

'Magic of Gifted Hands' garners attention at Maison & Objet

Interactive session on 'India – A Profitable Destination for Sourcing Handicrafts' highlights India's strength in diversity, sustainability & artisanal excellence

Paris, France; 4th - 8th September 2025

Mrs. Amrit Raj, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India and Ms. Eenam Gambhir, Charge D'Affaires (DCM), Embassy of India in Paris, inaugurating the India Pavilion at Maison&Objet 2025, in the presence of Dr. Neeraj Khanna, Chairman, EPCH; Mr. Avdesh Agarwal, Chief Convenor, EPCH; Mr. Rajat Asthana, President IHGF Autumn'25; Mr. Mohit Chopra, Vice President IHGF Autumn'25; and Mr. Raj Anand, India Representative for Maison&Objet 2025, along with participating member exporters

The Maison & Objet 2025 took place from 4th to 8th September in Paris, France, with EPCH presenting a thematic pavilion titled "Indian Handicrafts - Magic of Gifted Hands." This EPCH India Pavilion was inaugurated by Mrs. Amrit Raj, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India and Ms. Eenam Gambhir, Charge D'Affaires (DCM), Embassy of India in Paris, in the presence of Dr. Neeraj Khanna, Chairman, EPCH; Mr. Avdesh Agarwal, Chief Convenor, EPCH; Mr. Rajat Asthana, President IHGF Autumn'25; Mr. Mohit Chopra, Vice President IHGF Autumn'25; and Mr. Raj Anand, India Representative for Maison&Objet 2025, along with participating member exporters.

This event provided a prime opportunity for India to showcase its handicrafts at the world-renowned design-oriented fair, positioning India as a key sourcing destination for handicraft products. 8 member exporters of EPCH from New Delhi, Gautam Budh Nagar, Jodhpur, Moradabad, etc. participated with their display of leather products, home furnishings, bags, jewellery boxes, fashion accessories and eco-friendly products.

Dignitaries interacted with member participants at the India Pavilion and admired the curated showcase of Indian craftsmanship. Mrs. Amrit Raj appreciated the thematic display of wide range of



handicrafts displayed at the India pavilion and reiterated the commitment of good office O/o Development Handicrafts towards strengthening the global footprint of Indian handicrafts.

The show witnessed the India Pavilion drawing strong interest from global buyers. Visitors engaged with exhibitors, exploring the richness of Indian handicrafts and celebrating India's creativity, culture and craftsmanship.

On the sidelines, of the fair, EPCH with @IndiaInFrance & @handicraftsdc hosted an interactive session "India – A Profitable Destination for Sourcing Handicrafts" with global buyers & experts, highlighting India's strength in diversity, sustainability & artisanal excellence.

Senior dignitaries, trade experts and leading exhibitors deliberated on how India's diverse product range, sustainable practices and



artisanal excellence continue to make it one of the most attractive sourcing destinations worldwide.

EPCH Chairman Mr. Neeraj Khanna called the 60th IHGF Delhi Fair Autumn 2025 a “Gateway to India”, inviting European buyers to source directly from India. He, along with Mr. Avdesh Agarwal, Mr. Rajat Asthana and Mr. Mohit Chopra, also met the Show Director of Maison&Objet, and invited him to attend IHGF Delhi Fair Autumn 2025.

A Roadshow to promote the upcoming 60th IHGF Delhi Fair Autumn 2025 was also carried out. With one-to-one buyer interactions and a full-page ad in the Official Guide, India’s sourcing story gained stronger global visibility.

Maison & Objet 2025 brought together the international design, home decor, and lifestyle community under one roof. As a multicultural crossroads of contemporary living, this fair serves as a platform for global exhibitors and visitors to display a high-quality range of international products. The event offered a comprehensive overview of creativity, excellence and innovation, fostering collaboration and idea exchange.

