



IHGF

DELHI FAIR

Spring 2026

HOME | LIFESTYLE | FASHION | FURNISHINGS
FURNITURE | GIFTS | INTERIORS

14-18 FEBRUARY 2026

INDIA EXPO CENTRE & MART
GREATER NOIDA EXPRESSWAY, DELHI-NCR

Organised by:



EPCH
Export Promotion Council
for Handicrafts



Show in Full Swing

Sourcing momentum continues reaffirming
IHGF Delhi Fair's international popularity

The fair is witnessing robust international participation, reflecting strong global confidence in India's handicrafts and home décor sector. Buyers from Australia, South Africa, the United States, France, the United Kingdom, the Netherlands, Israel, Japan, Spain, Italy, Morocco, Chile, etc. actively explored sourcing opportunities across multiple categories. Furniture, home décor, textiles, metal handicrafts, garden products, decorative accessories and lifestyle goods emerged as the most in-demand segments. Many international buyers highlighted India's distinctive handcrafted appeal, refined finishing, innovative designs and competitive pricing as key differentiators that position the country strongly against other sourcing destinations.

A prominent trend observed was supply chain diversification. Several wholesalers and retailers indicated a strategic shift toward increasing procurement from India, with some already sourcing between 40% and 80% of their total imports from Indian manufacturers. Buyers from the United States emphasised durability, scalability and consistent quality standards, particularly for furniture and garden-related products. European buyers showed keen interest in design-led collections, metal artistry, wooden furniture and premium home décor, while expressing optimism that the recently concluded India-EU Free Trade Agreement would further accelerate trade volumes and strengthen long-term partnerships. Australian buyers similarly acknowledged the positive impact of the India-Australia Economic Cooperation and Trade Agreement (ECTA), reporting notable growth in import volumes and greater ease in trade engagement.

Sustainability, customisation capability and reliable production capacity were recurring priorities across markets. Japanese buyers, in particular, stressed the importance of meticulous finishing, long-term durability and aesthetic refinement, while buyers from South Africa and the Middle East highlighted India's strong quality-price balance and dependable supplier ecosystem. Many long-standing importers, some associated with the fair for over two decades, reaffirmed their trust in Indian craftsmanship, pointing out to improvements in infrastructure, organisation, product presentation and supplier professionalism over the years.

Overall, the international buyer response strongly indicated India's growing stature as a dependable, design-driven and scalable global sourcing hub. The fair continues to not only facilitate new business connections but also strengthens existing trade relationships, reinforcing India's role in the evolving global supply chain landscape.



Stepping in Europe - Sourcing Success with Flavours of India

Showcasing the EPCH-ExpoBazaar-TICA Initiative



Dr. Neeraj Khanna, Chairman, EPCH; **Mr. Sagar Mehta**, Vice Chairman, EPCH; **Dr. Rakesh Kumar**, Director General in the role of Chief Mentor, EPCH & Chairman IEML; senior representatives from TICA - **Mr. Roger Uivel**, CEO, Co-owner, TICA and **Ms. Sanne Uivel**, Founder & Creative Director, Berries Agency; **Mr. Jitin Prashar**, Senior Vice President, ExpoBazaar; **Mr. Mohit Chopra**, President, IHGF Delhi Fair - Spring Reception Committee and **Mr. Rajesh Rawat**, Executive Director, EPCH

16th February 2026: EPCH congregated exporters and industry stakeholders at the India Expo Centre, to a special presentation on the EPCH-ExpoBazaar-TICA collaboration, focused on promoting Indian handicrafts in European markets through warehousing, fulfilment, and Just-in-Time (JIT) delivery models. A large gathering participated to learn how Indian products can gain a stronger foothold in the EU through this platform, connecting exporters and global buyers seamlessly. The session was aimed at strengthening trade linkages between Indian exporters and European retail platforms, while positioning India as a dependable and competitive sourcing destination for Europe.

EPCH x ExpoBazaar x TICA Collaboration - India's Gateway to Europe



Dr. Neeraj Khanna

Chairman, EPCH

"EPCH today is no longer confined to the role of a traditional export promotion body and is progressively evolving into a facilitation and fulfillment platform that supports exporters at every stage of the value chain. This includes market access, buyer connect, capacity building, and alignment with international trade requirements," said Dr. Khanna

and emphasised that global buyers are increasingly inclined toward direct engagement with manufacturers and exporters, while also seeking simplified, efficient import procedures. In response to these changing expectations, EPCH is actively working to reduce reliance on intermediaries and create transparent, structured, and reliable buyer-seller interfaces that enhance trust and efficiency.

Dr. Khanna noted that global business and sourcing models are undergoing rapid transformation and are expected to change significantly over the next few years. While large enterprises will continue to leverage scale and established networks, MSMEs and emerging exporters will also benefit

from organized platforms and collaborative models that lower entry barriers to international markets.

"Having seen and studied the size and scale of TICA business in the Benelux region during our recent visit, I want as many of our member exporters as possible to benefit through the EPCH-ExpoBazaar x TICA partnership. This collaboration represents a forward-looking export architecture for Indian handicrafts. It aligns strongly with EPCH's vision of enabling direct global reach and better value realisation for our exporters," he emphasised.

