



**IHGF**  
**DELHI FAIR** <sup>62<sup>nd</sup> EDITION</sup>  
**13-17 OCTOBER 2026** *Autumn 2026*  
 INDIA EXPO CENTRE & MART, GREATER NOIDA



Organised by:

**EPCH**  
 Export Promotion Council  
 for Handicrafts



# See you in March 2027!

## Amazing Variety, Fantastic Experience, Enduring Connections - Business Hours move towards a Sign-off with Wins for All

The Autumn 2026 edition of the IHGF Delhi Fair is drawing to a close after five dynamic days of activity and meaningful business engagement. Visitor responses indicate that the trade engagement continues to serve as an important sourcing and business-development platform for international buyers and domestic trade participants. Buyers expressed appreciation for India's craftsmanship, product diversity, innovative designs, quality, competitive pricing and the range of materials available. The fair's facilities, exhibitor engagement, hospitality and opportunities to establish new supplier connections also received positive feedback. The responses reflect both established sourcing relationships and new business opportunities, with first-time visitors exploring India as a sourcing destination and long-standing buyers returning for fresh collections, distinctive products and trusted supplier partnerships.

Sourcing patterns indicate that India accounts for a significant share of the product portfolios of several visiting buyers. Home décor, gifts, furnishing. Furniture, woodcraft and metalcraft emerged as prominent areas of interest, with buyers exploring cabinets, benches, side tables, coffee tables, beds, wooden furniture and mango wood products alongside statement pieces and decorative gifts. Buyers from the UK, Germany, Brazil, the Netherlands and South Africa highlighted



the appeal of Indian craftsmanship, distinctive designs and the availability of products made from different materials. Textiles and soft furnishings also attracted considerable interest, particularly traditional Indian textiles, block-printed products, rugs, carpets, handlooms, cushions, pillow covers, bedsheets, bags and needlework. Buyers appreciated the use of natural fibres, traditional techniques and distinctive patterns, while some expressed interest in sustainable products made from cotton, jute, linen and other natural materials.

Metalware, lighting and decorative accessories constituted another important area of sourcing interest. Buyers explored brass, aluminium and stainless-steel products, lamps, lighting, sculptures and decorative objects, appreciating India's specialised skills and material diversity.



Ceramics, tableware and glassware also attracted attention, with visitors seeking new collections and suitable manufacturing partners. Additional opportunities were identified in handmade paper, stationery, home fragrances, garden products, children's homeware and festival products. The diversity of these interests highlights the breadth of the fair's product offering and the potential for Indian exporters to cater to different market segments, from premium retailers and heritage-inspired brands to buyers seeking commercially viable products at competitive prices.

Domestic volume buyers, retailers and Buying House representatives similarly viewed the fair as a well-organised and comprehensive sourcing platform offering extensive variety. Many were repeat visitors who rely on the fair to explore fresh designs and expand their sourcing base. ■

# Our Special Guests...

15th October 2026: Smt. Neelam Shami Rao, Secretary, Ministry of Textiles, Govt. of India and Smt. Amrit Raj, Development Commissioner (Handicrafts) with Additional Charge of Handlooms, Ministry of Textiles, Govt. of India and Smt. Arti Kanwar, IAS, Additional Secretary, Ministry of Textiles, Govt. of India visited the fair. They are seen with Dr. Neeraj Khanna, Chairman, EPCH; Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH and Chairman, IEML; Mr. Sagar Mehta, Vice Chairman, EPCH; Ms. Jesmina Zeliang, COA Member and NER Regional Convenor, EPCH; Mr. Avdesh Agarwal, President, IHGF Delhi Fair - Autumn 2026 Reception Committee; and Mr. Rajesh Rawat, Executive Director, EPCH.



62<sup>nd</sup> IHGF Delhi Fair Show Bulletins are brought out on behalf of EPCH by Chapakhana.com; mail@epbureau.com; Ph: +91-9811311127

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# Exhibitors Enthuse Buyers with Collections for Upcoming Seasons

Excerpts from conversations with exhibitors at IHGF Delhi Fair-Autumn 2026

The evolving concept of fine living is shaping consumer preferences across home décor, furnishings and lifestyle products, with growing emphasis on comfort, emotional wellbeing, sustainability and individuality. From natural materials, exquisite craftsmanship and contemporary interpretations of traditional arts to innovative, customisable and responsibly made products, design is increasingly focused on creating spaces that are welcoming, expressive and enduring. Indian manufacturers are responding with fresh collections that blend heritage with contemporary aesthetics, material innovation with functionality, and distinctive design with lasting value. Views from participating manufacturers and designers explore these emerging trends, evolving buyer expectations and the opportunities they present for Indian products in global markets.

## Hand-Knitted Textile Crafts for Global Luxury Markets

Riddhim Gupta, Maniere Inc., Gautam Buddha Nagar, UP



"Ours is a family-run business with a legacy spanning over 40 years that I joined in 2011; since 2015, we have been regular exhibitors at this fair. Over the years, it has become an important platform for connecting with international buyers and expanding our market presence. We specialise in products such as cushion covers, shawls and other

textile-based handicrafts, using materials including polyester, cotton and nylon. Our products are handmade, with handloom techniques playing an important role in our production. We cater to a diverse clientele, particularly luxury buyers, with prices ranging from around \$1 for a cushion cover to \$80-90 for premium products. The United States represents nearly 90% of our export business, followed by Australia at 10%. This year, we are quite satisfied with the footfall, which has been encouraging compared with some previous editions. We look forward to making the most of the fair, strengthening existing relationships and connecting with new buyers."

## Stylish Artisanal Jewellery that spell Effortless Elegance

Neeraj Jain, Emrusa Jewellers, Jaipur, Rajasthan



"Our jewellery is crafted from silver, brass, precious stones and semi-precious stones. We offers end-to-end services, from product design and customisation to production, with a focus on quality through in-house processes. Working with a team of approximately 150

artisans, we have each piece taking around four to six weeks to complete. A dedicated quality-control team inspects finished products before delivery. Emrusa Jewellers serves customers worldwide, with key markets in the United States, Europe and Asia. We plan to expand our design range, adopt improved production technologies and explore the Australian market while continuing to serve our established international clientele."

## Kitchenware, Tableware and Décor for Global Markets

Anshika, Rockart Pvt. Ltd., Agra, Uttar Pradesh (UP)

"I represent Rockart Pvt. Ltd., a company owned by Siddharth Gupta. We specialise in kitchenware, tableware, planters and pots, primarily crafted from marble, wood and glass, with much of our marble sourced from Rajasthan. Our key international markets include France, Italy, the United Kingdom and the United States. Our experience at the fair has been very good, with encouraging buyer footfall at our stall. The fair provides a valuable platform to showcase our products, engage with potential customers and expand our reach in international markets."



