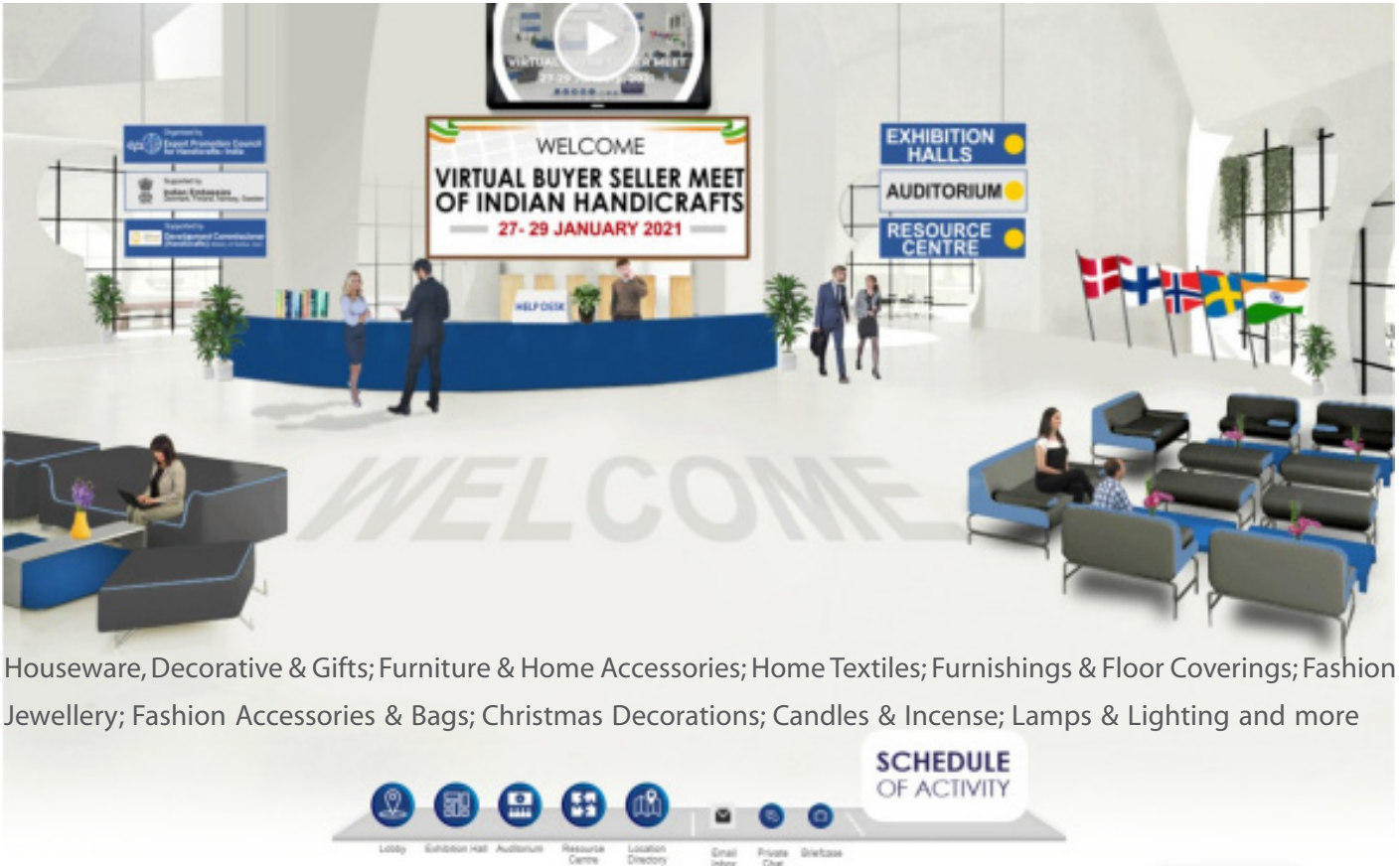


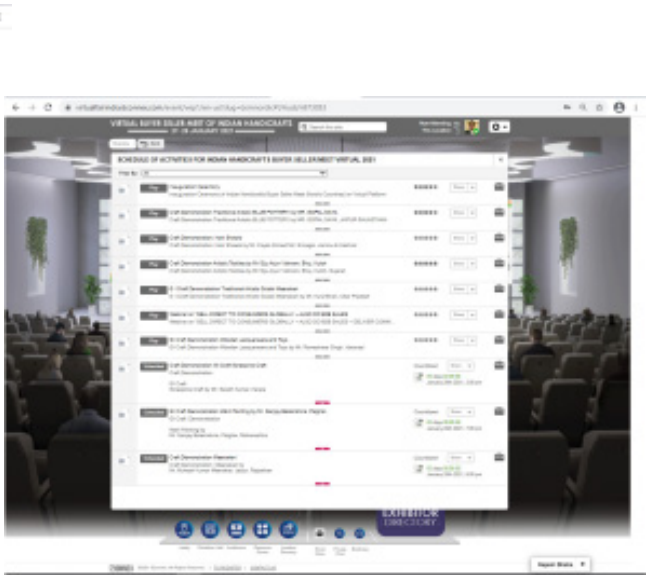
Virtual Buyer-Seller Meet

with buyers of Nordic Region (Denmark, Finland, Norway & Sweden)

27th January to 1st February 2021



Houseware, Decorative & Gifts; Furniture & Home Accessories; Home Textiles; Furnishings & Floor Coverings; Fashion Jewellery; Fashion Accessories & Bags; Christmas Decorations; Candles & Incense; Lamps & Lighting and more



EPCH, in association with Indian Embassies in Denmark, Finland, Norway, Sweden and with support of Office of Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India organised the "Virtual Buyer Seller Meet of Indian Handicrafts Manufacturers & Exporters with buyers of Nordic Region in Europe from 27th January to 1st February, 2021 (including 3 more extended days).

Nordic Countries have been important markets for Indian handicrafts and exports from India to this region is US\$ million 95.59 during FY 2019-2020. However, it has been a very difficult year as the major international fairs of Europe that used to be organised in the month of January & February, were rescheduled. EPCH with the willingness and active participation