He further highlighted that collaborations such as EPCH with ExpoBazaar and TICA play a vital role in integrating Indian exporters into global supply chains. These partnerships enable Indian manufacturers to showcase their capabilities more effectively, improve access to European markets, and strengthen India's position as a dependable and competitive sourcing destination on the global stage.

Strengthening Sourcing Linkages between Indian exporters and European retail and wholesale market



Mr. Roger Uivel

CEO, Co-owner, TICA

Mr. Roger Uivel spoke about the evolving global retail landscape, highlighting the growing integration of physical retail spaces with digital platforms. He emphasised that modern buyers increasingly depend on efficient logistics, strong infrastructure, and reliable supply chains, and that exporters must align with these changing models to remain competitive in international markets. He explained that TICA is one of the largest retail and wholesale platforms in Europe, with a strong presence in countries such as the Netherlands and Belgium. TICA operates large-format wholesale centers that act as permanent sourcing hubs, catering to a wide network of professional buyers who regularly procure products across home décor, lifestyle, gifts and interior categories.

Mr. Roger Uivel elaborated on TICA's wholesale model, where products are displayed in their stores that are volume flexible as per demand. This system supports steady business flow, reduces dependency on seasonal orders, and enables long-term, sustainable partnerships with suppliers. He highlighted that TICA serves a diverse buyer base including retailers, interior designers and hospitality professionals sourcing from multiple global markets. In this context, he noted that India has strong potential due to its strengths in quality, craftsmanship, customisation, sustainability and competitive pricing.

He appreciated the role of ExpoBazaar in facilitating structured B2B engagement and identifying reliable Indian exporters aligned with European market requirements. He concluded by expressing TICA's strong interest in expanding sourcing from India and reaffirmed the commitment to building long-term partnerships, positioning India as a key sourcing gateway for the European market.

TICA Business Models operate to the exporter audience

Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH & Chairman IEML

Dr. Rakesh Kumar welcomed this important business occasion for EPCH members and emphasised the growing importance of strategic international collaborations in the current global trade environment. He noted that such partnerships help shorten supply chains, improve efficiency and create direct and sustainable market access for Indian exporters. He highlighted EPCH's proactive role in facilitating exporter-buyer engagement through curated platforms, market intelligence, and capacity-building initiatives.

Dr. Kumar interpreted and explained how TICA has two distinct cash and carry and project business models and how they operate to the exporter audience. He explained the changing buyer temperament and need, especially post covid, which led to the formation of this business model to cut down lead times and increase profitability. To the delight of the audience he added, "ExpoBazaar is in discussion with EPCH and the warehousing charges may get significantly subsidised."

He appreciated the structured B2B approach adopted by ExpoBazaar in connecting Indian manufacturers with global buyers and acknowledged TICA's interest in sourcing from India. He observed that Indian exporters have a strong edge in terms of quality, craftsmanship, product customization, sustainability and competitive pricing, which aligns well with the requirements of European retailers.



Dr. Kumar encouraged exporters to leverage this collaboration to enhance product innovation, improve compliance with international standards, and strengthen brand positioning in overseas markets. He concluded by reaffirming EPCH's commitment to fostering meaningful partnerships that empower Indian exporters and further strengthen India's presence and credibility in the international retail and lifestyle markets.

Scaling Beyond Borders: Taking Indian Products to Global Markets

Mr. Jitin Prashar explained the growth and operations of ExpoBazaar and its reach in the US, EU and UK markets. He also informed the audience about the multi-mode delivery options being used to ensure efficient last mile delivery - including drop shipments. He explained that ExpoBazaar is positioned as a 'product-agnostic, B2B global commerce and distribution platform' with a clear objective of enabling Indian manufacturers and exporters to scale sustainably in international markets. The platform is built to move beyond fragmented, transaction-based exporting and instead provide a structured, long-term pathway for Indian products to reach global buyers.

He added that the ExpoBazaar model focuses on 'end-to-end supply chain ownership', covering the complete journey from the point of manufacture to overseas retail and distribution. This includes supplier identification and onboarding, product curation aligned with international demand, quality control, packaging standards, regulatory and compliance management, consolidation, warehousing, international logistics and last-mile delivery. By centralising these functions, ExpoBazaar removes operational complexity for exporters and ensures consistency and reliability for global buyers.

A key emphasis of the platform is 'direct market access'. ExpoBazaar enables Indian exporters - particularly MSMEs to connect directly with international retailers, distributors and institutional buyers, reducing dependency on intermediaries. This approach increases transparency, improves margins for exporters, and builds long-term trust with overseas partners through predictable supply and standardised processes.

In Europe, ExpoBazaar has developed strong operational experience and market understanding. Through sustained engagement and collaboration with TICA over the past two years, the platform has successfully navigated supply-chain disruptions, evolving compliance requirements, and changing buyer expectations. This on-ground experience has helped establish stable sourcing and distribution networks across multiple European markets.

ExpoBazaar also acts as a 'scaling partner' for Indian exporters by aggregating demand, creating repeat order cycles, and enabling exporters to plan production with greater certainty. This reduces business risk, improves capacity utilization, and supports exporters in moving from sporadic exports to consistent global participation.

Through strategic collaborations with organisations such as EPCH and TICA, ExpoBazaar strengthens India's position as a dependable global sourcing destination. These partnerships enhance visibility for Indian products, facilitate smoother entry into European markets, and support the long-term integration of Indian exporters into global value chains.



