



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

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PRESS RELEASE

49TH EDITION OF IHGF-DELHI FAIR SPRING '20 STANDS CANCELLED

NEW DELHI - 29TH MARCH, 2020 - Shri Rakesh Kumar, Director General – EPCH informed that looking at the present status of COVID-2019, in India and abroad, Members of Committee of Administration of EPCH unanimously decided to cancel the 49th edition of IHGF – Delhi fair Spring which was earlier postponed.

The objective of keeping the fair postponed was that EPCH was hoping that the COVID-2019 situation will improve and fair can be in organized sometime in June/July. Since the situation has further worsened and the nation is in a state of lock down, it has become totally unviable to organize a show of such magnitude in near future, hence 49th edition of IHGF-Delhi Fair Spring which was to be held from 15 – 19 April, '20 **stands cancelled**.

Elaborating further, Shri Kumar said that massive publicity campaign through various participations in International fairs and road shows along with direct mailing, tele-calling, promotion through print media and online platforms was undertaken to promote the 49th edition of IHGF Delhi fair. An special promotional scheme of hotel accommodation at a concessional rate to the overseas buyers was also offered wherein 8000 hotel rooms all across Delhi NCR were booked.

Over 10,000 visitors including 7000 overseas buyers and their representatives were expected to turn up for the show which was to host over 3200 exhibitors displaying best of the Indian handicrafts from all across the country. Handicraft being cluster based activity hence the exports from major craft clusters like Moradabad, Saharanpur, Jodhpur, Jaipur, Agra, Narsapur, Firozabad, North-eastern region and many others is severely going to be affected with the cancellation of this fair. Initial estimate of the impact of the coronavirus virus crisis on the handicraft sector is approximately 8000 to 10,000 crores which include the loss of orders of around 4000 crores which could have been generated from the 49th edition IHGF Delhi fair.

The 50th edition of IHGF-Delhi Fair Autumn will be organized from 14-18 October 2020 at India Expo Centre & Mart, Greater Noida added Shri Kumar.

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