## Diverse Materials and Contemporary Home & Tableware

Vivek Agarwal, Kalki Designs, Moradabad, Uttar Pradesh



"We specialise in kitchenware, tableware and home décor products made from a variety of materials, including mango wood, acacia wood, copper, steel and aluminium. We have been participating in the fair since 2007

and have witnessed its continuous improvement in presentation and organisation. Our key markets include the United Kingdom, the United States and various European countries. The fair provides a valuable platform to showcase our collections and connect with international buyers."

## Wooden Kitchenware with Customised Designs

Sonia Dugar, Sonart Overseas, Delhi

"At Sonart Overseas, we specialise in 100% handmade kitchenware crafted from mango and acacia wood. Each product is carved and painted by hand to meet customers' specific requirements and preferences,





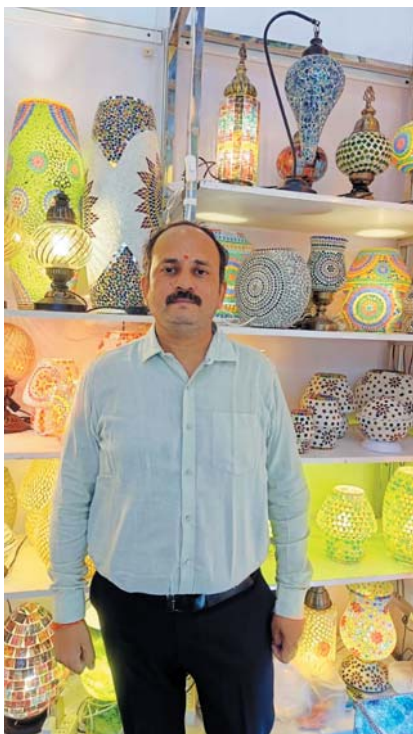
reflecting the value of traditional craftsmanship. Every piece takes at least a day to complete, requiring time, precision and attention to detail. Our major export markets include the United States, Turkey, the United Kingdom, Russia and Germany. We have been participating in the fair for the past three years and our experience has been positive.”

#### Creating Exclusive Home Accents with Wood Shoaib Ahmad, Craftland, Saharanpur, Uttar Pradesh

“We specialise in kitchenware, home décor and tableware, manufactured in Saharanpur, a city renowned for its woodcraft. Our products are primarily made from acacia and mango wood and finished with an enamel coating, combining the natural appeal of wood with an attractive finish. Each product is handmade and takes at least 24 hours to complete, reflecting our emphasis on craftsmanship and quality. With a workforce of approximately 250 employees, we have the capacity to meet the requirements of international buyers. Our major markets include the United States and Europe, particularly Germany. We remain committed to delivering quality handcrafted products to overseas customers while showcasing the skills and craftsmanship associated with Saharanpur.”



#### Embellished Glass Artefacts for Living Spaces Ashish Gupta, Antique Overseas, Firozabad, Uttar Pradesh



“We specialise in handmade decorative products, including lamps, holders and other lighting accessories, primarily crafted from glass and metal. We also manufacture our own raw materials. Each product takes approximately seven to eight days to complete, and every worker undergoes 15 days of specialised training to prepare for the production process. Our workforce comprises an equal proportion of men and women. Participating in previous editions of the fair has benefited our company

significantly, helping us secure several orders. We are exhibiting again this year with the expectation of generating new orders and expanding our business opportunities.”

#### Moroccan Lanterns and Decorative Lighting Shadab Khan, Shashi Overseas, Moradabad, Uttar Pradesh



“We make Moroccan lanterns, decorative lighting and utility items - made from iron, metal and glass, include distinctive designs such as star-shaped lamps and small-sized lanterns that are challenging for competitors to emulate. The business employs approximately 40–45 people, including five women, and takes around two hours to manufacture a single lantern. Although established in 2004, the business draws on a family legacy spanning more

than 26 years, beginning with my grandfather. Many of our artisans have at least 30 years of experience, reducing the need for additional training. International markets account for approximately 75% of our business, with the remaining 25% coming from the domestic market. Our major markets include the United States, Europe and the Middle East. Participation in the fair provides opportunities to connect with new clients.

#### Innovative Garden Accessories at Competitive Prices Manas Gupta, HM International, Greater Noida, Uttar Pradesh

“Established in 2007, we specialise in garden accessories, including planters, rain chains, trolleys and wind spinners. Our key strengths are distinctive designs, quality finishes and competitive pricing, with a focus on offering some of the most affordable products in our segment. We employ over 60 people, with dedicated teams handling different product categories. Each product takes approximately 30 days to manufacture, and meeting large-volume orders within shorter timelines remains a challenge. Going forward, we plan to introduce more new products and invest in additional machinery to improve production efficiency and reduce reliance on manual processes. The United States and Canada are our main markets, and we aim to expand into Europe. The fair has helped us gain market recognition, establish new business contacts and explore growth opportunities.”



#### Jewellery in Natural Materials, Contemporary Designs Ritu Kumar, Arteriors, Gurugram, Haryana



“We deal in jewellery, bags, clutches, keyrings and hair accessories. Our products are 100% handmade using natural materials like jute, bamboo, sandalwood, seeds and even soap nuts. We source most of our raw materials from Northeast India, and each product takes around 1–5 days to complete. We have around 50 people working with us,

mostly women, and our main market is the UK. We mainly sell online. Buyers often look for new designs and innovations. For example, one buyer recently suggested adding metal elements to one of our necklaces. Overall, we have been receiving a good response and are having a great experience at the fair."

Wooden Home Décor, Kitchenware and Tableware  
Nayyar Ansari, The Mark Impex, Saharanpur, Uttar Pradesh



"We specialise in home décor, kitchenware and tableware made from mango wood, acacia wood and other materials. Our products are manufactured using semi-automated processes, alongside some handmade production, with each product taking a minimum of two hours to complete. We employ approximately 500–1,000 people. Our key markets are the USA and Europe. We also participate in international fairs in Frankfurt to connect with European buyers and understand their preferences. At IHGF Delhi Fair the response has been encouraging, and we have been able to secure some good deals."