of it's members launched this Buyer Seller Meet in a Virtual Trade Fair Mode with a robust online ecosystem combining most of a Meet's features with technology that made communication and transacting business between buyers and sellers a pleasurable experience in the age of social distancing.

158 accredited manufacturer exporters from all parts of India participated and displayed a wide range of handcrafted products in categories such as Houseware, Decorative & Gifts; Furniture & Home Accessories; Home Textiles; Furnishings & Floor Coverings; Fashion Jewellery; Fashion Accessories & Bags; Christmas Decorations; Candles & Incense; Lamps & Lighting and more on this virtual buyer seller meet platform.

This Buyer Seller Meet was successfully organised with active support from Mr. Shantmanu, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India; H E Mr. Tanmaya Lal, Ambassador, Embassy of India, Sweden & Latvia; H E Mr. Ajit Gupte, Ambassador, Embassy of India, Denmark; H E Dr. B. Bala



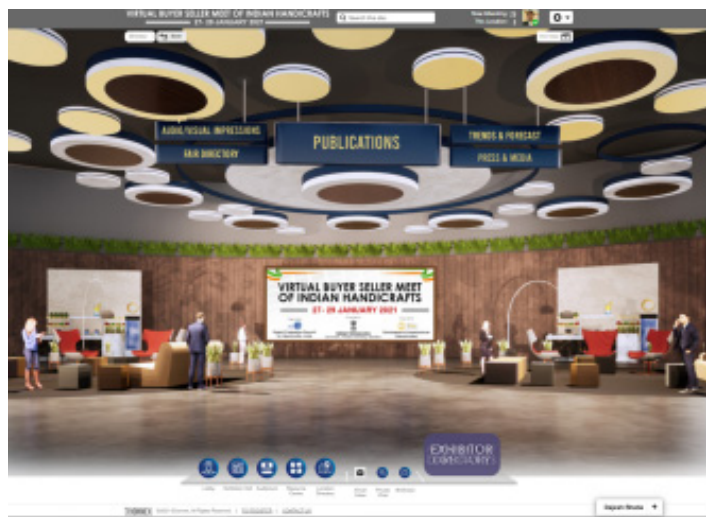
Bhaskar, Ambassador, Embassy of India, Norway; and H E Mr. Raveesh Kumar, Ambassador, Embassy of India, Finland & Estonia.

