

# **EXPORT PROMOTION COUNCIL FOR HANDICRAFTS**

Virtual Buyer-Seller Meet  
exclusively for Sweden, Denmark, Norway and Finland

Welcome to the world of Indian home, lifestyle,  
fashion, textile & furniture products

27-29 January, 2021

0900 Hrs to 1800 Hrs (GMT+1)

<http://www.indianhandicrafts.epch.in>

The Indian Handicrafts Industry produces one of the widest ranges of lifestyle and utility products. Its 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 & furniture product 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 decentralized, 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 destination. 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 are represented at the Virtual Buyer-Seller Meet (VBSM) organised by the Export Promotion Council for Handicrafts (EPCH), India, and supported by the Embassies of India in Sweden, Denmark, Norway and Finland. Among participants are 150 accredited manufacturers and exporters from all parts of India offering Home Decorative, Gifts including Corporate Gifts; Houseware, Tableware, Kitchenware & Hotel-ware including EPNS; Textiles, Home Furnishings and Made ups; Bathroom Accessories; Lawn Garden Ornaments and Accessories; Lamps Lighting and Accessories; Furniture and Accessories; Carpets Rugs and Floorings; Fashion Jewellery & Accessories; Sustainable Eco-Friendly Crafts; Christmas and Festive Decoration; Candles, Incense Sticks, Potpourri, Meditation and Aromatics; and Handmade Paper Gift Wraps and Ribbons including Soft Toys.

This Meet is an ideal platform for buyers, importers, wholesalers, distributors, buying office, independent retailers, chain store, departmental store, e-tailers, designers, architects, government trade bodies, trading & retailers associations, etc. to network with Indian manufacturers as well as source quality products.

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

**Register at:** <https://virtualfairindia.6connex.com/event/vep1/bsmnordic/register>

**Login:** <https://virtualfairindia.6connex.com/event/vep1/bsmnordic/login>

Export Promotion Council for Handicrafts' upcoming sourcing show

51<sup>st</sup> IHGF Delhi Fair, Spring 2021 – May, 2021(First week)

*(World's largest congregation of handcrafted products' exhibitors)*

EPCH has set a new order for sourcing amid the pandemic by going virtual and conducting 4 international virtual trade fairs and 1 Virtual Buyer Seller Meet between June to November 2020, including the 50th edition of its IHGF Delhi Fair. With things looking positive now, the IHGF Delhi Fair's Spring edition in March 2021 is being planned as a physical show at the India Expo Centre & Mart, New Delhi NCR. A complete road map for safe and convenient visitation is in place to ensure return to the inimitable and vibrant physical Fair.

The Export Promotion Council for Handicrafts (EPCH), the apex organization representing handicraft manufacturers & exporters in India. EPCH facilitates its 10,000+ members to customize and offer unique styles and quality products to the global sourcing community. The Council provides comprehensive information about the sector to international buyers and ensures optimal interface between the Indian handicrafts industry and international buyers facilitating business. EPCH is recognized for its continuous pursuit of excellence.

For more information, please contact:-



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# VIRTUAL BUYER SELLER MEET OF INDIAN HANDICRAFTS

With Buyers of Nordic Countries (DENMARK, SWEDEN, NORWAY, FINLAND)

27- 29 JANUARY 2021

# buyers, register now!

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Organized by   
Export Promotion Council for Handicrafts  
www.epch.in

 Supported by  
Development Commissioner (Handicrafts)  
Ministry of Textiles, Govt. of India

In Association with

 Embassy of India  
Denmark

 Embassy of India  
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