Nautical and Marine-themed Gifts & Decoratives  
Hemant Agrawal, Hely International, Moradabad, Uttar Pradesh

"We specialise in nautical and marine-themed gifts and decorative products made from brass, copper and wood, including acacia, mango and sheesham. We source wood from government depots and other materials from Moradabad. Our products are primarily handmade, with orders taking around two months to complete. Buyers particularly favour our brass products for their premium quality. Our key markets include Europe, the USA, China and Australia. We have 15–20 male employees working in-house and also collaborate with skilled artisans from different parts of India, depending on the artistic requirements of our products."



Premium Marble Creations Blending Heritage with Modern Functionality  
Saheeba Mehta, Mewa Crafts, Delhi

"We specialise in handmade marble products, including home décor, kitchenware and tableware, crafted to blend timeless elegance with modern functionality. We source marble from Turkey, Spain, Italy, Iran and various parts of Rajasthan. Our products are distinguished by their premium quality



and fine polishing. Our range includes bowls, trays, vanity sets and decorative objects that bring sophistication to everyday living. Our key markets are the UAE, Europe and India, and we also participate in fairs such as Ambiente and Maison in Paris. IHGF Delhi Fair gives us confidence as exhibitors and helps us connect with relevant buyers."

Distinctive Décor with Arabic-Inspired Designs  
Mohd. Asad Shamsi, Iqbal Paramount Metal Industries, Moradabad, Uttar Pradesh

"We mainly craft home décor and festive décor, including vases, candle stands, trays, pots, planters, wall décor and accent



furniture. The company works with materials such as iron, glass, wood and mosaic, distinguished by its unique finishes and distinctive designs, particularly Arabic-inspired products and themes. With the USA, Europe and the Middle East as its key markets, the company derives approximately 95% of its sales from exports and 5% from the domestic market." One of the IHGF Delhi Fair's oldest and regular exhibitors, Iqbal Paramount Metal Industries has recorded an increase in business through its continued participation in the fair.

Natural Wooden Lighting and Décor  
Himanshu Choudhary, Arte Assume, Jodhpur, Rajasthan

"We specialise in wooden lighting, furniture and decorative products, including table lamps, floor lamps, wall lamps, wooden artefacts and mirrors. Our distinctive lighting range features lamps crafted from solid wooden logs, with heights ranging from 10 to 30 inches. We focus on using natural materials and ensuring premium finishing that meets European standards t



"Europe is our primary export market, followed by the USA. As regular exhibitors at the IHGF Delhi Fair, we consider the event an important platform for connecting with major buyers, building business relationships and exploring new business opportunities."■



# Odisha's Artistic Heritage and Exquisite Craftsmanship

Mart Showroom: B-8 (First Floor) and C-8 (Second Floor), India Expo Mart

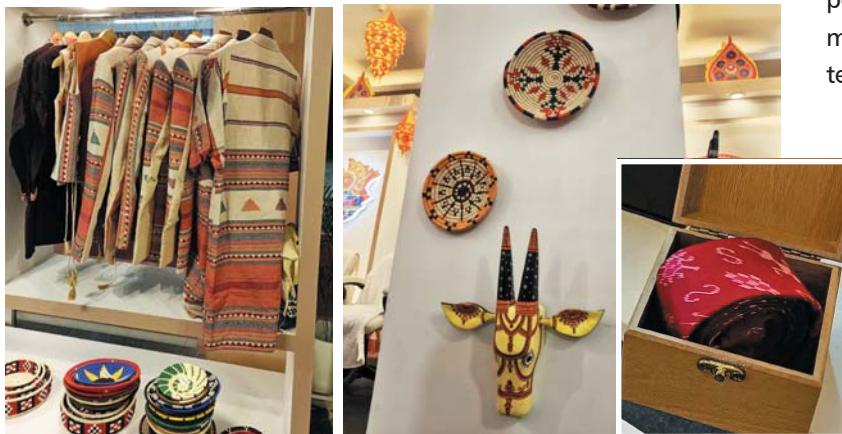
Odisha's rich artistic heritage and exquisite craftsmanship are showcased in a dedicated State display set up by the Handlooms, Textiles & Handicrafts Department, Government of Odisha. It was inaugurated on 13th October 2026 by Smt. Guha Poonam Tapas Kumar, Commissioner-cum-Secretary, Handlooms, Textiles & HT&H Department, Odisha. Featuring the State's distinctive handloom and handicraft products, the showcase reflects the creativity, cultural legacy and traditional skills of its weavers and artisans, while seeking new opportunities for market expansion, stronger business linkages and connections with buyers across India and the world.

The initiative brings together three organisations - Utkalika, Boyanika and Resham Odisha, which promote Odisha's traditional textiles, handicrafts and artisan communities. The collection includes varieties of silk, including 'Karuna' silk, which allows silkworms to



complete their natural life cycle and emerge as moths or butterflies before the empty cocoons are collected for spinning, and 'Demphi' silk, a rare, eco-friendly silk native to Odisha, crafted from the peduncle (stem or stalk) of tassar silkworm cocoons rather than the main cocoon shell. Other offerings include handloom products, terracotta statues, stone and wooden artefacts and Sabai grass bags.

The display also features products inspired by Odisha's cultural heritage, including miniature figurines associated with the Jagannath Puri Rath Yatra, and a distinctive jacket made by the Dongria tribal community of the Niyamgiri Hills. Emphasising ethical production practices, the initiative also highlights the use of solar energy in its handloom production processes. For this edition, the team has brought a limited selection of products to explore the fair and assess its market potential, with hopes of presenting a wider range at future editions. ■



## Distinctive Varanasi Crafts & Weaves

**Banaras Beads Limited**, represented by Mr. Rajesh Kumar Chauhan, draws on decades of experience and a workforce of



over 1,000 employees. Varanasi's skilled artisans are central to its distinctive designs and product quality, while the city's popularity among tourists has helped generate publicity and secure large orders. Specialising in glass beads, the company exports 100% of its products to the USA. Its range includes seasonal décor, jewellery, phone charms and accessories, with customisation available to meet buyer requirements. A regular participant at the fair, Mr. Chauhan appreciated its organisation and product showcase.

The company's manufacturing process involves melting glass using different chemical compositions, followed by lampworking, cold working and hand painting. It also incorporates German techniques and Japanese water-cutting technology. Raw materials sourced from Firozabad, a major glass industry centre, are transformed into finished products reflecting Varanasi's cultural heritage. Alongside traditional products, the company has introduced phone covers, mobile phone charms and belts for younger consumers.