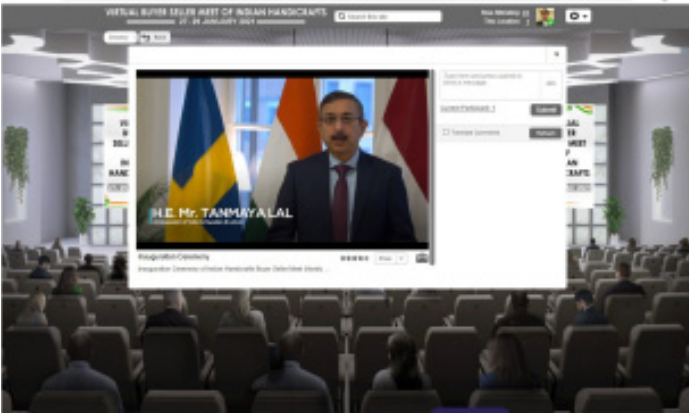


The Embassy of India in Nordic Countries extended their support to EPCH for organising this 1st Virtual Buyer Seller Meet in NORDIC Region of Europe.

The objective of organising this Virtual Buyer Seller Meet was match-making on a virtual platform for Indian companies with Nordic and European buyers interested in sourcing Handicrafts, Gifts, Furniture, Fashion and Lifestyle products from India and strengthening the image and acceptability of Indian handcrafted products in the Nordic markets.

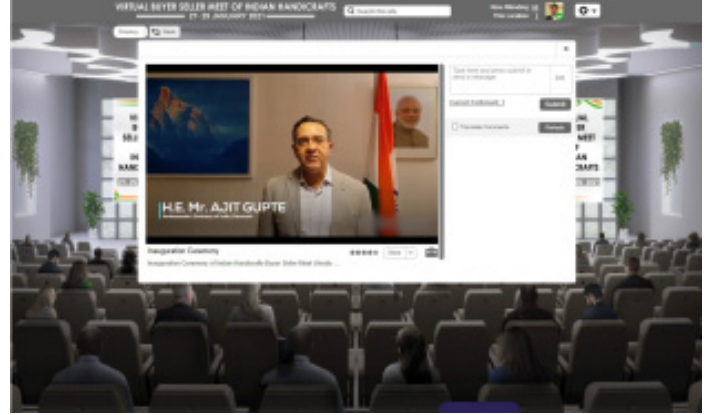
The virtual fair was inaugurated on 27th January 2021. **Mr. Shantmanu, Development Commissioner (Handicrafts),** Ministry of Textiles, Govt. of India, in his address welcomed all the buyers and exhibitors and also thanked the Indian Missions in promoting the Buyer Seller Meet amongst buyers in their respective countries.





H E Mr. Tanmaya Lal, Ambassador, Embassy of India, Sweden & Latvia said that the quality and range of the handicrafts displayed in virtual buyer seller meet was truly amazing and it was a wonderful opportunity for Swedish buyers to connect and source from Indian handicrafts manufacturers & exporters. In addition to the strong political engagement, trade and investment linkages along with technology and innovation provide the strong basis for this relationship. "It is exciting to note the rapidly intensifying business linkages - trade & investment - although COVID has stalled the progress a little bit," he said.

H E Mr. Ajit Gupte, Ambassador, Embassy of India, Denmark invited the importers, wholesalers, retail stores, buying representatives and stakeholders, associations, business chambers and Indian diaspora in Denmark to be a part of this virtual event and connect with the Indian manufacturers & exporters to source their requirement and make business relations.



