

# Promotional Campaign at Brussels Furniture Fair

## Highlights India as a Prime Sourcing Destination

Brussels, Belgium; 2<sup>nd</sup> - 5<sup>th</sup> November 2025



*The campaign centred on direct engagement, with EPCH representative Mr. Rajesh Singh, Deputy Director, EPCH, distributing promotional materials and participating in targeted discussions throughout the event.*

EPCH actively conducted a promotional campaign at the 88th Brussels Furniture Fair 2025, held from 2nd to 5th November at Brussels Expo, to strengthen outreach for the IHGF Delhi Fair - Spring 2026 edition among European buyers and industry professionals.

The Brussels Furniture Fair 2025 served as a key meeting point for European furniture manufacturers, retailers, designers and suppliers. With over 210 exhibitors from across Europe, the event upheld its reputation as a well-organised B2B platform while also welcoming local retailers. Its convivial yet business-focused atmosphere reinforced Brussels' position as a homecoming destination for furniture professionals.

The campaign centred on direct engagement, with EPCH representative Mr. Rajesh Singh, Deputy Director, EPCH, distributing promotional materials and participating in targeted discussions throughout the event. This year, EPCH adopted a more dialogue-driven strategy, focusing on deeper conversations, maximised visibility and stronger brand recall through one-on-one interactions.

The Brussels Furniture Fair 2025 highlighted the European market's openness to new suppliers and the importance of relationship-building in the furniture trade. Since 1937, this fair has been the furniture trade in Belgium and other West European countries such as the Netherlands, France, Luxembourg, Great Britain, Switzerland, Germany and Scandinavia. It is divided into segments, with each

one targeted at a specific part of the furniture trade, from contemporary pieces to bedroom comfort.

EPCH's participation helped enhance brand awareness for the IHGF Delhi Fair, foster new buyer relationships and reinforce India's growing reputation as a trusted sourcing partner in the global furniture industry. The experience offered valuable insights for positioning the IHGF Delhi Fair - Spring edition as a vibrant sourcing destination for European buyers - enabling refined outreach, improved product presentations and more effective trade engagement strategies.



# "Bharat - the Supplier" to "Bharat - the Creator"

Interactive session on 'India – A Profitable Destination for Sourcing Handicrafts' brings focus to India's strengths & capabilities

Gifts & Lifestyle Middle East, Dubai, UAE; 12<sup>th</sup> November 2025



EPCH showcased India's handcrafted excellence at the 5th Gifts & Lifestyle Middle East in Dubai, held from 11th to 13th November 2025, as part of its continued efforts to strengthen visibility and buyer outreach for the upcoming IHGF Delhi Fair – Spring 2026 edition across the Middle East, the WANA region and Europe. With Dubai serving as a key regional trade gateway, the fair provided an ideal platform to engage with international buyers and promote India's diverse handicraft strengths.

The EPCH Pavilion was inaugurated by H.E. Mr. Satish Sivan, Consul General of India in Dubai, in the presence of EPCH senior leadership, officials and fair partners.

On the second day of the fair, EPCH organised an Interactive Session on "India – A Profitable Sourcing Destination for Handicrafts", aimed at bringing together global buyers, sourcing professionals, and Indian exporters. The session focused on exploring new business opportunities, understanding evolving market trends and highlighting India's growing position as a preferred and reliable sourcing partner in the global handicrafts value chain.

Dr. Neeraj Khanna, Chairman, EPCH, along with Mr. Avdhesh Agarwal, Chief Convenor, EPCH, engaged with participating international buyers and trade visitors. Dr. Khanna shared insights into the inherent strengths of India's handicraft sector, deeply rooted in traditional craftsmanship while continuously adapting to global trends. He emphasised India's evolving identity in the global marketplace, underscoring EPCH's aspiration to transform the perception from



*Dr. Neeraj Khanna, Chairman, EPCH, along with Mr. Avdhesh Agarwal, Chief Convenor, EPCH, engaged with participating international buyers and trade visitors through the interactive session*

"Bharat – the Supplier" to "Bharat – the Creator." He also extended a special invitation to all trade visitors for the IHGF Delhi Fair – Spring 2026, scheduled from 14th to 18th February 2026, one of the world's largest exhibitions of handcrafted products and a premier sourcing destination for importers, wholesalers and retailers worldwide.

Mr. Avdhesh Agarwal highlighted the unique capability of Indian artisans to blend creativity with functionality, giving Indian handicrafts a distinctive edge globally. He noted that interactive platforms such as this session helps exporters understand buyer expectations more clearly and offers customised, market-ready solutions aligned with international standards.

The session concluded with an engaging exchange of ideas on emerging design trends, sustainable production practices and the increasing role of collaborative efforts in shaping the future growth of the global handicrafts industry. ■



# Promotions to strengthen India's position as a Global Sourcing Hub

MEBEL, Moscow, Russia; 24<sup>th</sup> - 27<sup>th</sup> November 2025

*EPCH set up a promotional booth at the exhibition to disseminate information about the upcoming IHGF Delhi Fair-Spring 2026. The booth displayed promotional literature aimed at attracting international buyers and exhibitors. Mr. Naveen Gaur, Deputy Director, EPCH, engaged with exhibitors and visitors at the fair.*



EPCH participated in the 36th edition of MEBEL, held from 24th to 27th November 2025, at Crocus Expo, Moscow, to promote the IHGF Delhi Fair-Spring 2026 – Special Furniture Edition, connect with international buyers, and strengthen India's position as a global sourcing hub. MEBEL, Russia and Eastern Europe's largest and most influential furniture exhibition, brought together leading manufacturers, designers and decorators from around the world to showcase the latest trends and innovations in home and office furniture. The event featured over 700 exhibitors from countries including Russia, China, India, Italy and Turkey, and served as a comprehensive platform for networking, sourcing and business development in the global furniture industry.

EPCH set up a promotional booth at the exhibition to disseminate information about the upcoming IHGF Delhi Fair-Spring 2026. The booth displayed promotional literature aimed at attracting

international buyers and exhibitors. Mr. Naveen Gaur, Deputy Director, EPCH, conducted one-on-one interactions with exhibitors and potential buyers. He briefed visitors on the significance of the IHGF Delhi Fair and invited them to visit the special furniture edition in 2026. Several buyers expressed interest in attending and EPCH responded to numerous queries at the booth, providing detailed information about the event and India's strengths as a sourcing destination.

Through its participation in MEBEL-2025, EPCH enhanced India's visibility as a major supplier in the global furniture market and worked to increase international buyer turnout for the IHGF Delhi Fair Spring 2026. The initiative reflected the Council's strategic commitment to promoting the Indian handicrafts sector, supporting exporters and contributing to India's economic growth through expanded trade relationships and market reach. ■