Maison & Objet Paris has been a gateway to the world of design for over 25 years, serving as a major event for professionals working in the art of living in all its diverse expressions. With over 45,000 visitors expected from 88 countries, India’s participation added vibrancy and diversity to the fair. It also familiarised global manufacturers, retailers and brands with India’s dynamic entrepreneurship in textiles and home furnishings, opening new sourcing opportunities from the country. ■



A glimpse of the Interactive session “India – A Profitable Destination for Sourcing Handicrafts” with Mrs. Amrit Raj, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India; Dr. Neeraj Khanna, Chairman, EPCH; Mr. Avdesh Agarwal, Chief Convenor, EPCH; Mr. Rajat Asthana, President IHGF Autumn’25; Mr. Mohit Chopra, Vice President IHGF Autumn’25



A Roadshow to promote the upcoming 60th IHGF Delhi Fair Autumn 2025 was also carried out during the fair

WHO’S NEXT, Paris, France; 6th - 8th September 2025

Ms. Amrit Raj, Development Commissioner (Handicrafts), and Dr. M. Bina, Development Commissioner (Handlooms) visited the WHO’S NEXT Show in Paris, accompanied by the EPCH delegation led by Dr. Neeraj Khanna, Chairman EPCH, along with Mr. Avdesh Agarwal, Chief Convenor, EPCH; and Mr. Rajat Asthana, President, IHGF Delhi Fair - Autumn 2025.



The dignitaries held discussion with Mr. Frédéric Maus, CEO of WHO’S NEXT, and the Director of the fair on enhancing visibility for Indian producers and brands in the global fashion landscape. Key areas included curated spaces for Indian participation, collaborative opportunities, and mobilising international buyers to attend IFJAS in India. The dignitaries also interacted with Indian participants at the show, appreciating their efforts in showcasing the richness of Indian handicrafts and handlooms on a global stage. ■

Craft Demonstrations by Master crafts persons enthuse visitors

Thessaloniki International Fair, Thessaloniki, Greece; 6th - 14th September 2025

The 89th Thessaloniki International Fair (TIF) was held from 6th to 14th September 2025 at the Thessaloniki International Exhibition & Congress Centre, Greece, where EPCH presented its thematic pavilion titled 'Indian Handicrafts – Magic of Gifted Hands.'

The pavilion was inaugurated by Mr. Asit Gopal, Additional Secretary & Financial Advisor, Ministry of Textiles, Food Processing & DoNER, in the presence of Mr. Ravi K. Passi, former Chairman and COA Member, EPCH; Mr. Shankra Nand Bharti, GM & HoD Admin, ITPO; senior fair officials - Ms. Lila and Ms. Neena, along with member exporters and Master crafts persons deputed for participation, by O/o the Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India.

Mr. Asit Gopal appreciated the Council's efforts and observed that the fair enabled meaningful connections with buyers while projecting India's image as a profitable sourcing destination for handicrafts. He highlighted that India's diverse product range, sustainable practices and artisanal excellence continued to make it one of the most attractive sourcing destinations worldwide.

Dignitaries and visitors highly appreciated the pavilion, which showcased India's rich craftsmanship, including Leather Puppetry (Andhra Pradesh), Art Metalware (Delhi), Shawls (J&K), Kutch Bandhani (Gujarat), Phad Painting and Sanganeri Block Printing (Rajasthan), and Bastar Dhokra (Chhattisgarh).



Mr. Asit Gopal, Additional Secretary & Financial Advisor, Ministry of Textiles, Food Processing & DoNER, inaugurating the India Pavilion in the presence of Mr. Ravi K. Passi, former Chairman and COA Member, EPCH; Mr. Shankra Nand Bharti, GM & HoD Admin, ITPO; senior fair officials Ms. Lila and Ms. Neena, along with member exporters and Master crafts persons

Thessaloniki International Fair is said to be among the most significant trade exhibitions in Southeast Europe, bringing together business leaders, policymakers, investors, and innovators from across the globe. He noted that TIF served as a multidisciplinary platform blending commerce, culture and innovation, with participation from over 1,500 exhibitors and more than 200,000 visitors. For India, he emphasised, the fair opened up new horizons for collaborations, partnerships, and sourcing opportunities in handicrafts and lifestyle products.



