

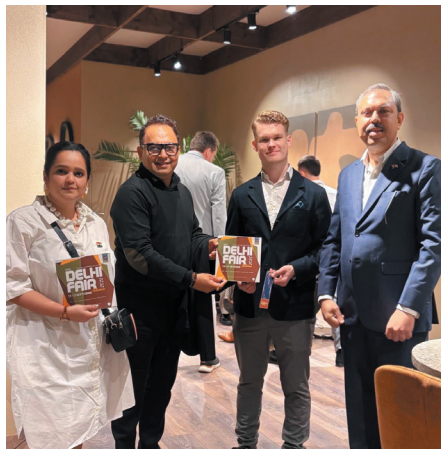
Buyer Promotions for 62nd IHGF Delhi Fair begin

EPCH buyer promotion for its 62nd IHGF Delhi Fair Autumn 2026, scheduled from 13th to 17th October 2026, have started with the Council's Chairman and a fair promotion team taking the Council's representation to prime international shows and platforms, conducting one-on-one on-site promotions and road shows, meeting exhibitors in the fair, brand owners in the showrooms as well as importers and visitors at the fairs.

Salone del Mobile, Milan; 21st - 26th April 2026



Dr. Neeraj Khanna, Chairman, EPCH and team EPCH conducting one-to-one interactions with exhibitors, visitors and brand owners at Salone del Mobile, Milan



During Milan Design Week, the city-wide Fuorisalone transforms various districts of Milan into vibrant design hubs. As part of this, the Chairman visited the renowned Brera Design District to interact with brand owners and explore opportunities for sourcing design-led products from IHGF Delhi Fair. The historic streets and courtyards of Brera feature luxury showrooms, art installations and immersive events defined by light, sound and innovative material-led collections.

The main fair and the broader Design Week collectively attract global audiences

EPCH's buyer promotion campaign for the 62nd IHGF Delhi Fair Autumn 2026 commenced at Salone del Mobile, held at Fiera Milano Rho, Milan from April 21–26, 2026. Recognised as one of the world's largest and most influential furniture and design fairs, the event brought together more than 1,900 exhibitors from over 30 countries and attracted 370,000 visitors from more than 180 countries.

through immersive installations, technological showcases, major brand presentations, and experimental exhibitions. Blending design with art and craftsmanship, the event highlights established brands alongside emerging and independent designers through workshops, pop-ups, and creative studios.

Dr. Neeraj Khanna, Chairman, EPCH, along with the EPCH team, undertook a guided visit to the Coney Building - a newly developed five-floor exhibition hub created by Simple Flair for Milan Design Week, showcasing international brands and curated installations. Through one-to-one onsite promotions and roadshows, the team actively engaged with exhibitors, presenting India as a key sourcing destination and generating strong interest among Italian and European participants to visit IHGF Delhi Fair and connect with Indian exhibitors.



Dr. Neeraj Khanna, Chairman, EPCH and team EPCH met Ms. Annalisa Rosso, Editorial & Cultural Director, Advisor at Salone del Mobile. Milano, in Milan, Italy



In course of the fair, Dr. Neeraj Khanna met Ms. Annalisa Rosso, Editorial & Cultural Director, Advisor at Salone del Mobile, to discuss avenues for deeper cooperation and more regular engagement between the two organisations' internationally recognised events in India and Italy. Chairman, EPCH shared, "stronger dialogue and cooperation with international design and event leaders such as Salone del Mobile will open new avenues for visibility, partnerships and



Dr. Neeraj Khanna, Chairman, EPCH along with EPCH officials, met Mr. Lavanya Kumar, Consul General of India in Milan at Milan, Italy

value creation for our handicrafts sector. He welcomed Ms. Rosso's acceptance to visit the IHGF Delhi Fair. "Her visit will provide a firsthand experience of the scale, diversity and creative strength of India's handicrafts industry through IHGF Delhi Fair," he said.

Mr. Rajesh Rawat, Executive Director, EPCH, added, "This meeting marked a positive step in expanding EPCH's international engagement with leading global event institutions. We see significant potential in fostering regular exchanges with Salone del Mobile for mutual learning, professional collaboration and wider global outreach."

Dr. Neeraj Khanna, Chairman, EPCH along with senior EPCH officials also met Mr. Lavanya Kumar, Consul General of India in Milan at Milan, Italy. During the meeting, officials discussed strengthening bilateral cooperation with a focus on marketing initiatives and promoting Indian handicraft exports to Italy. Recognising Italy as a key market for design-led, high-value products, emphasis was placed on expanding outreach and visibility among buyers. Mr. Lavanya Kumar, Consul General of India in Milan, assured the Consulate's full support in facilitating promotions and strengthening connections between Indian exporters and Italian buyers.