Mr. Jitin Prashar
Senior Vice President, ExpoBazaar

Innovative Product Lines in Thematic Displays

Exhibitors Enthuse Buyers with Collections for Upcoming Seasons

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

Thoughtful Product Launch Backed by Market Research Riddhim Gupta, Maniere Inc., Gautam Buddha Nagar

We have been in the export business since 2011, specialising in hand-knitted products. This edition of the fair is significant for us as we unveiled a new range of scarves, alongside our 100% wool and 100% cotton cushion covers. Launched just a month ago, the category has received an encouraging response at its first showcase here. We have received around 20 serious inquiries, with 5 to 7 expected to convert into confirmed orders. Interest has largely come from



Scandinavian countries and South Africa, with the latter showing strong conversion potential. After thorough market research, we entered the scarves and cushions segment with a clear advantage - competitive pricing that is 30–40% lower than many exporters, without compromising on quality. Our products are priced between USD 1.30 and USD 5.15, positioning us strongly across markets. From this fair alone, we anticipate business worth approximately USD 50,000. The EU remains a key market, and the response has reinforced our confidence in this new category.

Deep Commitment to Sustainability

Sanjib and Krishna Goyal, Shilpstory, Guwahati



Shilpstory is dedicated to environmentally sustainable products made entirely from natural, biodegradable materials. The collections draw on Northeast India's rich resources, using dried water hyacinth (jal kumbhi), kauna grass native to Manipur, bamboo, sitalpati, and cane. We offer a diverse range of lifestyle and utility products, including bags, baskets, trays, boxes, placemats, hats, lamps, yoga mats, flooring, bottle holders, tissue boxes, and customised corporate gifts—blending traditional craftsmanship with contemporary design and functionality. The brand is export-focused, targeting markets such as Japan, the United States, Saudi Arabia, Australia and Europe. Currently, domestic sales account for about 70% of revenue, with exports contributing 30%, reflecting strong demand in India alongside growing global interest. Notably, this is the only stall representing all seven Northeastern states, highlighting the region's vast yet underutilised craft potential. A key strength of Shilpstory is its largely women-led workforce, supporting livelihood generation and economic empowerment across the region.

Fair: a Great Connect for New Opportunities

Kunal Shah, Dheer Exports, Jaipur

We currently specialise in cotton and woollen durries, crafted using the traditional weaving techniques where our artisans sit in the squat position, ensuring every piece reflects authenticity and skill. I have been involved in

the export business for the past 20 years, with our products reaching key markets such as Australia, the USA, Brazil and Japan. This is not my first time at the fair. I have been participating since 2007 and I see it as an important platform to connect with buyers and explore new opportunities. With the recent tariff reductions, I am optimistic that this edition will bring positive business outcomes and help expand our international reach further.



Scarves and Stoles Crafted for Export Markets

Dr. Poonam Suneja heads PK Enterprises



Dr. Poonam Suneja heads PK Enterprises, a brand also associated with a comfort-focused label, specializing in ladies' accessories, primarily scarves and stoles. The products are crafted from cotton, fine wool, and Pashmina, sourced from Surat, Uttar Pradesh, and Punjab. Established in 1979, the firm has been participating in the fair since 1981. They are fully export oriented. While U.S. business has declined in recent years, demand from alternative international markets remains strong. I note rising purchasing power in India is boosting interest in accessories. Free Trade Agreements' impact will take time to materialise.

Our Fairs Stand out for their Diversity

Ajay Kumar represents Rugs Concept, Bhadohi



Rugs Concept specialises in rugs and carpets crafted with a blend of wool, jute, bamboo and banana silk. The raw materials are primarily sourced from Bikaner and Bhadohi, ensuring both quality and authenticity in production. He has been participating in the fair for the past four years. He notes a growing need for stronger digital promotion and marketing investments to expand reach. With a workforce of approximately 50 skilled workers, his operations are rooted in Bhadohi's rich carpet-weaving legacy. He also brings significant global exposure, having attended Germany's prime fair for six consecutive years. Reflecting on the difference, he observed that international fairs are often product-specific, focused exclusively on segments like rugs, whereas Indian fairs stand out for their diversity and wide-ranging product categories.

Export-Driven Marble Statements Kunal, Rockart Private Limited, Agra



We are into marble products - furniture, home décor and accessories. We blend traditional stone craftsmanship with contemporary designs tailored to global tastes. Our primary markets are Europe and the US, while the remaining 20% caters to the domestic segment. Rockart's products stand out for their exceptional marble quality, superior finishing and competitive pricing, making them highly attractive to overseas buyers. We adapt to customization requirements and evolving market trends, enabling buyers to curate collections aligned

with specific consumer preferences. The raw marble is primarily sourced from Rajasthan, a region globally recognized for its high-quality marble, ensuring consistency and refined craftsmanship. We have been participating in this fair since the past five years. The platform has significantly contributed to increased sales, expanded buyer engagement, and stronger export relationships.