**Teppiche International**, led by Mr. Anil Kumar Agrawal, specialises in cushions, carpets and fabrics, employing around 400 people. Exports account for approximately 90% of its business, with Europe and the USA among its principal markets. Working with jute and cotton fabrics, its popular products include tufted carpets, dari and wooden dari, valued for their distinctive designs, affordability and easy maintenance.



**Sree Mahesh Exports**, represented by Mr. Chirag Maheshwari, specialises in carpets and rugs, particularly handloom and handwoven products made from wool, jute, silk and viscose. Its collections feature time-intensive weaving techniques, including Jacquard weaving, and designs inspired by Varanasi's traditional art and cultural heritage, with motifs depicting temples and religious



# IHGF Delhi Fair: One-Stop Destination for Domestic Hospitality & HORECA Buyers

As cities and towns across India emerge as sought-after destinations for architecture, wellness, spirituality and adventure tourism, the hospitality sector is witnessing growing demand for premium products, distinctive design and dependable procurement solutions. The expansion of hotels, resorts, boutique stays and guesthouses presents compelling business opportunities for manufacturers of products for these segments.

IHGF Delhi Fair brings together an extensive portfolio of hospitality and HORECA products under one roof. From statement furniture, elegant furnishings and curated décor to premium tableware, cutlery, crockery, room accessories, towels, housekeeping essentials, hotel toiletries and guest amenities, the fair showcases collections that combine style, functionality, quality and value. Buyers can explore contemporary designs, artisanal accents and customised solutions tailored to diverse hospitality concepts, specifications and budgets.

Just as for overseas buyers, domestic hospitality volume buyers too can take advantage of discovering multiple related project product categories in one visit, comparing designs and price points, engaging directly with manufacturers and identifying reliable supply partners. This streamlined approach saves valuable time, supports informed purchasing decisions, opens up opportunities for direct sourcing and coordinated procurement. The expanding tourism landscape in destinations such as Varanasi and Ayodhya further highlights opportunities for hotels, resorts and boutique accommodation providers to access products and solutions aligned with evolving guest expectations. Many manufacturers gather here to seek business with the hospitality sector.



figures. The company employs approximately 1,500 local artisans, helping sustain traditional weaving skills and preserve regional craftsmanship. Around 85% of its sales come from international markets and 15% from the domestic market.



**Fabco**, represented by Mr. Mukesh Agarwal, is a garment manufacturing company established in Varanasi in 1991. It specialises in garments such as kaftans and kimonos, primarily serving international buyers in the USA and Europe rather than the domestic market. Its integrated manufacturing unit brings weaving, printing and garment production under one roof, supported by a Sedex- and CTPAT-compliant unit.

**NY Designs Private Limited**, represented by Ms. Anubha Gupta specialises in packaging solutions, particularly shopping bags and pouches. It also serves the jewellery, furniture and garment sectors, combining practical packaging requirements with traditional craftsmanship. The company focuses on preserving Banaras's traditional arts and crafts by employing local artisans and



incorporating hand embroidery, wool-based products, heritage-inspired motifs and mandala art. Its workforce includes approximately 100 local women, contributing to women's employment in the region.

**Den Decor India**, represented by Mr. Ashish Kumar Singh and Mr. Atul Singh, specialises in handmade and hand-knotted carpets crafted from wool, viscose, Tencel, linen and nylon. The company serves both domestic and international markets, with around 30–40% of its business coming from domestic buyers.

Their carpets incorporate architectural elements and cultural symbols. The company employs tribal artisans and provides shelter and other facilities at its factories. It also trains local workers from Kashi to support production.



Varanasi exhibitors described the IHGF Delhi Fair as a positive platform for business promotion & recognition, acknowledging the role of EPCH in enhancing exhibitor visibility. They also noted that hotels contribute to generating orders, while local festivals also help boost sales in Varanasi. ■

# Learnings from Seminars

## From Online Visibility to Verified Global Orders AI, GEO and AEO for Exporters

15th October 2026



Mr. Varun Sharma, COA Member, EPCH; Ms. Rashim Duggal, Co-opted COA Member, EPCH; Mr. Ravi K Passi, former Chairman, EPCH; and the speakers - **Mr. Deepesh Sharma**, Co-Founder and **Mr. Ashish Dhiman**, Chief Initiator & Co-Builder, MADLAB

The session was led by two speakers from MADLAB, a digital commerce and marketing agency. Mr. Deepesh Sharma, Founder, MADLAB, is a digital commerce strategist and entrepreneur. His work sits at the intersection of e-commerce, marketplaces, MSMEs and the wider digital trade ecosystem. He helps companies turn traditional business models into scalable digital opportunities. Mr. Ashish Dhiman, Chief Initiator and co-builder, MADLAB, focuses on how evolving digital tools can improve an exporter's discoverability, strengthen online credibility and generate qualified business inquiries.

### How search actually works: the Postman Analogy

To explain how a business gets found, Mr. Dhiman asked the audience to imagine a simple search. A buyer types something like "candle manufacturer in XYZ city" into Google. The moment the query is entered, he explained, Google's crawling software springs into action. He compared it to a postman who goes door to door, visiting addresses across the internet, collecting information and deciding which businesses best match the question. Behind a search that takes a fraction of a second, there

is a large, constant exercise in reading and sorting the web. The lesson for exporters is direct. If your digital "address" is missing, unclear/ inconsistent, the postman may never find you; the buyer who needed you will never know you exist.

### The shift: from search bars to AI answers

The second part of the session turned to what is changing. For years, Mr. Dhiman noted, discovery meant typing a query and scrolling through pages of links. Today, generative AI tools such as ChatGPT are changing that habit. They scan and summarise information from across the web and hand back a direct answer instead of a list. This is where GEO (Generative Engine Optimization), comes in. Where traditional SEO is about ranking in a list of search results, GEO is about being the business an AI tool names and recommends when a buyer asks it a question. The speakers suggested that exporters need to think

about: **What evidence they publish** - AI tools draw on information available across the web, so credible, specific and consistent information about business matters. **What angles they present** - Exporters should be clear about what makes them different, from their products to their capabilities. **Where buyers look** - Discovery is increasingly happening on mobile and through voice and conversational tools, not only desktop search. The broader point was that credibility is built over time. The goal is not just to be visible but to be trusted enough to turn an online inquiry into a verified order.

