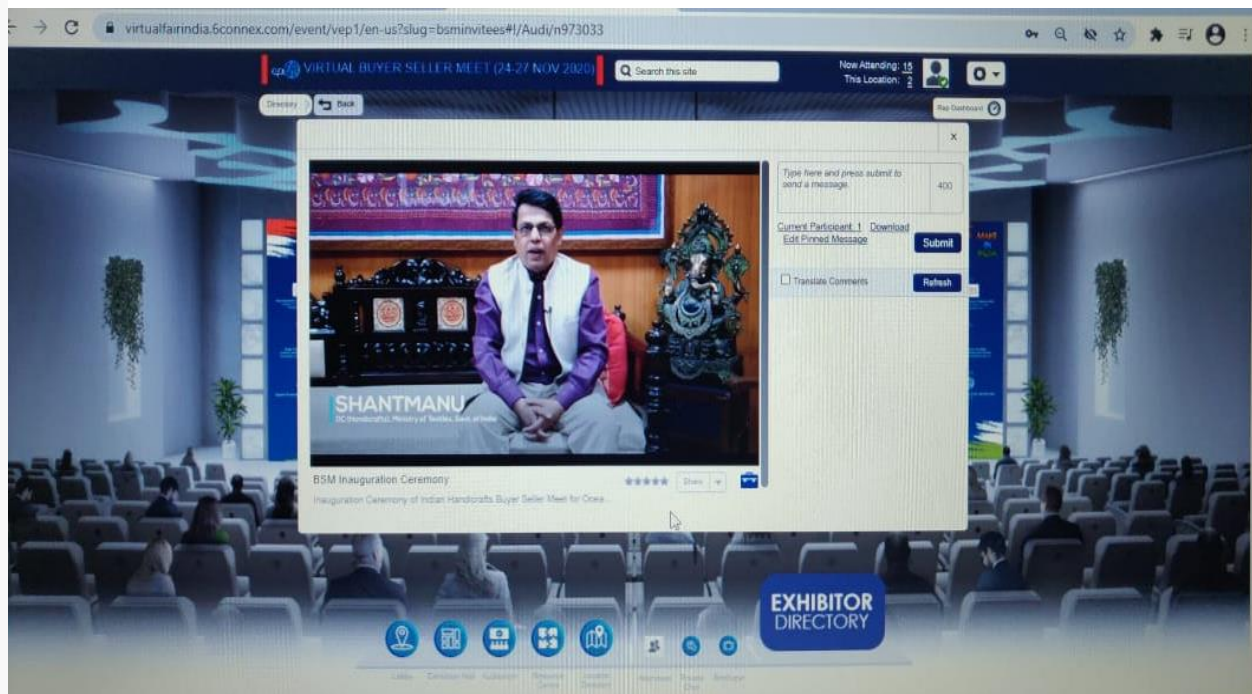


PHOTO 1 SHRI SHANTMANU, IAS DEVELOPMENT COMMISSIONER (HANDICRAFTS), MINISTRY OF TEXTILES, GOVT. OF INDIA SPEAKING ON THE OCCASION OF INAUGURATION OF BSM IN AUSTRALIA AND NEW ZEALAND



PHOTO 2 - DR. RAKESH KUMAR, DIRECTOR GENERAL-EPCH SPEAKING ON THE OCCASION OF INAUGURATION OF BSM IN AUSTRALIA AND NEW ZEALAND



PHOTO 3 - H. E. MR. MUKTESH K. PARDESHI, HIGH COMMISSIONER OF INDIA TO NEW ZEALAND, GOVERNMENT OF INDIA SPEAKING ON THE OCCASION OF INAUGURATION OF BSM IN NEW ZEALAND AND AUSTRALIA



PHOTO 4 - MR. SAMEER HANDA, CHAIRMAN, INDIA NEW ZEALAND BUSINESS COUNCIL, NEW ZEALAND ON THE OCCASION OF INAUGURATION OF BSM IN NEW ZEALAND AND AUSTRALIA

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