Soft Goods and Furnishing for European brands Ruchit Manaktala, Cosmique Crafts, Gurugram



We specialize in handmade home décor products such as cushions, soft toys, and pillows. Our materials primarily include cotton, polyester, viscose, and wool. Most of our raw materials are sourced from South India to ensure consistent quality and supply. Our workforce comprises more than 250 employees, including both men and women. We mainly deal with European buyers and exporters, and over the years, we have built strong and stable international relationships through this fair. I have been attending the IHGF Delhi Fair for the past 20 years, and continue to find it a highly productive and well-organized platform. My experience here has always been positive, both in terms of buyer response and overall management.

Training and Empowering Artisans with EPCH's Support Rochak Kr. Tiwary, House of Pleasurable Textile, Patna

An export enterprise established 26 years ago and recognised among the first from Bihar in this segment; specialises in carpets, cushions, screens and curtains, blending traditional craftsmanship with contemporary market appeal. A direct beneficiary of EPCH training initiatives in Patna, he received structured guidance in product naming, presentation, merchandising, and design development, support that significantly strengthened his brand positioning in international markets. Extensive training and development programs were conducted across Darbhanga,

Patna and Sasaram, covering appliquéd (Katwa), patchwork, crochet, embroidery, soft toy making and the promotion of traditional crafts such as Madhubani, Sujni and Katwa. This enabled artisans to create value-added products, including innovative designs developed from textile waste. His journey began with the Jalkumbhi project, where 58 individuals were trained, and later expanded into crochet, embroidery and allied skills. With EPCH's continued support, women artisans were trained and empowered, contributing to the revival of traditional crafts and encouraging a renewed focus on heritage techniques. Observing that while Bihar's artisans were engaged across industries, the state's own crafts remained underrepresented, his work has been to foreground Bihar's craft unique identity in national and global platforms.



Excellence in Brass Jewellery Sapna, PS Design Exports, Moradabad



Specialising in brass jewellery, the company is deeply rooted in traditional metal craftsmanship while offering designs that resonate with contemporary international markets. Primarily export-focused, the brand caters to global buyers who value artisanal jewellery with a strong design identity. Its key strengths lie in exquisite designs, top-notch craftsmanship, superior detailing, and refined finishing qualities that position the enterprise as a quality-driven

supplier in the international market. Raw materials are thoughtfully sourced from major craft and production hubs such as Moradabad, Jaipur and Gujarat. This fair has positively impacted the business by helping diversify the customer base, establish connections with new international buyers and strengthen long-term export relationships.

Stylish, Sustainable and Eco-friendly Kitchen Products Kanishka Bahety, Lamikraft, Kolkata/Ahmedabad

Our products are made of sustainable and eco-friendly derivatives of high-pressure laminates (HPL). Backed by its parent company, Crown Decor, which has over 45 years of industry experience, Lamikraft blends technical strength with contemporary kitchen and décor needs.

The brand specialises in compressed surfaces that are anti-microbial, dishwasher-safe, heat-resistant, and impact-resistant. With wood and food-grade certifications in place, the products are designed for both safety and durability. The portfolio includes over 50 products, ranging from chopping boards and serving plates to customizable décor surfaces. Positioned as an ideal solution for modular kitchens, Lamikraft combines functionality with aesthetic appeal. The company has established a strong global export presence across Europe, the Middle East and USA.



Soft Goods and Furnishing for European brands Lalit Ranjan Parida, Creative Functional Art, Moradabad

The display features a diverse portfolio including bar accessories, flatware, Christmas lighting, tabletop accents, and home décor. Established in 2010, the company employs nearly 300 people and exports to 32 countries—primarily across Europe—along with markets in South Africa, the Middle East, and Australia. Now participating in the fair for the second time, the company has further expanded its international network. Working mainly with stainless steel, brass, and aluminium, the company sources most of its raw materials from Moradabad, with additional procurement from Delhi. It distinguishes itself through stringent quality control measures and a commitment to sustainability, including RCS-certified practices and a strict no-chemical-plating policy. The use of an advanced Japanese coating system enhances durability, delivers a premium finish, and ensures long-lasting colour retention. With evolving FTAs expected to facilitate smoother trade, the company is strategically positioned for accelerated global growth.



Expertise in Brass and Panchdhatu Lines

Vinod Dugar, Thar Arts and Furniture, Bengaluru

We specialise in handcrafted furniture, wall décor, and traditional puja décor items. Our products are made using brass and Panchdhatu. We source all our raw materials locally to maintain quality control and authenticity. We



have a dedicated team of 20 artisans, and every product we create is 100% handcrafted. It typically takes about a month to complete a single piece, while bulk orders require approximately 20 to 30 days depending on the quantity and detailing involved. This is our second time participating in the IHGF Delhi Fair, and the response has been very encouraging. We currently export our products to the UK, Germany, and the USA and we see strong appreciation for traditional Indian craftsmanship in these markets.

Expanding Horizons with Custom Craftsmanship

Prasenjit Bakshi, Sujan Carnival Furniture, Kachchh, Gujarat



Furniture, wall décor, and wooden flooring crafted from solid wood and veneer are this firm's forte. They have a workforce of over 350 employees. This is their first participation at the fair. They have reported positive buyer feedback and

encouraging business response. Buyers, particularly from Europe and Australia, have shown strong interest in the collections and frequently seek customisation to match regional preferences—requirements the company is well-equipped to fulfill. In terms of market outlook, they observed that Europe appears relatively slow this season, whereas the U.S. market shows promising growth potential despite previous fluctuations. He also appreciated the cooperative staff and expressed satisfaction with the overall fair experience.