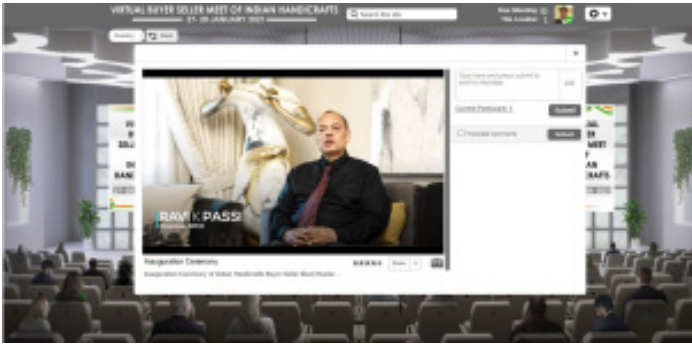
H E Dr. B. Bala Bhaskar, Ambassador, Embassy of India, Norway speaking on the occasion said that this virtual BSM was an opportunity to portray diversity of India, which the world is appreciative of. This is also an opportunity to present to the world India's abundant skills, competitive edge and adherence to quality compliances to the world.



H E Mr. Raveesh Kumar, Ambassador, Embassy of India, Finland & Estonia opined that the Nordic Region is yet to emerge as a major export destination for Indian handicrafts. He stressed need to build awareness of what we produce and organize more roadshows showcasing the quality of the product by understanding buyers' taste and preference.



A virtual stand and a virtual display at the show



While addressing the audience, **Mr. Ravi K Passi, Chairman, EPCH** informed that this virtual BSM provided a viable marketing option to the exhibitors and buyers and hoped that this virtual Buyer-Seller-Meet in association with Indian Embassies will lead to a growth in India-Nordic trade, economy and people to people relations.

Dr. Rakesh Kumar, Director General, EPCH shared the journey of EPCH's IHGF Delhi Fair since 1994 as the show has gone from strength to strength to be recognised as largest congregation of handicraft exporters under one roof as certified by Limca Book of Records.

Mr. R K Verma, Director, EPCH welcomed all the participants to the virtual BSM and proposed the Vote of Thanks.

With 12 business hours each day and the platform being open to visitation round-the-clock, the virtual BSM aimed to help buyers and sellers get connected and work for product lines towards a promising and hopeful season ahead. There were some exhibitors with ready stocks as well.

This virtual BSM received 477 buyers from Denmark, Sweden, Norway, Finland, United Kingdom, Germany, & France and nearby

countries. Additionally, representatives from 78 buying agencies also registered for the virtual BSM to source on behalf of their principals. The Indian handicrafts exhibitors who participated in this Virtual Buyer Seller Meet received positive number of business enquiries from the buyers.

The Indian Handicrafts Industry's workforce of more than 7 million crafts persons with their craft traditions and burgeoning ideas has led to Indian products gaining eminence in the international home, fashion, lifestyle, textiles & furniture segments. Indian manufacturers are endowed with a caliber to blend traditional and cultural elements with contemporary twists that plays a constructive and significant role in successfully catering to several European markets. Equipped with inherited skills, techniques and traditional craftsmanship, the industry is highly labour intensive and decentralised, being spread all over the country in both rural and urban areas. Optimum Indian artistry with traditional creative finish aligns in perfect harmony with modern designs resulting in compelling pieces that are well curated and have a story to tell. Such innovative crafts have fascinated many buyers who have made India their prime

sourcing base. International norms related to Health, Safety, Environment and Social compliance are also being followed by established manufacturers/exporters in India, who have not only excelled while being compliant but have also created higher capacities to produce larger quantities with consistent quality. These diverse manufacturing skills & abilities from India were represented at the Virtual Buyer-Seller Meet (VBSM). This Meet was an ideal platform for buyers, importers, wholesalers, distributors, buying office, independent retailers, chain store, departmental store, investors, franchising agents, e-tailers, designers, architects, government trade bodies, trading & retailers associations, etc. to network with Indian manufacturers and source quality products.