### Key Takeaways

Visibility is not the same as being discovered. Being online is the starting point, but the right audience has to be able to find you. 1. Treat your digital presence as your address. Search engines and AI tools gather information from it, so keep it clear, complete and consistent. 2. Prepare for AI-led search. As buyers ask AI tools instead of scrolling results, optimise for being named in answers as well as ranked in lists. 3. Aim for qualified inquiries. The target is genuine buyers with real intent, not just traffic. ■

## European Union Deforestation Regulation EUDR Compliance and Supply-Chain Traceability

15th October 2026

The session offered awareness of EUDR requirements to guide exporters in establishing due-diligence, traceability, risk-assessment and documentation for maintaining access to the EU Market. Mr. A M Singh and Ms. Neeti Verma from NCCF (Network for Certification and Conservation of Forests) elaborated on the topic.

### EUDR Requirements across the Supply Chain

Mr. Singh explained how EUDR requirements apply across the supply chain, beginning with producers and buyers capturing the precise location of commodities covered by the regulation, including food and timber. He outlined the responsibilities of operators and service providers in maintaining comprehensive documentation of licences, dates, regulatory requirements and legal records. The session also covered risk management and

verification, highlighting how the system identifies high-risk cases, enables preventive measures at the sourcing stage, and validates the information submitted.

### India-specific Standards with Global Recognition

Ms. Neeti Verma presented the work of NCCF, which develops India-specific sustainability standards with global recognition. She highlighted NCCF's Forest Management Standard, endorsed by the Programme for the Endorsement of Forest Certification (PEFC), and its Trees Outside Forests scheme.

The Forest Management Standard, launched in January 2018 after pilot testing, is now at Version 2.2 (2026) and includes a group certification standard. Ms. Verma also outlined NCCF's initiatives in forestry advocacy, capacity building, training and auditor

development for Forest Management and Chain of Custody certification. Its Carbon Registry-India, launched in September 2021 as the country's first voluntary carbon registry, currently lists seven projects with estimated annual credits of 341,956. Linking these initiatives to EUDR, internationally recognised Indian sustainability standards provide exporters with a credible foundation to address evolving EU requirements for imported goods, across the world. This was followed by a Q&A:

Technical Questions on Geotagging and Documentation

The speakers explained that the system automatically generates precise coordinates when a location is entered, facilitating verification, validating producer declarations, preventing duplication and assisting producers unable to provide exact coordinates. Risk assessment is supported by built-in yes/no questions evaluated alongside supporting documents. In response to a query about crops such as mango, for which formal cultivation records may be unavailable, the speakers clarified that produce grown outside forests is classified as low risk, subject to the submission of supporting documents.

Timeline and Paper Mill: Records and Balance

In response to a query on the EUDR implementation timeline, the speakers stated that the current deadlines are 30 December 2026 for medium and large enterprises and June 2027 for micro and small enterprises. A participant from the paper industry sought clarification on documenting purchase and sales records, citing an example of purchasing 20 tonnes of material and selling a portion of it. The speakers explained that the EPCH portal enables producers to record purchase and sales quantities, maintaining an input-output balance for traceability.

Outreach to Wood-carving Exporters

A participant from Saharanpur - renowned for its wood carving industry, proposed a pilot session in the region to help exporters



Mr. K N Tulasi Rao, COA Member and Convenor, Southern Region, EPCH; felicitating the seminar speakers - **Mr. A M Singh** and **Ms. Neeti Verma** from NCCF. Below: Participants putting forth queries for understanding the EUDR process



register on the portal. EPCH welcomed the suggestion and assured participants that dedicated sessions would be organised directly with exporters in Saharanpur. The seminar highlighted three key pillars of EUDR readiness: precise geolocation, comprehensive documentation and verified due diligence and risk assessment. The EPCH portal(<https://vrikshindia.in>) supports compliance through automated geotagging, risk screening and input-output tracking. Exporters were urged to begin preparations promptly rather than rely on a possible extension.■

# Exporting to the European Union - Understanding Packaging and Packaging Waste Regulation (PPWR) Compliance Requirements

15th October 2026

The session familiarised handicraft exporters with the European Union's evolving packaging requirements to help them prepare sustainable packaging approaches for the European market. It was conducted by **Dr. Madhab Chakraborty**, Global Packaging Consultant and Joint Director and Regional Head, IIP, Delhi (Retd.). India's handicraft industry encompasses a diverse range of products, including home décor, furniture, metal crafts, textiles and wooden artefacts. Given the variety of materials, designs and dimensions, appropriate/customised packaging is essential to protect products, meet regulatory requirements and maintain international buyer confidence.

Types of Packaging, Regulations and Compliance

**Primary** packaging: Directly contains or protects a product, such as a retail box. **Secondary** packaging: Groups individual products or packages for convenient handling and transportation. **Tertiary** packaging: Facilitates bulk transportation and logistics, including pallets and transport wraps. Exporters must consider the safety, material composition and recyclability of all three types to ensure effective packaging management.

The seminar discussed the European Union's Packaging and Packaging Waste Regulation (PPWR), which addresses packaging design, material composition, recyclability, labelling and waste management. The regulation began applying on 12 August 2026,

with additional requirements being introduced in stages. The speaker emphasised the importance of monitoring regulatory developments and preparing packaging systems accordingly to minimise compliance issues, shipment delays and additional costs.

Chemical Safety and Traceability

The identification of chemical components in packaging materials and compliance with applicable restrictions on hazardous substances formed an important part of the discussion. The presentation covered heavy metals, including lead, cadmium, mercury and chromium, as well as PFAS (per- and polyfluoroalkyl substances). The speaker referred



Mr. K B Lahoti and Mr. Priyesh Bhandari - Vice Presidents, IHGF Delhi Fair-Autumn 2026 Reception Committee felicitating the seminar speaker **Dr. Madhab Chakraborty**, Global Packaging Consultant and Joint Director and Regional Head, IIP, Delhi (Retd.)

to a heavy-metal limit of 100 mg/kg and discussed restrictions on certain chemicals. Exporters were advised to verify the specific limits and requirements applicable to their packaging materials under EU legislation.

The following documentation was highlighted as important:



Material specifications and supplier declarations.

Chemical composition details and laboratory test reports.

Certificates of conformity, where applicable.

Recycled-content information and supporting evidence.

Manufacturer details, batch numbers, serial numbers and material identification marks.

Accurate documentation supports traceability, facilitates customs clearance and builds trust between exporters and global buyers.

### Extended Producer Responsibility (EPR)

It places responsibility on producers and other relevant economic operators for aspects of packaging waste management, including financing collection, recycling and recovery systems where required. The speaker emphasised that recycling is not solely the responsibility of consumers. Manufacturers, importers, sellers and waste-management systems must contribute in accordance with their respective obligations. Exporters should familiarise themselves with applicable registration requirements, reporting procedures, recycling costs and their responsibilities within the supply chain.