Crochet Craft from Narsapur, for the World

K N Tulasi Rao, Ramakrishna Paramahamsa & Co., Seetharampuram, West Godavari District, Andhra Pradesh

Offering a wide range of products including home textiles, bags, decorative flowers, kitchen items, cushions, sleeping masks and table covers, this



enterprise located around the lace craft cluster of Narsapur, specialises in crochet craft to suit trends in various markets around the world. The craftsmanship is carried out by rural women artisans in their homes. The finished products are then supplied to the company for final processing and exports.

The enterprise engages

approximately 1,500 women artisans for crochet work, along with 40–50 workers at its factory unit. They have previously participated in international fairs in Frankfurt and Hong Kong but now consider the IHGF Delhi Fair sufficient, citing the presence of serious and high-potential buyers. Mr. Tulasi Rao also acknowledged the strong support ecosystem, noting that the EPCH office in Narsapur regularly conducts workshops and development programs aimed at uplifting women and small-scale artisans. With increasing demand from foreign buyers for customised products, the company remains well-prepared to meet evolving market preferences.

"You think it, we make it."

Devesh Kalla, Kernig Crafts, Jodhpur



The company based in Jodhpur is participating in the fair for the second time and intends to make it a regular platform for business growth. It specialises in furniture and home décor, working with materials such as wood, iron, marble and semi-precious stones including pyrite, rose quartz, and selenite. While they import select materials from Vietnam and Madagascar, along with limited quantities from China, its their production remains India-based. Woodwork is carried out in Boranada, iron fabrication in Gayatri Nagar, and the final finishing and packaging operations are handled in Jodhpur. They have successfully completed over 6,000 domestic projects and exports to markets including Sweden, France, and the United States. They noted increased European buyer footfall at the fair, attributing this to the positive impact of Free Trade Agreements. Their key strength lies in producing strong, sturdy furniture with scope for customisation, summed up in their philosophy: *"You think it, we make it."* Looking ahead, the company plans to implement an ERP system and develop an integrated facility that streamlines processes from production to packaging.

Innovative Offerings Impress and Engage Buyers!



Magic of Warp & Weft

Handloom Crafts from North East Region

Excerpts from conversations with Handloom artisans from North Eastern Region at IHGF Delhi Fair-Spring 2026

Tuning Sustainable Silk Heritage into Contemporary Craft **Milanjoti Borah, Lahé Looms, Assam**



Lahé Looms translates Assam's natural resources and biodiversity into refined handwoven textiles. The brand offers a curated range of dupattas, sarees, mekhela sadors, stoles, shawls, cushion covers, angavastras, and jackets, crafted from Assam's distinctive silks, including Eri, Mulberry, Muga, Tussar, and blends of Mulberry Muga. Each creation reflects authentic Assamese aesthetics, precision craftsmanship and a deep respect for tradition. With its



own production unit employing around 650 artisans, Lahé Looms ensures complete control over weaving its own yardages, preserving originality and quality at every stage. The enterprise further reinforces its sustainable ethos by using natural dyes and innovatively incorporating water hyacinth, an invasive weed into select products, turning an environmental challenge into a design opportunity. Through its authentic, handcrafted collections, Lahé Looms actively promotes and preserves Assam's rich textile heritage while embracing responsible and forward-thinking practices.

Empowering Women through Handloom Excellence **Sylvia Ngainangbam, Women's Worth Organization, Manipur**

Women's Worth Organization, based in Manipur, has a workforce of over 2,000 women. It is dedicated to women empowerment, providing training, employment and livelihood opportunities. It also supports and rehabilitates women from vulnerable backgrounds by offering them work and a safe environment.



Their products include cushion covers, table runners, table mats, curtains, and silk stoles. They use natural dyes along with traditional warp and weft weaving techniques to create high-quality handloom products. They export internationally to markets such as

Nigeria, the United Kingdom (London), and the Netherlands. Marking their 8th participation at the fair, they described their experience as consistently positive and encouraging.

Heritage of HandSpun Eri in Ethical Fashion Statements **Laishah Rymbai, Eriweave, Meghalaya**

I am the founder of Eriweave, based in Meghalaya. We began as a family enterprise in 2019 and transitioned into a Private Limited company in 2020. Our core focus is eri silk weaving, creating sustainable and eco-



friendly textile products, including traditional mufflers, stoles, and shawls. What distinguishes us is our exclusive use of natural dyes derived from tea leaves, turmeric and onion peels. Sustainability is central to our philosophy, and each product undergoes a meticulous weaving and finishing process

that takes an entire week. We work with women artisans and have a team of over 150. Empowering women while preserving Meghalaya's traditional weaving heritage remains our greatest purpose.

Assamese Home Textiles & Artisanal Apparel **Bapan Sarkar, Nirman Fabrics, Assam**

Nirman Fabric works with traditional textiles to expand the reach of indigenous Eri and Muga silk beyond Assam and across international markets. Each product is developed through the combined efforts of skilled artisans and the team, ensuring authenticity and



quality. Our handloom and handicraft collections are primarily cotton-based with silk detailing, particularly Eri silk—an organic fibre extracted without harming the pupa. Managing nearly 70 looms, largely operated by women artisans, the enterprise reflects a strong commitment to community empowerment. A regular participant at the fair for the past 10 years, home furnishing remains the core business. The recently introduced garment line has received encouraging appreciation too. Buyers expressed satisfaction with the existing designs without seeking customization, and the steady stream of inquiries is expected to translate into confirmed orders.

