

EPCH sets up vibrant India Pavilion with Magic of Gifted Hands

NY NOW, New York, USA; 1st - 3rd February 2026

Mr. Binaya Srikanta Pradhan, Consul General of India, New York, USA inaugurated the EPCH India Pavilion in NY Now, New York, USA, in the presence of Ms. Rajlakshmi Kadam, Consul (Trade) - CGI New York; Mr. Raj Kumar Malhotra, former Chairman and COA Member, EPCH; Mr. K N Tulasi Rao, Southern Region Convenor, EPCH; eminent member exporters, Master crafts persons and trade visitors. Thereafter he visited the stalls and appreciated the live demonstration of crafts

EPCH participated in NY NOW 2026, held at the Javits Convention Center, New York, USA, from 1st to 3rd February 2026 by setting up the EPCH India Pavilion with 3 EPCH member exporters besides 3 Master crafts persons from Gujarat, deputed by the O/o DC (Handicrafts), to demonstrate Appliqué work, Ajrakh hand block printing and traditional hand block printing.

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Chairman and COA Member, EPCH; Mr. K N Tulasi Rao, Southern Region Convenor, EPCH; eminent member exporters, Master craft persons and trade visitors. Thereafter the Consul General and accompanying officials visited the EPCH India Pavilion and interacted with participating Master crafts persons. They appreciated the extensive range and craftsmanship of Indian handmade products on display. The Consul General also expressed keen interest in the business model of EPCH and Expo Bazaar, particularly in promoting ease of sourcing and facilitating direct engagement between Indian exporters and American buyers.

NY NOW serves as a significant marketplace for Indian handicrafts in the United States, bringing together serious wholesale buyers across the gift, home and lifestyle segments. EPCH's participation has further strengthened India's engagement with the US market and reaffirmed its commitment to expanding market access for 'India Handmade' by enabling direct buyer connects, presenting design-led collections and highlighting the depth of Indian craftsmanship. The show offered valuable insights into emerging trends in colours, materials and consumer preferences across the US and North American markets - inputs that would assist EPCH members in aligning product development and collections with global demand. ■



IHGF Delhi Fair promotions at leading UK show

Spring Fair International, Birmingham, UK; 1st - 4th February 2026



Dr. M Beena, Development Commissioner (Handlooms), Ministry of Textiles, Government of India, inaugurated the EPCH Pavilion at Spring Fair International, in the presence of Mr. Aman Bansal, Consul Commerce & Head of Chancery, currently acting as Acting Consul General of India in Birmingham, UK; Mr. Nipun Pande, Additional Development Commissioner (Handlooms); Mr. Rajesh Jain, COA Member, EPCH; and Prof. Patricia Sumod from the Fashion Design Department, NIFT, Mumbai. The dignitaries interacted with participating exporters and assured continued institutional support for future business promotion

Spring Fair International 2026 was held from 1st to 4th February 2026 at the National Exhibition Centre, Birmingham, UK and concluded with strong participation and positive visitor response. EPCH organised participation of 5 member exporters, offering buyers a comprehensive view of India's strengths in handicrafts and lifestyle products like, home textiles and furnishings, decorative paper-based articles, fashion accessories and related products, displayed in the EPCH India Pavilion at the show.

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Above: IHGF Delhi Fair promotions at the fair with Dr. Neeraj Khanna, Chairman, EPCH; Mr. Avdesh Agarwal, COA Member, EPCH; and Mr. Rajesh Rawat, Executive Director, EPCH

Right: The EPCH booth in the India Pavilion offering information to visitors



The Council's regular participation at Spring Fair International in Birmingham provides valuable insights into the versatility and evolving preferences of the UK market. Dr. Neeraj Khanna, Chairman, EPCH highlighted that the India-UK Comprehensive Economic and Trade Agreement (CETA), with its provisions for progressive tariff reductions, simplified rules of origin and enhanced customs facilitation, is expected to bring greater confidence and predictability to buyer-seller engagements.

These measures, he noted, would translate into lower costs, faster clearances, smoother compliance and increased opportunities for UK retailers to scale multi-season programmes, private labels and design collaborations with Indian suppliers. He further added that India's participation in the Spring edition added vibrancy and diversity to the fair while familiarising global manufacturers, retailers and brands with the strong entrepreneurial capabilities of India's textiles, home furnishing and consumer products sectors, thereby opening new sourcing opportunities

Speaking about the accessibility of Indian handicrafts for UK's consumers, Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH & Chairman, IEML commented, ExpoBazaar, a unit of IEML, is focused on creating direct connections between international buyers and small producers located in remote craft clusters across India. He explained that the Just-in-Time (JIT) business model has streamlined supply chain management and is supported by four dedicated B2B showrooms and three online marketplaces across the UK, EU and USA. This initiative, he said, reflects a strong commitment to converting the India-UK and India-EU trade agreements into tangible, on-ground opportunities for MSMEs and artisan-based enterprises.