### Sustainable Packaging and Material Selection

Importance of selecting packaging materials that provide adequate product protection while supporting environmental sustainability and recyclability was highlighted. Alternatives to conventional plastic packaging discussed by the speaker included: Kraft paper for wrapping and packaging suitable products. Honeycomb paper for cushioning and impact protection. Unbleached paper for protecting edges and corners against scratches and damage. Moulded-pulp packaging for securing fragile or irregularly shaped

products. Recycled cardboard, greyboard, corrugated boxes and paper-based protective inserts. These materials can help reduce dependence on conventional plastic packaging while maintaining product safety during transportation.

Metal handicrafts require particular attention to corrosion, surface damage and chemical contamination; therefore, packaging materials and coatings must be selected carefully. For waterproof packaging, the speaker suggested considering virgin-pulp liners as an alternative to PFAS-based treatments. Their moisture resistance, recyclability and compliance with applicable requirements should be evaluated before use.

### Labelling, Artwork and Future Requirements

Dr. Madhab Chakraborty discussed forthcoming requirements relating to packaging labels, artwork, graphics and material identification, including a phase associated with 12 August 2028. QR codes were recommended as a practical means of communicating information on packaging composition, recycled content, recycling instructions and traceability. However, they cannot replace mandatory labels where these are legally required. Recyclability and recycled-content requirements for 2030 were emphasised. The speaker referred to a 70% threshold, while emphasising the need to verify the applicable legal requirements for each packaging category rather than assuming a uniform threshold across all materials.

### Testing, Documentation and Technical Data Sheet (TDS)

The seminar highlighted that testing and compliance may increase packaging costs, particularly for exporters handling multiple materials and small consignments. Businesses should maintain appropriate laboratory reports, supplier declarations, material specifications, recycled-content calculations and conformity documents.

A Technical Data Sheet (TDS) describes a material's properties, composition and recommended applications. In packaging, it may cover paper, cardboard, adhesives, coatings and other components. While it helps assess material suitability, it does not replace legally required test reports or declarations of conformity. The speaker also emphasised that incomplete documentation may lead to shipment delays, rejected consignments and additional financial implications. ■

## India's FTA Moment

## New Gateways for Value Chains, Market Access and Sourcing Decisions

16th October 2026

The session aimed to explain how India's existing and emerging Free Trade Agreements can create new opportunities for market access, value-chain integration and competitive sourcing, while guiding exporters on tariffs, rules of origin and market selection strategies. This was led by **Mr. Amit Budhiraja**, CEO, Exim Edge.

### Export Requirements and Market Competitiveness

The global trade landscape is evolving rapidly, presenting both opportunities and challenges for Indian exporters. Government support and policy frameworks can help businesses expand internationally, but their effectiveness ultimately depends on how well exporters integrate these opportunities into their business strategies. It is more important than ever to understand the practical aspects of exporting, including international standards, product quality, certification requirements and the expectations of overseas buyers. Exporters must assess which markets they want to serve, how to meet their requirements and how to make their products more competitive by managing production costs and improving efficiency.

Businesses must also prepare for challenges such as tariffs, taxation, labour costs and changing international trade conditions. These factors cannot be addressed overnight; exporters need to develop a gradual, structured approach that strengthens their capacity and makes their business models more adaptable.

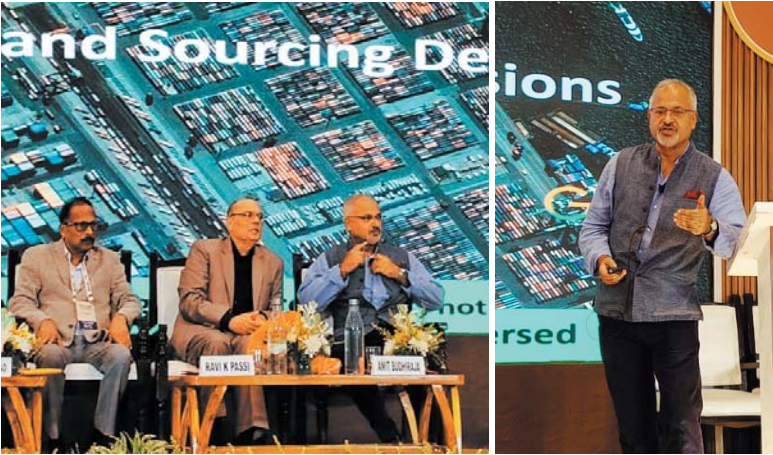
### Adapting to Global Uncertainties

Reflecting on the global disruptions of recent years, including the pandemic and rising living costs, uncertainty is shaping international markets. In such an environment, flexibility and preparedness are essential. Businesses that continuously assess global developments and adjust their strategies are better positioned to remain cost-effective and competitive. In an increasingly competitive business environment, growth depends on more than simply maintaining existing practices. Businesses must continually assess their needs, explore opportunities and introduce new methods of working to strengthen their position in the market. A key consideration is the availability and effective use of raw materials. Understanding what resources a business

requires, how they can be obtained and how they contribute to production is essential to making informed business decisions. Such awareness can help enterprises identify opportunities to improve their operations and expand their reach.

Innovation and Resource Optimisation for Growth

It is important to adopt new approaches to doing business. As markets and requirements evolve, businesses must be willing to reassess established practices and consider methods that better support their objectives. Adaptability and a clear understanding of business needs can help enterprises identify areas for improvement and pursue sustainable growth. Ultimately, business development requires a willingness to learn, innovate and respond to changing circumstances. By evaluating available resources and embracing more effective working methods, businesses can work towards strengthening their market position. ■



Mr. Ravi K Passi, former Chairman, EPCH; Mr. K N Tulasi Rao, COA Member and Convenor, Southern Region, EPCH; and the speaker - Mr. Amit Budhiraja, CEO, Exim Edge

Export Promotion Mission

Financial and Market-Support Opportunities for Handicraft Exporters

16th October 2026

The session sensitised handicraft exporters about financial assistance, market-development support and export-promotion opportunities available under the ‘Export Promotion Mission’ and guide them on accessing these benefits to expand into international markets. This was led by **Mr. Aakash Deep Arora**, Team Leader, M/s Primus Partners Pvt. Ltd., who outlined the Mission’s two sub-schemes: Niryat Disha, covering market access, compliance and logistics, and Niryat Protsahan, focusing on affordable trade finance - MSMEs are a key target group.