Products Display and Interactive Session mark participation

Autumn Fair International, Birmingham, UK; 7th - 10th September 2025

Dr. Venkatachalam Murugan, Consul General of India, Birmingham, U.K., inaugurating the India Pavilion at Autumn Fair International, Birmingham, in the presence of Mr. Aman Bansal, Consul (Commerce) & HOC; Mr. Haldar, Regional Director, Development Commissioner Handicrafts, Ministry of Textiles, Govt. of India; and Mr. Girish Agarwal, COA Member, EPCH

EPCH participated in the Autumn Fair International, held at the NEC, Birmingham, UK, from 7th to 10th September 2025, by setting up an exclusive India Pavilion - 'Magic of Gifted Hands'. This pavilion was inaugurated by Dr. Venkatachalam Murugan, Consul General of India, Birmingham, UK, in the presence of Mr. Aman Bansal, Consul (Commerce) & HOC; Mr. Haldar, Regional Director, Development Commissioner Handicrafts, Ministry of Textiles, Govt. of India; and Mr. Girish Agarwal, COA Member, EPCH.

Dr. Venkatachalam Murugan appreciated the Council's continuous efforts to bring Indian handicrafts to global markets and promote handicraft exports. He also interacted with the participating members and assured them of full support for future business promotions.

Dr. Neeraj Khanna, Chairman, EPCH stated, "EPCH regularly exhibits at Autumn Fair International as this provides an insight into the UK market's versatility. With the India-UK Comprehensive Economic and Trade Agreement (CETA), progressive tariff reductions, simplified rules of origin, and smoother customs facilitation would instill greater confidence and predictability in buyer-seller engagements. This, he noted, would translate into lower costs, quicker clearances, easier compliance, and greater opportunities for UK retailers to scale multi-season products, private labels, and design collaborations with Indian suppliers."



In this edition, 6 member exporters of EPCH participated under the EPCH India Pavilion, showcasing a wide array of products, including home textiles and furnishings, handmade leather products and fashion accessories. To further promote Indian handicrafts, EPCH, with the support of the Office of the Development Commissioner (Handicrafts), set up a thematic display with live demonstrations of traditional crafts by National Awardee & Shilp Guru Awardee artisans.



On the sidelines of the fair, EPCH, in collaboration with the Embassy of India and the Office of the Development Commissioner (Handicrafts), Ministry of Textiles, Government of India, organised an Interactive Session on the theme "India – A Profitable Destination for Sourcing Handicrafts." The session brought together global buyers, sourcing professionals and Indian exporters to explore opportunities, discuss market trends and highlight India's position as a trusted partner in the global handicrafts value chain. ■



Dr. Venkatachalam Murugan, Consul General of India, Birmingham, U.K.; Mr. Aman Bansal, Consul (Commerce) & HOC; and other dignitaries at a participant's stall

Council participates in leading interiors event in the Middle East

Index, Riyadh, Saudi Arabia; 9th - 11th September 2025



Dr. Suhel Ajaz Khan, Ambassador of India to the Kingdom of Saudi Arabia, Riyadh, inaugurating the India Pavilion at Index, Saudi Arabia, in the presence of Ms. Manusmriti, Counsellor, Economic & Commerce, Embassy of India, Riyadh; Mr. Akshay Singh, Deputy Director, O/o Development Commissioner (Handicrafts), Ministry of Textiles, Government of India; Mr. Salman Azam, COA Member, EPCH; participating exhibitors; and Master crafts persons

EPCH highlighted the Indian handicraft sector's capabilities at Index Saudi Arabia, Riyadh, held from 9th to 11th September 2025, by setting up an exclusive India Pavilion with 6 member exporters displaying home décor, gifts, home textiles, kitchenware, household products and decorative items. A thematic display featuring live demonstrations of traditional crafts by Master crafts persons deputed by O/o DC (Handicrafts) showcased Natural Fibre Crafts from Odisha, Metal Engraving from Uttar Pradesh, Terracotta from Delhi and Coconut Shell Crafts from Kerala.

The India Pavilion was inaugurated by Dr. Suhel Ajaz Khan, Ambassador of India to the Kingdom of Saudi Arabia, Riyadh, in the presence of Ms. Manusmriti, Counsellor, Economic & Commerce, Embassy of India, Riyadh; Mr. Akshay Singh, Deputy Director, O/o Development Commissioner (Handicrafts), Ministry of Textiles, Government of India; Mr. Salman Azam, COA Member, EPCH; participating exhibitors; and Master crafts persons. Dr. Suhel Ajaz Khan appreciated EPCH's continuous efforts in bringing Indian handicrafts to global markets and promoting exports from the country. He also interacted with exhibitors, assured them of his

support in future business promotion initiatives and expressed admiration for the live craft demonstrations presented by Indian Master artisans.

