

India Trend Fair 2024

EPCH puts up vibrant Indian Handicrafts Pavilion

Tokyo, Japan; 23rd - 25th July 2024

EPCH participated in the 14th edition of the India Trend Fair 2024, held in Tokyo, Japan, from 23 to 25 July, 2024. Mr. Anuj Ojha, Joint Development Commissioner (Handicrafts), Ministry of Textiles, Government of India, led a delegation of 10 Padma Awardees, Shilp Gurus, and National Awardees who took part in the event and conducted live demonstrations of Indian handicraft products.

The fair was inaugurated by HE Ambassador of India to Japan, Mr. Sibi George, along with HE Minister of Economy, Trade, and Industry, Government of Japan, Mr. Ken Saito, Mr. Anuj Ojha, Joint Development Commissioner (Handicrafts), Ministry of Textiles, Government of India; Mr. Sudhir Sekhri, Chairman, AEPC; Mr. Prashant Godghate, Chairman, Japan India Industry Promotion Association (JIIPA); and other Indian participants.

The India Trend Fair in Tokyo is recognised as the largest exhibition showcasing a wide range of handicrafts, textiles, home furnishings, hand-crocheted embroidery, fashion accessories, jute products, and incense sticks.

Under the banner of EPCH, 10 Padma Awardees and Master Craftspersons showcased newly designed handicraft products and performed live demonstrations of traditional Indian crafts, including Mithila and Tikuli paintings from Bihar, hand embroidery and hand-printed textiles from West Bengal, Aradhana Chitra paintings from Karnataka, Kutch Bandhani crafts from Gujarat, palm leaf engraving from Odisha, embroidery and crochet (Chamba Rumal) from Himachal Pradesh, Koftgiri art from Rajasthan, and Dhokra art from Chhattisgarh, with the aim of raising awareness about Indian crafts.

His Excellency Mr. Sibi George, Ambassador of India to Japan, along with other dignitaries, visited the EPCH pavilion and engaged in discussions with the Padma Awardees, Shilp Gurus, and National Awardees. The Ambassador was greatly impressed by the skillful craftsmanship on display and offered guidance to the master craftspersons regarding the Japanese market. He also extended an invitation to all the Padma Awardees, Shilp Gurus, and National Awardees to visit the Embassy of India that evening. ■



Sourcing at MAGIC

EPCH reaches out to American buyers through sectoral show
Las Vegas, USA; 19th - 21st August 2024

MAGIC is a fashion tradeshow in the United States. Held twice a year (February and August), this fashion marketplace showcases men's, women's and children's apparel, footwear, accessories, and manufacturing resources from around the world. The recent edition of the event took place from 19th to 21st August 2024 in Las Vegas, USA. At Magic Marketplace unique communities showcase their luxury brands and the latest trends in fashion. Leading peers, entrepreneurs, exhibitors and visitors also have the opportunity to participate in educational seminars, special internal networking events and parties.

EPCH participated in this edition of the show by setting up an India Pavilion and a publicity booth towards promotion of its upcoming IHGF Delhi Fairs-Autumn 2024 and Spring 2025. The Pavilion featured a diverse array of fashion jewellery, accessories, shawls, scarves, stoles, fashion bags, leather footwear & accessories, each reflecting unique Indian traditions and craftsmanship. This was inaugurated by Dr. K. Srikar Reddy, Consul General, Consulate General of India, San Francisco, USA in the presence of Mr. Abhishek Sharma, Consul, Consulate General of India, San Francisco, USA; eminent member exporters and trade visitors. The dignitaries also visited the exhibitor stalls in the Pavilion and interacted with them.

"Sourcing at Magic" is a significant trade show to showcase the unparalleled beauty and craftsmanship of Indian handicrafts. The Council's presence at this esteemed event reflects its dedication towards expanding market access for Indian Handicrafts exporters.

India's participation aimed to familiarize global manufacturers, retailers, and brands with the vibrant



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Dr. K. Srikar Reddy, Consul General, Consulate General of India, San Francisco, USA interacting with member exhibitors at the EPCH India Pavilion

entrepreneurship in the Indian fashion jewellery and accessories segment, creating opportunities for sourcing from India. This edition saw over 950 Indian companies participate, with more than 10,000 trade visitors. The USA is a key market for Indian handicrafts, making Sourcing at MAGIC, Las Vegas an essential marketing platform for Indian handicraft companies worldwide. India's exports of handicrafts to the USA in 2023-24 totaled INR 13,381.07 crores (US \$1,616.12 million). ■