Niryat Disha: Market Access, Compliance and Logistics

**Market Access Support (MAS):** Financial assistance for international trade fairs, buyer-seller meets and trade delegations, with support of up to Rs. 5 crore per event and Rs. 10 crore for reverse buyer-seller meets. Airfare support is also available for MSME participants, subject to scheme conditions.

**TRACE:** Reimbursement of testing and certification costs to help MSMEs meet international standards—95% for micro and small enterprises and 80% for medium enterprises, up to 750 lakh per exporter annually.

**LIFT and FLOW:** LIFT offers 30% freight reimbursement, up to Rs. 20 lakh annually, for handicraft clusters in notified districts. FLOW supports overseas warehousing, fulfilment, display facilities and e-commerce export hubs for up to three years, subject to prescribed limits.

**INSIGHT:** Supports trade intelligence, training, capacity building, cluster facilitation and research through activity-based financial assistance.

**GLOBE:** Promotes Brand India through central campaigns, sector branding, labelling and certification initiatives.

Niryat Protsahan: Access to Trade Finance

The sub-scheme seeks to improve MSME exporters’ access to affordable credit through interest subvention, credit guarantees, factoring and risk-sharing mechanisms. Mr. Arora advised exporters to review the scheme guidelines and apply through the official portal. Key provisions include:

**Interest subvention:** 2.75% on pre- and post-shipment export credit, up to Rs. 50 lakh per exporter annually.

**Collateral support:** CGTMSE-backed credit guarantees, with coverage of 85% for micro and small enterprises and 65% for medium enterprises, for credit of up to Rs. 10 crore per exporter.



Mr. Rajesh Rawat, Executive Director, EPCH; and the speaker - Mr. Aakash Deep Arora, Team Leader, M/s Primus Partners Pvt. Ltd.

The speaker addressing the participants



**Export factoring:** A 2.75% interest subvention on eligible factoring costs, up to Rs. 50 lakh per exporter, to ease working-capital constraints.

**E-commerce exports:** Credit guarantees and 2.75% interest subvention, capped at Rs. 15 lakh per beneficiary MSME annually, for eligible export channels.

**Emerging markets:** Risk-sharing support covering 10–90% of eligible transaction value for exports to identified under-served markets, currently including 72 countries. ■

Export Ready by Packaging Design

A panel discussion titled ‘Export Ready by Design: Packaging that Protects Margins and Wins Repeat Orders’ was held on 15 October 2026 at the India Expo Centre, featuring stakeholders from Bharat Packaging Expo. The speakers shared valuable insights into the importance of export-ready packaging and highlighted how Bharat Packaging Expo 2027 will help exporters connect with suppliers, materials, technologies and industry expertise under one roof.



# Buyers at IHGF Delhi Fair-Autumn 2026 ready to sign off with promises to meet in Spring...



**Irina Eliseeva, Russian Federation**

I source around 40% of my products from India, drawn by their unique designs, intricate craftsmanship and competitive pricing, which appeal to Western buyers. At my first IHGF Delhi Fair, I look forward to

exploring distinctive collections in home décor, lighting, table covers, apparel and metal products, and connecting with suppliers offering quality products at competitive prices.



**Peter Zuern, Germany**

I have been attending this fair for the past 14 years. Representing Arte Wohnaccessoires GmbH & Co. KG, I specialise in B2B interior décor and am always looking for fresh collections and distinctive products. India

accounts for around 50% of my company's imports, alongside sourcing from China and Indonesia. The fair remains an important platform for discovering new products, connecting with suppliers and strengthening business relationships.



**Monica, Australia**

A fantastic experience! I am looking at home décor and enjoying exploring the products on display. The fair beautifully brings colour to India's heritage and traditional craftsmanship, while offering an excellent opportunity to source. 30% of

my product range is imported from here.



**Bettina & Lauwra Grymonprez, Belgium**

We have built strong personal connections with suppliers here, which keeps bringing us back. We mainly deal in home décor, furniture and decorative products, and are particularly looking for wooden

handicrafts. While we also source products from China and Indonesia, India stands out for its colourful designs, variety and unique handicrafts. Our customers also love Indian handicrafts, and we really enjoy Indian food.



**Michael Taylor, UK**

India holds a special place in my furniture-sourcing journey, with its rich assortment of handcrafted furniture and artisanal skills. I am interested in cabinets. The availability of mango wood and the artistry on them are especially appealing. 50% of my company's imports come from India. A

returning buyer at IHGF Delhi Fair, I value the opportunity to reconnect with suppliers and explore more.



**Sylviane Chatry, France**

This is my first visit to IHGF Delhi Fair, and I am here for furniture. India already accounts for around 40% of my imports, and what stands out is the diversity of its products and the excellent quality of its craftsmanship. I believe this combination gives Indian products a distinctive place in the international market.



**Hideki Hayawaka, Japan**

I source products for my firm, 8000000 Co., Ltd., from several countries, including India, China, Thailand and Myanmar. Here I am exploring tote bags and needle work-related products and have been very impressed with the range on display. The fair offers a valuable opportunity to discover new products.



**Vivek Khosla, Germany**

I represent HTD, Germany. Our focus is on connecting buyers and sellers by capturing their experiences authentically. I am visiting IHGF Delhi Fair with a videographer to document business interactions, showcase products and present the perspectives of the people who bring the fair to life. Through our videos, we aim to

bridge the gap between perceptions and on-ground experiences, offering audiences a genuine view of the opportunities the fair creates. With offices in Kenya, China and other international markets, we also seek to connect Indian exporters with potential buyers, helping businesses discover opportunities and build meaningful partnerships



**Tara Gurung, China**

Indian products are appreciated for their handcrafted designs, craftsmanship and affordable pricing. We source 90% of our products from India and have experienced approximately 25% business growth through the fair. The experience is getting smoother and more efficient.

**EPCH Fair Site Office:** Ph: +91-120-2328003; Email: [visitors@ihgfdelhifair.in](mailto:visitors@ihgfdelhifair.in); Fair Website: [www.ihgfdelhifair.in](http://www.ihgfdelhifair.in)  
**Helplines:** General: +91-9818725553;  
Hotel: +91-9871121212; Shuttle: +91-9818725533



Ian Snow, UK

IHGF Delhi Fair has been a part of my journey since its very beginning. I attended the very first edition of the fair, and over the years, I've had the privilege of witnessing its remarkable evolution. People often ask me what keeps bringing me back to India, and I jokingly say that I'm still searching

for the secret of life here! But beyond the humour, my connection with India and its extraordinary craftsmanship is something I deeply value. At this edition, I'm particularly interested in benches, furniture and block-printed products. India remains at the heart of my business, accounting for approximately 85% of my imports. The fair has grown in terms of product innovation, stall presentation and exhibitor engagement. There's a fresh energy to the fair, with so many creative ideas and designs to discover. I've also noticed that exhibitors who were once concerned about their designs being copied are now more comfortable working with trusted buyers. For me, IHGF Delhi Fair is much more than a marketplace; it is where enduring partnerships, exceptional craftsmanship and fresh ideas come together.