Magic of Handloom, Sheen of Ghicha Silk **Gayyatree Baishya, Moderneze, Assam**



Moderneze blends tradition with modern design, rooted in Assam's rich weaving heritage. Coming from a family of weavers, I created this brand to carry that legacy forward. We offer fabrics, stoles and sarees crafted in cotton and Ghicha silk, using entirely chemical-free dyes. Known for its natural texture and handcrafted appeal, Ghicha silk reflects our commitment to authenticity. Every piece is 100 percent handmade, preserving traditional techniques

at every stage. Our vision goes beyond selling textiles. We aim to promote Assamese culture and provide artisans with greater visibility. By bridging the gap between makers and customers, my brand creates a direct platform for handcrafted textiles and the skilled hands behind them. Through this participation, we aim to take Assamese handloom to global markets while building sustainable livelihoods & recognition for our artisans.

Supporting Lives, Making Indigenous Art Accessible Representative, MadamMein, Arunachal Pradesh

Madam Mein, founded by Eliza Mena, is a social enterprise reviving tribal textile crafts while creating sustainable livelihoods in and around Namsai village, Arunachal Pradesh. By building a collaborative cluster of local



weavers and artisans, where weaving is a deeply rooted household tradition led largely by women—the brand preserves cultural heritage through distinctive tribal motifs. The collection includes eco-friendly apparel, home furnishings, and accessories, primarily crafted on handlooms and made in-house using cotton. With an average price of around Rs. 2,000, the products remain accessible while upholding craftsmanship. In addition to its own retail stores and

exhibitions, participation in the fair has helped the brand reach a wider audience and connect with Pan-India and international buyers seeking authentic, handmade textiles.

Assam Silk Artisanal Apparel

Kabyashri Das of Nirmanam Producer Company, Assam

We specialize in handwoven Assam silk and plant fibre inclusive products, offering a diverse range that includes sarees, stoles, fabrics, lifestyle products, décor and gifting items, with customisation options available. Employing over 500 artisans, mainly women, we cater to a strong domestic market while also receiving international inquiries that are expected to convert into orders.



From Eri Heritage to Global Homes

Representative, Creative, Assam



Creative showcases Assam's handcrafted home textiles, centered on sustainable Eri silk. Known for its natural texture and comfort, Eri, often called non-violent silk, is produced without harming the silkworm, reinforcing its ethical appeal. Based in the Dimoria Eri Cluster, one of Assam's largest, our enterprise transforms premium Eri silk into functional, contemporary home décor. Every product is entirely handmade, blending Assamese textile heritage with modern aesthetics. To

overcome high machinery costs, the team developed its own production equipment, reducing expenses significantly. Production began in 2022 with MSME support. Today, 557 artisans are associated with the enterprise, including 47 men engaged in leaf collection for silk rearing. The brand entered export markets in Europe and Russia in 2024. Renowned for durability, its textiles are crafted to retain quality for generations.

Iconic Moirang Phee Motifs in Modern Wearables

Surbala Devi, Surbala Weaving Unit, Manipur



I am Surbala Devi from Kakching district, Manipur, and I run M/s Surbala Weaving Unit, established in 2017. We have been participating in the IHGF Delhi Fair since 2018. We produce pure cotton garments, including shawls, wrap-around skirts, and two-piece

sets. Our designs are inspired by traditional Manipuri textiles, particularly the intricate Phanek patterns and the iconic Moirang Phee motifs, reflecting our rich cultural heritage. With a workforce of 120 women artisans, we are committed to preserving craftsmanship and empowering local communities. Our products are exported to Russia, Japan, and Spain. For us, authenticity, quality and attention to detail remain paramount.

GI-Tagged Muga and Ethical Eri in Contemporary Design

Suravi Borgohain, Sandhya Fabric Design, Assam

We make handcrafted fabrics, shawls, sarees, stoles and home textiles made from Muga and Eri silk.



With a strong focus on sustainability, our team also repurposes fabric waste into accessories such as belts, earrings, and buttons, with support from Hub Jorhat in Assam. I highlight the thermal qualities and non-violent, organic nature of Eri silk, and take pride in the fact that our Muga silk carries a GI tag. We employ over 100 artisans, mostly women engaged on a per-work basis, creating inclusive livelihood opportunities. At the fair, we received strong inquiries and initial orders, and I am hopeful that these leads will convert into sustained business.

Sustainable Textiles Rooted in Community

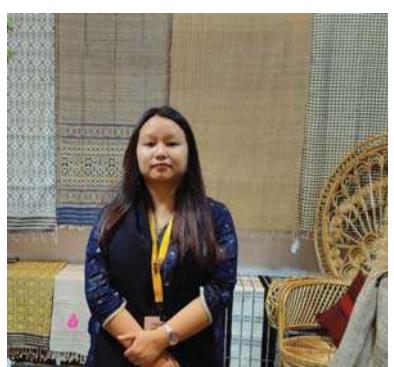
Prakash Thakur, Bekajan Artistic Weaving Producer Company



We offer organically produced, hand-spun cotton and Eri silk products, including table runners, curtains, cushion covers, stoles, dupattas and garment-ready fabrics. Operating across three clusters in Assam - Bekajan, Uttarnaghri and Sarueathar, we support 1,032 weavers, majority of whom are women. Here, buyers from Norway, Israel and Denmark appreciated our collection, with many expressing interest in garments, a category we plan to introduce soon.