Virtual Buyer-Seller Meet

with buyers of West Asia & North Africa (WANA Region)

23rd to 26th February 2021

Following the success of the virtual BSM for Nordic countries, EPCH organised its second such virtual Buyer Seller Meet for buyers in the WANA Region, in association with and with support from Indian Embassies, High Commissions & Consul General Offices in West Asia & North Africa (WANA Region) and with support of Department of Commerce, Ministry of Commerce & Industry, Govt. of India, under MAI Scheme. This was held virtually from 23rd to 26th February 2021. EPCH created a robust online eco-system with most of the features and technology that made communication and transacting business between buyers and sellers a pleasurable experience in the age of social distancing.

Among participants were 68+ accredited manufacturers and exporters from all parts of India offering product lines in HHouseware, Decorative & Gifts; Furniture & Home Accessories; Home Textiles; Furnishings & Floor Coverings; Fashion Jewellery; Fashion Accessories & Bags; Christmas Decorations; Candles & Incense; Lamps & Lighting and more.

West Asia & North Africa (WANA Region) have been important markets for the Indian handicrafts and exports from India to this region is US\$ million 131.1 during FY 2019-2020.

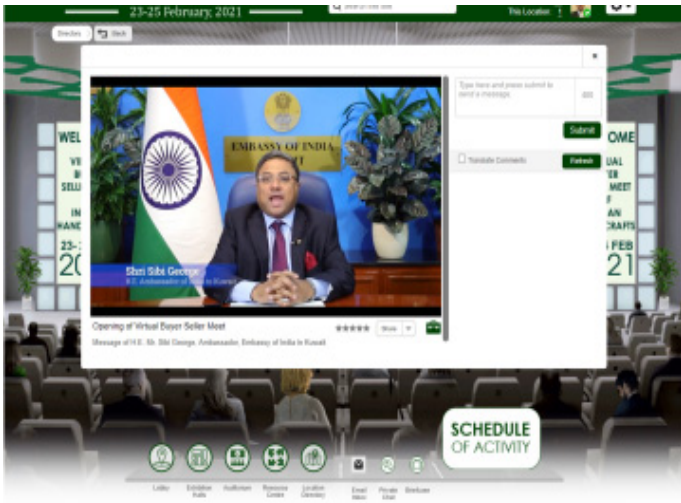
This Buyer Seller Meet was successfully organised on a virtual platform with active support received from H E Mr. Rahul Kulshreshth, Ambassador, Embassy of India, Egypt; H E Dr. Ausaf Sayeed, Ambassador, Embassy of India, The Kingdom of Saudi Arabia; H E Mr. Pavan Kapoor, Ambassador, Embassy of India, United Arab Emirates; H E Mr. Gaddam Dharmendra, Ambassador, Embassy of India, Iran; H E Mr. Sanjay Panda, Ambassador, Embassy of India, Turkey; H E Mr. GV Srinivas, Ambassador, Embassy of India, Senegal; H E Mr. Sibi George, Ambassador, Embassy of India, Kuwait; H E Mr. Munu Mahawar, Ambassador, Embassy of India, Oman; H E Dr. Suhel Ajaz Khan, Ambassador, Embassy of India, Lebanon; H E Mr. Piyush Srivastava, Ambassador, Embassy of India,



Bahrain; and H E Mr. Ravindra Prasad Jaiswal, Ambassador, Embassy of India Sudan. The Embassy of India in West Asia & North Africa (WANA Region) extended their support to EPCH for organising its 1st Virtual Buyer Seller Meet in WANA Region reflecting the indomitable spirit of the handicraft exporting fraternity to continue furthering the efforts to strengthen the Indian Handicrafts Sector.

Mr. Ravi K Passi, Chairman, EPCH informed that this virtual BSM provided a viable marketing option to the exhibitors and buyers and hoped that this virtual Buyer-Seller-Meet in association with Indian Embassies will lead to a growth in India-Nordic trade, economy and people to people relations.