Anne, Taiwan

I have been visiting IHGF Delhi Fair for over 15 years, and it continues to be a source of artistic inspiration. I run Bidala, a retail brand with stores in Taiwan and Shenzhen, specialising in women's garments and furnishings. I am particularly passionate about traditional Indian

textiles. Every visit brings new ideas and fresh perspectives on fashion and design. I have also witnessed the evolution of trends and the growing diversity of products over the years. The excellent facilities, especially hotel arrangements and shuttle services, further enhance my experience.



Jurgen Reiter, Germany

I source around 30% of my products from India for my firm, Kare Design. As a regular participant at IHGF Delhi Fair, I have seen a 10–15% increase in business through my participation. This time, I am here to explore specific products across furniture, cabinets, side tables, beds, mirrors, accessories

and lighting, particularly in wooden, colonial and industrial styles.



Tomoko Ida, Japan

Representing Stylem, a Japanese company specialising in textiles, rugs, cushions and home décor products, I am visiting the fair for the first time. The creativity, uniqueness and quality of the products here are impressive. I am drawn to natural-fibre products made from cotton, jute and linen.



Marta Magaz & Associate, Poland

I represent Homla, a retail chain and am happy to return to this fair. I am exploring home décor, wooden and marble products, textiles and other homeware. We are interested in mango wood products, marble and paper goods. I have already found some interesting products.



Peter and Katey Hawes, UK

We are interested in wooden furniture and source a significant proportion. We liked the leather products on display and appreciate the range of metal products available at the fair. We are continuing to explore for variety in these categories.



John Charlton, South Africa

I have been visiting this fair for the past 11 years and have noticed definite improvements, particularly in the layout and directional signage. I source from elsewhere too but what attracts me to India is the quality of products and the relationships I have with suppliers.



George Shengelia, Georgia

I own BlueTabla, a brand for heritage-inspired products. I am looking for home décor items. The fair offers a wide variety of decorative products with good quality and craftsmanship, including ceramics, textiles and stainless-steel items.



Jack Kleppe, The Netherlands

This is my first visit to India and to the fair, and the experience so far seems very promising. I have also explored fairs in China, which I find much larger but more focused on mass production. India stands out for its expertise in working with different materials and its strength in handicrafts. The craftsmanship and specialised skills available here make the fair an interesting place to discover distinctive furniture products and explore new sourcing opportunities.



Anna Alberti, Associate, Brazil

This fair is different from many trade fairs because of innovative styles and creative designs. Looking for wooden and metal furniture. The variety of products here offers the opportunity to explore distinctive designs and discover new ideas that could suit our company's requirements.

62<sup>nd</sup> IHGF Delhi Fair Show Bulletins are brought out on behalf of EPCH by Chapakhana.com; mail@epbureau.com; Ph: +91-9811311127



**Nathan Adams, South Africa**

I am interested in homeware, especially children's products, and kitchen cabinetry. I appreciate the use of mango wood, unique designs and affordable pricing of Indian products. Currently, 10% of our products are sourced from India.



**Arend Mosterd, The Netherlands**

We mainly deal in garden products, and I am looking for useful, good-quality garden items made from different materials. India offers unique materials and products that are difficult to find elsewhere, especially its metalwork. This is what keeps bringing me back.



**Deanne Ashley T Lin, USA**

We mainly deal in home décor, pillow covers, bedsheets and decorative products. Particularly looking for Indian textiles handwork for the US market, while for the Philippines market, we are exploring furniture and other products. Visited fairs in China, Indonesia, Turkey and and also source from Morocco, Mexico,

Japan and other countries. Every country offers something different, and it is important to understand what your customers actually want. Recently, India has become my preferred sourcing destination.



**Mohamed H Almobara, Bahrain**

I have been visiting the IHGF Delhi Fair for over 6–7 years and feel the fair is getting better and more organised every year. The footfall is good, and there are always people available to help. People in Bahrain love Indian posters, jewellery and handicrafts.



**Katrein Denamei, Belgium**

This is my 15th visit to India, and I keep coming back! We deal in glassware, tableware and textiles through wholesale and our four shops in Belgium. Since we cater to premium customers, I prefer simple colours and elegant designs rather than anything too fancy.



**Moin Ansari, Brazil**

I am a buying agent representing Evandro Silva, Grupo Polar. We are interested in home décor, lighting, furniture, lamps, flower vases, side tables, coffee tables and sculptures. We source 40% of our products from India, and our participation in the fair has contributed to a 30–40% increase in business. I have noticed that greater

professionalism among exporters, particularly in understanding buying patterns, along with better-organised and categorised product information helps buyers locate specific product categories more efficiently.



**Gregory Warrington, UK**

I'm primarily exploring ceramics and home fragrances. The facilities are excellent, and I've found the sellers to be professional and approachable. I've already found a company working in fragrances and am continuing

to look for the right ceramics partner.



**Scott, California, USA**

The fair is very good and large, and I had a positive experience. I specialise in home décor and looking for products made from marble, brass and aluminium. I import products from China and India, with 85% of my imports coming from India.



**Emily, France**

First time and a great experience. I am looking for tableware, wood and iron products, particularly furniture and tableware. 15% of my imports come from India. My company grows every year, and I am looking for new suppliers

and products to add to my collection.



**Alberto, Mexico**

I am visiting India for the first time and specialise in home furnishings, particularly carpets, handlooms and rugs. I also import these products from Turkey. I am impressed by the quality of Indian products and their competitive prices,

making India a promising market.



**Sofie Dijk, Belgium**

This is my first time visiting the fair, although I've been sourcing products from India, 100% of imports, for quite some time. I appreciate the craftsmanship and quality of production here. We continue to work with Indian

manufacturers because it makes the entire process more convenient and cohesive for our business. I'm especially interested in bags, stationery and other products that complement our collections. Since the fabrics we use come from India, having our production here makes a great deal of sense. Overall, I've had a lovely experience and am glad to be here exploring more possibilities with Indian producers.

.....and its a wrap! See you in the next!



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