



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

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PRESS RELEASE

INDIA PAVILION INAUGURATED AT HEIMTEXTIL 2020 IN FRANKFURT, GERMANY

New Delhi – 9th January, 2020 - Germany is the gateway of the European Union (EU) and is economically the strongest country in the EU. It is the second largest trading nation in the world and one of India's most important trading partners in Europe. The economy of Germany is a highly developed social market economy. It has the largest national economy in Europe and is a founding member of the European Union and the Eurozone. Germany is the 4th largest country where Indian handicrafts are being exported. The handicraft exports to Germany during the year 2018-19 was Rs.1345.18 crore in comparison to Rs. 1136.99 crore during 2017-18.

Shri Rakesh Kumar, Director General – EPCH informed that looking at the demand of Indian Handicrafts in Germany specially the textiles and home furnishing products, Council has organized the member participation in Heimtextil, 2020, Frankfurt, Germany being held from 07-10 January, 2020 in an India Pavilion with 36 member exporters from different parts of the Country. The Council's participation is under Market access Initiative (MAI) Scheme of Ministry of Commerce & Industry, Govt of India.

Heimtextil is the industry's most important global event for interior textiles, interior design, home furnishings and house hold textiles. With its new products and trends, this fair gives important impulses to both exhibiting companies as well as professional visitors from all over the world. This is the 50th edition of the fair with major Focus on sustainability, Shri Kumar further said.

The India Pavilion was inaugurated by Shri Vijoy Kumar Singh , AS& FA, Ministry of Textiles, Govt of India, along with Shri KN Tulasi Rao, Member-COA, Shri Sibin C, Director, Industry & Commerce, Govt. of Punjab, Dr. K N Prabhu, Chairman- HEPC, Shri Siddhartha Rajagopal, ED- Texprocil, and member participants by Ribbon cutting and lamp lighting. Shri Moloy Chandan Chakraborty, Jute & Textiles Commissioner Also visited the pavilion. Mr Singh also interacted with the participants and after seeing the publicity of IHGF Delhi fair during the fair, appreciated EPCH for creating brand image of the world largest congregation of Indian handicrafts exporters at different International fairs and exhibitions and wished the participants good luck.

Shri Rakesh Kumar, Director General - EPCH, said that the participation in Heimtextil, 2020 fair will create the market integration and help in direct market linkages with buyers thereby increasing handicrafts exports to European Union. The participation will also help the member exporters to present their new and innovative products to international buying community by participating in this mega textile trade fair.

For more information, please contact :

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Ribbon cutting is in progress during the fair. Seen from left is Shri K.N. Tulasirao, Member COA – EPCH, Shri Vijoy Kumar Singh, AS&FA, Ministry of Textiles and Shri Siddhartha Rajagopal, ED – TEXPROCIL.

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Lamp Lighting is in progress. **Seen from left to right** Shri Sibin C., Director Industry & Commerce, Govt. of Punjab, Dr. K N Prabhu, Chairman HEPC, Shri Siddhartha Rajagopal, Executive Director – TEXPROCIL, Shri Vijoy Kumar Singh, AS&FA, Ministry of Textiles and Shri K.N. Tulasirao, Member COA – EPCH

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Seen business in progress at Heimtextil 2020

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