

Uniqueness of Indian craft skills and products showcased

Spring Fair International; Birmingham, UK; 5th - 8th February 2023



EPCH India Pavilion was inaugurated by Dr. Shashank Vikram, Consul General, Consulate General of India, Birmingham, UK and member exhibitors. Dr. Shashank Vikram, Consul General, Consulate General of India, Birmingham, UK, seen interacting with EPCH members participating in the fair

UK is the second biggest market for Indian handicrafts after USA and has emerged as Europe's largest for Indian handicrafts. UK's premiere trade event-Spring Fair International, Birmingham, held at NEC Birmingham from 5th to 8th February 2023, previewed collections from over 2500 UK and international exhibitors. Spread over in 32000 sq. mtrs area it was widely visited by over 30000 visitors and volume buyers from UK and from across the globe.

EPCH's participation at this prime European fair was highlighted by an exclusive India Pavilion featuring 15 member exporters. This was inaugurated by Dr. Shashank Vikram, Consul General, Consulate General of India, Birmingham, UK and member exhibitors. Dr. Shashank Vikram appreciated the continuous efforts of the Council for bringing Indian handicrafts to the world markets and promotion of handicraft exports from the country. The CGI also interacted with member participants and assured all support in future business promotions.

India's participation in Spring edition 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. ■



Buyers seeing products as well as enquiring about IHGF Delhi Fair Spring, at EPCH India Pavilion during Spring Fair International



Representation and Promotions at US Show

Sourcing at Magic, Las Vegas, USA; 13th - 15th February 2023

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 13th to 15th February 2023 at Mandalay Bay Convention Centre, Las Vegas. At Magic Marketplace 2023, many unique communities showcased their luxury brands and the latest trends in fashion. Leading peers, entrepreneurs, exhibitors and visitors have 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 jewellery show - IFJAS (India Fashion Jewellery & Accessories Show), IHGF Delhi Fair-Spring and Expo Bazaar. The India Pavilion was inaugurated by Consulate General of India to San Francisco, USA, Dr. T. V Nagendra Prasad in



Buyer interaction at the EPCH promotional booth

the presence of Dr. A Shanktivel, President, FIEO; Mr. Fayaz Ahmed, Deputy Director, CLE; Mr. Hari Krishnan, Addl. Director, AEPC and Ms. Amla Shrivastava, Head Designer, EPCH.



Consulate General of India to San Francisco, USA, Dr. T. V Nagendra Prasad in the presence of Dr. A Shanktivel, President, FIEO; Ms. Amla Shrivastava, Head Designer, EPCH. Mr. Fayaz Ahmed, Deputy Director, CLE- and Mr. Hari Krishnan, Addl. Director, AEPC