Index Saudi Arabia, the longest-running interiors event in the Middle East, brought together the international design, home décor, and lifestyle community under one roof.

On the sidelines of the fair, EPCH, in collaboration with the Embassy of India, Riyadh, and the Office of the Development Commissioner (Handicrafts), organised an Interactive Session on the theme "India – The Ideal Destination for Handicrafts Sourcing." The Chief Guest of the session was H.E. Dr. Suhel Ajaz Khan, Ambassador of India to the Kingdom of Saudi Arabia, alongside Mr. Salman Azam, COA Member, EPCH; Mr. Akshay Singh, Deputy Director, O/o DC (Handicrafts); and Ms. Dalal Abudulelah Abuljadayel, Vice President, In Detail Design Center, Jeddah.

Delivering the welcome address, Mr. Salman Azam highlighted the growing importance of the Saudi market in the current business scenario. The session brought together global buyers, sourcing professionals and Indian exporters to explore opportunities, discuss emerging trends and reaffirm India's position as a trusted partner in the global handicrafts value chain.

The EPCH team actively engaged with international pavilions and promoted its upcoming IHGF Delhi Fair – Autumn 2025. The team had meaningful discussion with Mr. Evan Schiff, Portfolio Director, INDEX Saudi (DMG Events) and with Mr. Jasmeet Bakshi, Vice President, Design & Hospitality. An invitation to attend the upcoming IHGF Delhi Fair was extended to them. ■



India's Furniture & Décor products amplified at Asia's premier furniture trade show

Furniture China 2025, Shanghai; 10th - 13th September 2025

Mr. Bhavishya, Consul (Commerce) and Head of Chancery, Consulate General of India, Shanghai, at the EPCH Booth and a member exporter's stall at Furniture China, along with Mr. Naresh Bothra, President, Jodhpur Handicrafts Exporters Federation; Mr. Priyesh Bhandari, member exporter from Jodhpur; Mr. M. Ilyas Ahmad, member exporter from Moradabad; and other Indian exhibitors



Furniture China 2025, Asia's premier furniture trade show, got underway at the Shanghai New International Expo Centre, celebrating its 30th anniversary under the theme "Beyond Next." The event, held from 10th to 13th September 2025, brought together over 3,000 exhibitors from around the world, who presented cutting-edge furniture designs, manufacturing technologies and interior innovations.

EPCH set up a promotional booth, which was inaugurated by Mr. Bhavishya, Consul (Commerce) and Head of Chancery, Consulate General of India, Shanghai, in the presence of Mr. Naresh Bothra, President, Jodhpur Handicrafts Exporters Federation; Mr. Priyesh Bhandari, member exporter from Jodhpur; Mr. M. Ilyas Ahmad, prominent exporter from Moradabad; and other leading Indian exhibitors. Mr. Bhavishya interacted with Indian exhibitors at their respective booths and commended their participation in showcasing India's craftsmanship to the global marketplace.

Furniture China 2025 provided an opportunity to showcase India's strength in furniture, décor and handicrafts to a global audience. Through the promotional stand, the Council not only highlighted the creativity and craftsmanship of Indian exporters but also positioned the IHGF Delhi Fair Autumn 2025 and Spring 2026 as premier sourcing destinations for international buyers. This participation reinforced India's role as a reliable, design-led and sustainable partner in the global furniture and lifestyle value chain.



This presence at Furniture China 2025 was aimed at publicising and promoting upcoming IHGF Delhi Fairs. As part of this outreach, EPCH also conducted a road show during the exhibition, distributed promotional materials and engaged directly with international visitors. These initiatives enhanced awareness of India's position as a leading sourcing destination for handicrafts, furniture and lifestyle products, while reinforcing the IHGF Delhi Fair as one of the world's largest and most trusted sourcing platforms.



A glimpse of the road show conducted by EPCH during the exhibition