



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

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PRESS RELEASE

"INDIA – MAGIC OF GIFTED HANDS" - EPCH THEMATIC PARTICIPATION AT MAISON & OBJET 2019 AT PARIS, FRANCE

New Delhi: September 9, 2019 - European Union is one of the leading importers of Indian handicrafts and the exports to European Union had remained on increasing trend. The exports of Indian handicrafts to European Union has grown to Rs. 5607.11 crores during 2018-19 as compared to Rs. 4905.93 crore during 2017-18. In European Union, France has a special place and is one of the largest importers of the Indian products particularly houseware and homeware handicrafts.

Mr. Rakesh Kumar, Director General – EPCH said that in view of tremendous business opportunities in European market, the Export Promotion Council for Handicrafts is participating in "Maison&Objet 2019" being held from 6 – 10 Sept., 2019 and set up thematic display of selected Indian handicrafts products under the banner of "India – Magic of Gifted Hands" in Hall no. 5A (Unique & Eclectic Sector) at the venue Paris Nord Villepinte, France contributed by member exporters of the Council with the objective to create awareness amongst the buyers, buying agents, importers, wholesalers, fair trade organizations visiting Maison&Objet and to project India as a profitable sourcing destination. The buyers showing keen interest to source handicrafts, textiles, furniture, gifts & décor, lifestyle products and are invited to visit India during 48th edition of IHGF Delhi fair in Autumn to be held from 16 – 20 October, 2019 & Spring from 15 – 19 April, 2020.

Mrs. Hamna Mariyam Khan, Third Secretary, Embassy of India in Paris inaugurated the India Thematic Stand by lamp lighting on 7th Sept., 2019 and was accompanied by Mr. Birendra Kumar, Attache, EOI. Mr. Abdul Azim, Member COA - EPCH & Mr. Raj Anand, India Representative of Maison&Objet were also present at the time of inauguration of thematic stand.

Mrs. Hamna Khan said that very impressive designs are on display and given best wishes to EPCH for such initiative and appreciated the effort & ideas of the Council to showcase the wide range of Indian handicrafts from various handicrafts clusters under one roof which will definitely create the interest of the buyers. They were of the view that the young designer should be encouraged to visit such shows to have an idea of the innovative products.

Shri Rakesh Kumar, Director General, EPCH further said that thematic display in Maison&Objet 2019 fair will create the image of Indian handicrafts in the world famous design oriented fair and will create India as a sourcing destination.

Maison&Objet, being multicultural crossroads of contemporary living, places for meetings and exchanges, is invites exhibitors and visitors from around the world and showcase a high-quality international product range. It provides a comprehensive overview of the excellence and innovation that help to share the best of creativity. EPCH availed the opportunity of promoting its forthcoming IHGF-Delhi fair Autumn 2019 and 2020 during the show.

"Maison&Objet Paris" is regularly organized twice a year in January & September at Paris, France and considered to be the gateway to designer world for last 22 years. Maison&Objet fair is the major event for professionals working in the art of living in all its rich and varied expressions. More than 45000 visitors are expecting to visit from 88 Countries to fair.

For more details, please contact:

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Mrs. Hamna Mariyam Khan, Third Secretary, Embassy of India in Paris inaugurating India Thematic stand by lamp lighting.



Mr. Birendra Kumar, Attache, EOI, seen lighting lamp. Mr. Abdul Azim, Member COA - EPCH & Mr. Raj Anand, India Representative of Maison&Objet seen with him.