High Point Market, USA; 25th - 29th April 2026

Intensifying its buyer promotion campaign for the 62nd IHGF Delhi Fair Autumn 2026, Dr. Neeraj Khanna, Chairman, EPCH led EPCH's participation to the High Point Market, North Carolina, USA - recognised as the largest international business centre for furniture and home furnishings.

The EPCH booth at 'Suits at Market Square' was inaugurated jointly by Dr. Neeraj Khanna, Chairman, EPCH along with leading buying agents - Mr. Prashanth Vasudevan, Mr. Shashank Khanna and Mr. Ajay Abrol, in the presence of visiting international buyers.

Speaking on the occasion, Dr. Neeraj Khanna, Chairman, EPCH said, "Our continued presence at globally reputed platforms such as the High Point Market reflects Council's commitment to strengthening India's position as a preferred sourcing destination for high-quality handcrafted products. The strong response from international buyers, particularly from the US, reinforces the growing demand for Indian handicrafts and encourages us to further intensify our global outreach efforts."



EPCH booth at 'Suits at Market Square' at High Point, USA, being inaugurated jointly by Dr. Neeraj Khanna, Chairman, EPCH along with leading buying agents and visiting buyers

Dr. Khanna further added that "We are actively engaging with major importers and buyers from the United States who are participating in the High Point Market. The flagship IHGF Delhi Fair has established

itself as a well-recognised and trusted sourcing platform among American importers, many of whom regularly include the fair in their global sourcing calendar."

Mr. Rajesh Rawat, Executive Director, EPCH, said, "Our focused promotional strategy at High Point Market is aimed at direct engagement with leading buyers and importers. Through targeted outreach and sustained branding efforts, we are working towards increasing high-quality buyer participation at the upcoming IHGF Delhi Fair Autumn 2026 and expanding the global footprint of Indian handicrafts."



Hong Kong Gifts & Premium Fair; 27th - 30th April 2026



EPCH Booth being inaugurated by Mr. Rajesh N. Naik, Consul General of India in Hong Kong, in the presence of Mr. Aman Agarwal, Consul (Commerce); Mr. Rajesh Jain, COA Member, EPCH; Ms. Vian Cheung, Director, HKTDC; and EPCH officials along with other Indian exhibitors participating in the fair

Team EPCH led by Mr. Rajesh Jain, COA Member, EPCH visited Hong

Kong for IHGF Delhi Fair Autumn 2026 promotions. A publicity booth was set up at the Hong Kong Gifts & Premium Fair. Road shows were also organised.

This was inaugurated by Mr. Rajesh N. Naik, Consul General of India in Hong Kong, in the presence of Mr. Aman Agarwal, Consul (Commerce); Mr. Rajesh Jain, COA Member, EPCH; Ms. Vian Cheung, Director, HKTDC; and EPCH officials along with other Indian exhibitors participating in the fair.



The Consulate General of India appreciated EPCH's continued efforts in promoting Indian handicrafts through various initiatives across the globe. During the interaction, EPCH officials shared

details of their upcoming events, including the IHGF Autumn Fair 2026 and Bharatex, scheduled to be held from 14th-17th July 2026.

Mr. Rajesh N. Naik also met Indian participants exhibiting at the fair and encouraged for continued participation in future editions of the fair.



Foire de Paris, France; 30th April -11th May 2026

EPCH set up an exclusive India Pavilion at the Foire de Paris, held from 30th April to 11th May 2026 at Paris Expo Porte de Versailles. The Council participated with five handicraft exporters, showcasing a curated range of Indian products including leather handicrafts, shawls & scarves and gems & jewellery - promoting 'Magic of Gifted Hands'.

Five Master crafts persons, deputed by the Office of the Development Commissioner (Handicrafts), conducted live demonstrations representing diverse traditions such as Glass Toy Craft from Firozabad, Bagh Hand Block Printing from Bagh, Leather Footwear from Jodhpur, Sadeli Wood Craft from Surat, and Pottery Craft from Mumbai. These demonstrations drew strong visitor interest and highlighted the richness of India's craft heritage.

The India Pavilion was inaugurated by Ms. Wardah Khan, 3rd Secretary (Economics and Commercials), Embassy of India, Paris, France, through ceremonial lamp lighting and ribbon cutting, in the presence of participating exporters and artisans. She later toured the pavilion, interacted with exhibitors, and appreciated EPCH's efforts in effectively promoting Indian handicrafts to a global audience.

