

# Indian Handicrafts Trade Delegation

## European Union & United Kingdom; 1<sup>st</sup> - 8<sup>th</sup> February 2026



*The EPCH IEML delegation was led by Dr. Neeraj Khanna, Chairman, EPCH and Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH & Chairman, IEML. It included Mr. Sagar Mehta, Vice Chairman, EPCH; Former Chairmen, EPCH - Mr. Ravi K Passi, Mr. Raj Kumar Malhotra and Mr. O P Prahadka; COA Members, EPCH - Mr. Avdesh Agarwal, Mr. KNTulasi Rao, Mr. Naved Ur Rehman, Mr. Zeeshan Ali, Mr. Varun Sharma and Mr. Simrandeep Singh Kohli; and Mr. Rajesh Rawat, Executive Director, EPCH.*

The delegation aimed to strengthen the market presence of Indian handicrafts in the mature markets of the EU and the UK, known for strong retail, wholesale and trade fair networks. The visit focused on expanding buyer outreach and building institutional partnerships through engagements with TICA (Netherlands), Spring Fair (Birmingham) and Ambiente 2026 (Frankfurt).

Key objectives included exploring market opportunities, strengthening retail and wholesale linkages through TICA Cash & Carry centres, reviewing logistics and supply chain readiness at the ExpoBazaar warehouse with Kerry Logistics, and enhancing product visibility through the EPCH ExpoBazaar pavilions at major international trade fairs. The delegation also conducted B2B networking meetings, engaged with fair organisers and strategic partners, and promoted Indian handicrafts globally under the "India"

brand to expand buyer networks and generate new business opportunities.

On 1st February 2026, the delegation visited the TICA Aalsmeer Cash & Carry Centre in the Netherlands, a leading B2B wholesale hub for home, lifestyle, gift and décor products. The delegation toured the 30,000 sq. m. showroom featuring around 600 global vendors, where nearly 40% of the merchandise originates from India, and interacted with TICA representatives to understand its buyer network, business model and growth potential for Indian products.

The delegation also reviewed the ExpoBazaar showroom at TICA Aalsmeer, assessing product presentation, merchandising and alignment with European buyer preferences to improve visibility of Indian handicrafts.

