



# EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

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## PRESS RELEASE

### **12<sup>TH</sup> EDITION OF FASHION JEWELLERY & ACCESSORIES TO BEGIN FROM 4<sup>TH</sup> JULY, 2019 - EPCH**

**Greater Noida – 2<sup>nd</sup> July, 2019** - 12<sup>th</sup> edition of Indian Fashion Jewellery & Accessories show [ IFJAS] will be held from 4<sup>th</sup> to 6<sup>th</sup> July, 2019 at India Expo Centre & Mart, Greater Noida concurrently held with 63<sup>rd</sup> India International Garment fair to reflect and display the rich legacy of traditional Indian workmanship blended into innovative designs of fashion jewellery & accessories.

More than 250 member exporters will be displaying varied range of fashion jewellery & accessories products mainly focusing on fashion products like fashion & costume jewellery, imitation jewellery, fashion accessories, hand bags and fancy & embroidered fashion shoes and head to toe adornments made out of widest range of materials and designs available in the country in these categories.

Shri Ravi K. Passi, Chairman - EPCH said that India was not known in the field of fashions but in the past few decades, India has developed its expertise in this field and has now emerged as one of the leading providers of wide range of accessories matching with the dresses in accordance with the prevalent fashion.

Shri Vikas Manaktala, President Fair said that Council has made all out efforts to publicise IFJAS through advertisement in International magazines, fairs and exhibitions abroad e-mailers, embassies/missions abroad and through social media to invite overseas buyers from all across the globe and also domestic volume retail buyers to source the finest in Indian craftsmanship and artistic finish in perfect harmony with modern designs, contemporary colours and new product development under one roof.

Describing it an important segment of India's export basket, Shri Rakesh Kumar, Director General – EPCH stated that “the Council has been organizing IFJAS on an annual basis. USA is the largest importer while UK continues to be second largest buyer. This sector has tremendous potential to expand further.”

Buyers from Argentina, Barbados, Brazil, Belgium, Colombia, Finland, France, Greece, Italy, Israel, Japan, Kuwait, Lebanon, Mexico, Nigeria, Norway, Russia, Senegal, Singapore, South Africa, Spain, Sri Lanka, UAE, UK and USA have already confirmed their visit to source the requirement of exquisite range of products of fashion jewellery and accessories.

Apart from the countries mentioned above; buyers from CIS countries namely Kyrgyzstan, Azerbaijan, Turkmenistan, Ukraine and Tajikistan will be visiting the show.

Further buyers from African countries like Congo, Ghana, Gambia, Senegal, Nigeria and South Africa will also be represented at the show.

While addressing the press and media, Shri Kumar said a theme pavilion on Designs, trends and Forecast on fashion jewellery & accessories for 2020 will be set up at this show apart from participation by artisans and craftpersons from South, Western and Eastern region of the Country.

Fashion shows being an additional attraction will be held on each day of the fair so that visiting buyers can see the strength of Indian fashion jewellery & accessories and models will be displaying different categories of fashion products sourced from the exhibitors of the show.

Ajay Shankar Memorial awards for best designed and displayed stands in the category of fashion jewellery & accessories will also be distributed during IFJAS 2019 further elaborated Shri Kumar, DG – EPCH.

The Handicrafts exports during the year 2018 -19 is Rs 26590.25 crores registering a growth of 15.46% in rupee terms and 6.44% in dollar terms over the same period last year. Further, the exports of Fashion Jewellery and Accessories during the year 2018-19 has been 2332.97 Crores registering a growth of 11.34% over the same period last year.

The organizers of the show is Export Promotion Council for Handicrafts which also organizes World's largest congregation of Handicrafts exhibitors under one roof during IHGF-Delhi Fair held twice in a year

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Shri R K Bhatnagar, Director- AEPC, Shri Rakesh Kumar, Director General - EPCH, Shri Ravi K Passi, Chairman - EPCH, Shri Vikas Manaktala, President Fair, Shri R.K. Verma, Director - EPCH addressing the press