Crafts from NE Shilp Assam

Also present in this theme area is NE Shilp Assam that supports local artisans from all North East states and focuses on promoting handloom, handicrafts and agro-based products. Their collection also includes pine tree and banana fiber products. Eri silk continues to be their key highlight.



SEMINARS

15th February 2026

Sustainability - More Than a Trend! Why Everyone Should Invest into This Topic Now!



Mr. O P Prahladka, COA Member and Eastern Region Convenor, EPCH; Mr. Mohit Chopra, President, IHGF Delhi Fair-Spring 2026; and Mr. Rajesh Rawat, Executive Director, EPCH, presenting a momento to the speaker-Mr. Gunnar Hoffrichter, Independent Consultant, Hamburg, Germany



Mr. Gunnar Hoffrichter,
Independent Consultant,
Hamburg, Germany

The seminar focused on positioning sustainability as a long-term responsibility rather than a passing global trend. The speaker, Mr. Gunnar Hoffrichter, Independent Consultant, Hamburg, Germany, through an illustrative and engaging session with physical product examples, underlined that environmental degradation, climate change, and shifting consumer expectations demand immediate and structured action from businesses—particularly in the production and manufacturing sectors. Sustainability, he stressed, is no longer optional but a necessity for long-term survival and growth.

Mr. Gunnar Hoffrichter has over 30 years of experience across Asia in strategy development, trend forecasting, product development, visual merchandising, and marketing. His extensive industry exposure brings a global perspective to sustainable transformation in manufacturing and trade. Key points discussed in the seminar:

1. Sustainability and Climate Impact - The speaker highlighted the severe consequences of even a 2°C rise in global temperatures, explaining how such an increase could trigger irreversible environmental damage. By comparing present-day climate conditions with the pre-industrial era, he demonstrated the urgency of collective and industrial action. Sustainability, is now fundamental to economic resilience and ecological survival.

2. Circular Economy – The 8 R's- Rethink, Reduce. Reuse. Repair. Refurbish. Repurpose. Recycle. Recover. These principles aim to minimise waste, extend product life cycles and reduce dependence on virgin resources. Businesses were encouraged to embed these principles within their operational models.

3. Waste as a Resource - Emphasis was placed on transforming waste into usable products, such as: Metal scraps, Olive waste, Egg trays and other discarded materials. The key message was that sustainability must begin at the design and

conceptual stage rather than being introduced as an afterthought. When sustainability is integrated early, waste becomes a resource rather than a liability.

4. Sustainability in Product Development - The speaker stressed the importance of: Using environment-friendly raw materials; Adopting eco-friendly packaging solutions; and Designing products for durability and recyclability. Sustainable production, he explained, should be viewed as a mindset and guiding philosophy rather than merely a marketing strategy.

5. Business Responsibility- Companies were urged to integrate sustainability into their core vision and long-term strategy. Ethical responsibility should drive sustainable transformation - not profit alone. The speaker suggested that future trade fairs dedicate at least 50% of exhibition space to sustainable products, reinforcing sustainability as an industry standard rather than a niche category.

6. Case Studies & Examples - Reference was made to the KPMG Sustainability – Value Creation 2025 Study, which highlights that sustainability contributes directly to long-term business value & competitiveness. An Indian example, A Good Life, founded by designer Ashish Tagra, was also discussed - his brand creates sustainable lifestyle products from industrial waste and promotes mindful living, simplicity and emotional connection with products, demonstrating how sustainability can align with both design excellence and commercial success.

Seminars Today

17th February 2026 - Tuesday 3 PM

Digital Advertising in Exports

Transforming the Customer Journey into Sales

This session turns digital marketing into a predictable export pipeline. The session will map the buyer journey from 'Discover to Repeat' and plug in the right channels (search, LinkedIn ABM, Meta, marketplaces/programmatic) with message proof that buyers need.

17th February 2026 - Tuesday 4 PM

Expo Digital - Sourcing Redefined Just in Time

This session explores how India's manufacturing ecosystem can evolve into a global supply network through the ExpoBazaar framework. By linking Cash & Carry hubs across India with global marketplaces under a Just-in-Time model, ExpoBazaar bridges Indian producers and international buyers seamlessly. The session highlights how technology, curation and agile fulfillment can make Indian exports faster, smarter and globally competitive.

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Leveraging India's Recent FTAs Free Trade Agreements for Enhancing Exports Growth

This informative session aimed to equip exporters with practical strategies to effectively leverage India's recently signed Free Trade Agreements (FTAs), including: India-UK CETA; India-EU FTA; and India-UAE CEPA. The session focused on helping businesses understand how to access tariff benefits, comply with regulatory requirements, and strategically diversify into new global markets.