On the sidelines of Spring Fair International 2026, EPCH also organised an interactive session on the theme "India - The Profitable Destination for Handicrafts Sourcing." This was addressed by Dr. Neeraj Khanna, Chairman, EPCH; Dr. Rakesh Kumar, Director



A interactive session on the theme "India - The Profitable Destination for Handicrafts Sourcing, being conducted on the sidelines of the fair by EPCH, with Dr. Neeraj Khanna, Chairman, EPCH; Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH & Chairman, IEML; COA Members, EPCH - Mr. Avdesh Agarwal and Mr. Rajesh Jain, addressing a gathering of global buyers, sourcing professionals and Indian exporters



General in the role of Chief Mentor, EPCH & Chairman, IEML; and COA Members, EPCH - Mr. Avdesh Agarwal and Mr. Rajesh Jain. The interaction brought together global buyers, sourcing professionals and Indian exporters to explore business opportunities, exchange insights on market trends and reinforce India's position as a reliable and competitive partner in the global handicrafts value chain. Senior dignitaries, trade experts and leading exhibitors discussed how India's wide product range, sustainable practices and artisanal excellence continue to make it one of the most attractive sourcing destinations worldwide. ■

India shines brighter at Ambiente with recent India–EU FTA

Frankfurt, Germany; 6th - 10th February 2026



The India Pavilion at Ambiente was inaugurated by Ms. Shuchita Kishore, Consul General of India in Frankfurt, in the presence of Dr. Neeraj Khanna, Chairman, EPCH; Dr. Rakesh Kumar, Director General in the role Chief Mentor, EPCH and Chairman, IEML; Mr. Sagar Mehta, Vice Chairman, EPCH; COA Members, EPCH - Mr. Ravi K Passi, Mr. O P Prahladka, Mr. Avdesh Agarwal, Mr. K N Tulasi Rao, Mr. Rajesh Jain, Mr. Prince Malik, Mr. Naved Ur Rehman, Mr. Zeeshan Ali and Mr. Varun Sharma; Mr. Rajesh Rawat, Executive Director EPCH; Mr. Mohit Chopra, President, IHGF Delhi Fair-Spring 2026; Ms. Yvonne Engelmann, Director Ambiente (Living, Giving, Working), Messe Frankfurt Exhibition GmbH, along with participating member exporters and buyers. Ms. Shuchita Kishore also inaugurated the ExpoBazaar Pavilion at the fair

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The EPCH participation, featuring 45 member exporters, attracted buyers from Europe, the USA and beyond. The event also promoted the 61st IHGF Delhi Fair – Spring 2026 to international trade visitors through the EPCH publicity booth. Ambiente, being one of Germany's most significant international trade fairs, serves as a key platform for Indian exporters to expand their reach in global markets. Indian participants showcased an exquisite collection of gifts, decoratives, Christmas decorations, fashion jewellery, wooden handicrafts,

home textiles, leather goods, lamps & lighting, ceramics, incense, bags and bathroom accessories across three dedicated sections - Living, Dining and Giving. During her visit to the EPCH Pavilion, Ms. Shuchita Kishore interacted with exhibitors and expressed her appreciation for the extensive variety of Indian handicrafts displayed.

Ms. Kishore also inaugurated the ExpoBazaar Pavilion that highlighted India's growing presence in global B2B e-commerce and cross-border trade, presenting a curated collection of lifestyle and interior products under the ExpoBazaar brand. This initiative aims to strengthen buyer confidence in Indian craftsmanship and promote sustainable sourcing opportunities for the European market.





During the fair, the Council, with the support of the Consulate General of India, Frankfurt, also promoted the progress of the India–EU Free Trade Agreement (FTA) to highlight emerging trade opportunities and potential tariff advantages for Indian handicraft exporters, thereby strengthening India’s competitive position in the European market.

With a total of 3,000 exhibitors from around the world, Ambiente 2026 provided an unparalleled platform for global manufacturers, retailers and brands. India’s strong presence added to the fair’s vibrancy, further strengthening its reputation as a hub for high-quality home décor, gifts, and consumer products, and opening new avenues for sourcing from India. The cooperation extended by the Indian Mission in Germany played a vital role in facilitating the Council’s participation. ■