

Handicraft Sector represented emphatically at US Trade Show

Sourcing at Magic, Las Vegas, USA; 13th - 15th February 2024

Magic is a fashion tradeshow in the United States. Held twice a year (in 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 February 13th to 15th, 2024, at the Mandalay Bay Convention Center in Las Vegas. At Magic Marketplace 2024, many unique communities showcased their luxury brands and the latest trends in fashion. Leading peers, entrepreneurs, exhibitors, and visitors had the unique opportunity to participate in educational seminars, special internal networking events, and parties.

EPCH participated in this show for the promotion of its Fashion Jewelry Show - IFJAS (India Fashion Jewellery & Accessories Show) and IHGF Delhi Fair. The India Pavilion was inaugurated by Dr. K. Srikar Reddy, Consul General,



Dr. K. Srikar Reddy, Consul General, Consulate General of India, San Francisco, USA, in the presence of Mr. Harry Singh, Chairman, Las Vegas India Chamber of Commerce & Tourism; Mr. Vikas Goyal, Joint Director, EPCH; participating member exporters and visitors at Las Vegas Convention Centre

Consulate General of India, San Francisco, USA, in the presence of Mr. Harry Singh, Chairman, Las Vegas India Chamber of Commerce & Tourism; Mr. Vikas Goyal, Joint Director, EPCH; participating member exporters, and visitors. Dr. K. Srikar Reddy, along with other officials, visited the EPCH pavilion and interacted with participants. They were highly impressed with the large variety of Indian handicraft products on display, which included a diverse array of fashion jewelry, shawls, scarves, high fashion accessories, and footwear, each reflecting unique Indian traditions.

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 to expanding market access for Indian handicrafts exporters. In this edition, over 90 Indian companies participated, and it was expected that over 9,400 trade visitors would attend the show. The USA is a major market for Indian handicraft products, and hence, "Sourcing at Magic" in Las Vegas, USA, is an important marketing medium for Indian handicraft companies worldwide. India's exports of handicrafts to the USA during the year 2022-23 were Rs. 11,035.60 Crore. ■



Dr. K. Srikar Reddy, Consul General, Consulate General of India, San Francisco, USA at an EPCH participant's stall at the show