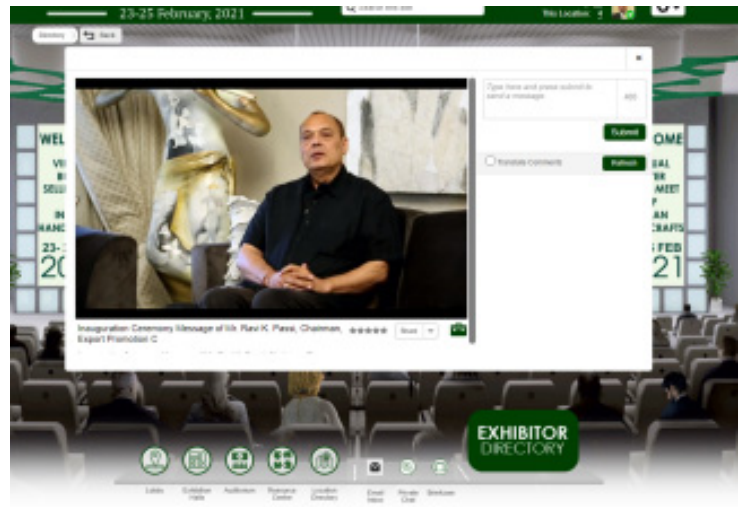
Dr. Rakesh Kumar, Director General, EPCH informed that the objective of organising this Virtual Buyer Seller Meet is match-making on virtual platform for Indian companies with West Asia & North African buyers interested in sourcing handicrafts, gifts, furniture, fashion and lifestyle products from India and strengthening image and acceptability of Indian handcrafted products in the Gulf markets due to the uniqueness of Indian craftsmanship, ethnic designs and colours.



H E Mr. Pavan Kapoor, Ambassador, Embassy of India, United Arab Emirates said that the quality and range of the handicrafts showcased in this virtual buyer seller meet is truly amazing and this was a wonderful opportunity for Gulf buyers to connect and source from Indian handicrafts exhibitors. He further shared that the handicrafts sector is an important sector of the Indian economy, as it not only provides significant employment opportunities in the rural areas but also accounts for a significant share in India's exports. The large variety of handicrafts produced all over India reflect India's rich cultural heritage and centuries of evolutionary tradition. Handicrafts mirror the cultural identity of the diverse ethnic people who produce them. India's handicrafts sector nurtures centuries of rich tradition and skilled craftsmanship in creating beautifully designed products, made in a sustainable manner.

H E Mr. Sibi George, Ambassador, Embassy of India, Kuwait shared that the Incredible variety of arts and crafts of India is a valuable cultural heritage of the whole humanity; Indian artisans and craftsmen have been giving us objects of duty and utility for centuries. Today our handicrafts are known and cherished in a large part of the world and naturally in Kuwait, the appreciation for Indian handicrafts is immense.

H E Mr. Munu Mahawar, Ambassador, Embassy of India, Oman extended his wishes to the participants and shared about EPCH's member-exporters and that they engage a number of artisans in rural and semi-rural areas of India and generate employment for MSMEs. The industry nurtures centuries of rich tradition and skilled craftsmanship by creating beautifully-designed products in sustainable manner.



H E Mr. Piyush Srivastava, Ambassador, Embassy of India, Bahrain said that handicrafts is an important sector having good potential of bilateral cooperation between India and the Kingdom of Bahrain. "I am sure that this Virtual BSM will bring promising prospects for both countries for networking, forging long term relations, sourcing premium product lines in home décor, textiles, jewellery & accessories, etc.," he added.

H E Mr. Ravindra Prasad Jaiswal, Ambassador, Embassy of India Sudan said that platform of the Virtual Meet is an apt learning opportunity from craft backed Indian manufacturing expertise besides being instrumental as a sourcing opportunity for several products conforming to modern styles, while retaining the simplicity, minimalism and functionality that India competitively offers.

This virtual BSM received 218 buyers from United Arab Emirates, Saudi Arabia, Qatar, Bahrain, Oman, Kuwait, Iran, Jordan, Israel, Turkey, Egypt, Morocco and nearby countries. Additionally, representatives from 43 buying agencies also registered & visited for the virtual BSM to source on behalf of their Overseas Buyers. The Indian handicrafts exhibitors participated in this Virtual Buyer Seller Meet received positive number of business enquiries from the buyers.

