

22nd September 2025, London, UK

Secretary Textiles leads High-Level Outreach in UK

Buyer Engagement Programme gathers buyers & buying representatives



The interactive session on “India – A Profitable Destination for Sourcing Handicrafts, Handlooms and Carpets” with Ms. Neelam Shami Rao as Chief Guest alongwith Ms. Shubhra, Trade Advisor, Ministry of Textiles; Mr. Kartikya Dhanda, Secretary, Textiles Committee; Mr. Amit Kumar, Director Trade, Ministry of Textiles; Ms. R Lalitha, Director Textiles, Govt. of Tamil Nadu; Dr. Neeraj Khanna, Chairman, EPCH; Mr. Lalit Goel, Chairman, HEPC; Mr. Kuldeep Wattal, Chairman, CEPC; Mr. Rajesh Rawat, Addl. Executive Director, EPCH; and Dr. Patricia Sumod, Head Domestic & International Linkages, NIFT.

To strengthen UK market access for Indian products, by deepening buyer linkages through targeted G2G engagements, focused B2B meetings and roadshows, Ms. Neelam Shami Rao, Secretary, Ministry of Textiles, Govt. of India, convened a meeting with buyers and buying representatives in London, UK. EPCH was represented by Dr. Neeraj Khanna, Chairman, EPCH; and Mr. Rajesh Rawat, Addl. Executive Director, EPCH.

Also, EPCH in collaboration with Handloom Export Promotion Council (HEPC) and Carpet Export Promotion Council (CEPC) organised an interactive session on “India – A Profitable Destination for Sourcing Handicrafts, Handlooms and Carpets.” The session was graced by Ms. Neelam Shami Rao being Chief Guest alongwith Ms. Shubhra, Trade Advisor, Ministry of Textiles; Mr. Kartikya Dhanda, Secretary, Textiles Committee; Mr. Amit Kumar, Director Trade, Ministry of Textiles; Ms. R Lalitha, Director Textiles, Govt. of Tamil Nadu; Dr. Neeraj Khanna, Chairman, EPCH; Mr. Lalit Goel, Chairman, HEPC; Mr. Kuldeep Wattal, Chairman, CEPC; Mr. Rajesh Rawat, Addl. Executive Director, EPCH; and Dr. Patricia Sumod, Head Domestic & International Linkages, NIFT.

Ms. Neelam Shami Rao, Secretary, Ministry of Textiles, Govt. of India, while addressing the buyers, highlighted the significance of Indian



textile sector in the overall exports from the country and stressed on the steps being taken with respect to design, sustainability, traceability, marketing initiatives by Govt. of India to promote the exports of textiles from the country. She urged all the buyers to take full advantage of the India-UK trade agreement which looks forward to a significant reduction to negligible duties on products exported between the countries.

The session connected buyers and sourcing professionals to explore opportunities, align on market trends, and reaffirm India's position as a trusted partner in the global handicrafts value chain. Buyers present at the occasion raised issues around logistics, intellectual property, design sensibilities, traceability, e-commerce and other business aspects and expressed strong enthusiasm about leveraging the India-UK FTA.

EPCH represented at Outreach Programme on the India-UK CETA

29th September 2025; New Delhi

The Directorate General of Foreign Trade (DGFT) organised an Outreach Programme on the India-UK Comprehensive Economic and Trade Agreement (CETA) at Bharat Mandap, New Delhi, under the chairmanship of Mr. Ajay Bhadoo, DGFT. Also, present were Smt Vrunda Manohar Desai, Additional DGFT; and Mr. Saket Kumar, Joint Secretary, DoC (Department of Commerce); Ms. Anna Shotbolt, Deputy Trade Commissioner, British High Commission; and other senior officers. The programme brought together stakeholders from various export promotion councils, industry associations and experts on various sectors to deliberate on the emerging opportunities for Indian exporters under the upcoming trade pact.

EPCH was represented by Mr. Ravi K. Passi, Former Chairman and COA Member, EPCH; Mr. Price Malik, COA Member, EPCH; and Mr. Rajesh Rawat, Additional Executive Director, EPCH. The primary objective of the session was to explore ways of strengthening market access for Indian products in UK and to unlock the wide range of benefits envisaged under the India-UK trade agreement.

Mr. Rajesh Rawat detailed on the handicraft sector's export performance and highlighted the strong potential of the UK market for Indian exporters. He explained that the India-UK CETA aims to progressively reduce tariffs, boosting the competitiveness of Indian goods in the UK. Mr. Rawat urged exporters and stakeholders to proactively leverage the opportunities arising from the agreement. He added that beyond tariff cuts, the pact is expected to support



The EPCH representation - Mr. Ravi K. Passi, Former Chairman and COA Member, EPCH; Mr. Price Malik, COA Member, EPCH; and Mr. Rajesh Rawat, Additional Executive Director, EPCH, seen with Mr. Saket Kumar, Joint Secretary, DoC (Department of Commerce) at the Outreach Programme on the India-UK Comprehensive Economic and Trade Agreement (CETA) at Bharat Mandap, New Delhi

deeper market penetration, diversification of product categories and stronger bilateral ties. The programme concluded with a call for exporters to position themselves strategically to benefit from this landmark agreement, which is set to act as a catalyst in expanding India's global trade presence. ■