This was conducted by Dr. Tamanna Chaturvedi, Vice President, Global Trade Promotion, Department of Commerce, Govt. of India. She has over two decades of experience in trade policy consultancy with various organisations under the Government of India. Her work spans participation in India's FTP formulation and representation of industry interests, particularly MSMEs across multiple FTAs. Key points discussed in the seminar:

1. Understanding Levels of Competition - Dr. Chaturvedi explained that exporters face competition at three levels: Nearby stalls (direct competitors within the same trade fair or category); Competing countries offering similar products; and Major global markets such as Europe. She urged exporters to strengthen their competitiveness through better pricing strategies, improved quality standards, and enhanced production capacity.

2. India's Expanding FTA Network - The speaker highlighted India's recent trade agreements with countries such as the UAE, Australia, Norway, Switzerland, Mauritius, New Zealand, Oman and the European region. Zero-duty market access under these agreements provides a strong advantage to signatory nations. However, she cautioned that not all products automatically qualify for zero duty.

3. HS Codes & Product Eligibility - Exporters were advised to verify product eligibility through HS codes on the Ministry of Commerce website. The complete process of checking whether a product falls under the open list or the excluded list under a specific FTA was demonstrated. The concept of MFN phase reduction, where certain product categories receive immediate benefits while others gain tariff reductions gradually over a defined timeline was explained.

4. Rules of Origin - A key compliance aspect discussed was the Rules of Origin. For a product to qualify for FTA benefits, it must be substantially manufactured in India, meeting specified percentage criteria. Exporters were urged to carefully maintain documentation to prove compliance.



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5. Market Diversification - Dr. Chaturvedi encouraged exporters not to focus exclusively on Europe. While many exporters target European markets for Christmas sales, she pointed out that countries such as the Philippines celebrate Christmas for up to six months, offering extended business opportunities. Diversification, she emphasised, reduces dependency and enhances resilience.

6. Consumer Behaviour & Cultural Sensitivity - Understanding cultural nuances and consumer behaviour was highlighted as essential for export success. She cited examples such as Brazil, where the colour green may be avoided in certain product categories due to associations with the Amazon forest and disease. Such insights can significantly impact product acceptance. Exporters were encouraged to track global festivals like Valentine's Day and align product offerings accordingly, while ensuring regulatory compliance and detailed market research.

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Market Diversification - Emerging Destinations and Trend Drivers

The session aimed to provide a comprehensive understanding of emerging market trends and buyer behaviour relevant to Indian handicrafts, while helping MSME exporters diversify their market base beyond traditional destinations. The discussion was led by Dr. Ashish Gupta, who initiated the session by questioning India's heavy dependence on the United States as its primary export market. Dr. Gupta, is Faculty in Marketing Area at Faculty of Management, South Asian University (SAU), New Delhi (An International University established by Government of SAARC Nations) and Supported by Ministry of External Affairs (MEA), Govt. of India.

Dr. Gupta noted that the U.S. accounts for 38.69% of India's handicraft exports, followed by the UK at 7.73%, underscoring the need to explore emerging and under-tapped markets. He described handicrafts as India's strongest competitive advantage, largely operating under a B2B model where scale and container-volume orders are crucial. Current dominant markets include the USA, Germany, UAE, Netherlands, France, Italy, Australia, and Canada.

He emphasised the importance of a clear go-to-market (GTM) strategy based on market segmentation and precise targeting. Using HS Code-



Dr. Ashish Gupta, Ph.D., Senior Associate Professor, Faculty of Management, South Asian University (SAU)

based analysis, he explained how product-market fit depends on volume potential, compliance requirements, and consumer preferences. Understanding target age groups and regional buying behaviour is critical for sustained export growth.

Region-wise insights revealed distinct value propositions:

USA & UK: Driven by eco-conscious Millennials and Gen Z, demanding sustainable, personalized, and DIY-friendly products such as eco-textiles, pottery, and wood décor.

Europe: Focused on heritage, ethics, and authenticity, with demand for timeless woodwork, embroidered textiles, and glassware; highly compliance-driven with GI tags, fair-trade labels, and GOTS certifications.

Middle East: Oriented toward luxury, hospitality, and premium gifting, favouring ornate metalwork and rich textiles.

Australia: Growing demand for handmade, eco-friendly products such as bamboo, jute, rustic wood, and jewellery suited to modern and outdoor lifestyles.

He categorised markets as existing (proven but saturated), latent (high potential), and incipient (emerging). Japan was identified as a strong latent market, favouring minimalistic design and the philosophy of "the smallest big thing." Woodware was highlighted as one of the fastest-growing categories globally.

For market entry, Dr. Gupta advocated an e-commerce-first approach using platforms such as Amazon, Etsy, and Wayfair, along with participation in B2B exhibitions like IHGF Delhi Fair, Ambiente, and Maison & Objet. Digital storytelling through social media, artisan narratives, and QR-based product stories was identified as a powerful branding tool.

He stressed that while Indian handicrafts are inherently strong, strategic positioning and storytelling are essential to unlock new markets. Marketers must bridge artisans and global consumers by promoting certification awareness, GI tagging, and compliance readiness, while ensuring cultural adaptability and customization. In conclusion, Dr. Gupta emphasised that authenticity drives global appeal, but adaptability ensures longevity. Leveraging diaspora influence and balancing tradition with innovation and market intelligence will be key to sustained global success.

16th February 2026

Design Futures 2027-Spring Summer Trends & Autumn Winter Insights

Prof. Balbir Singh, Dean, School of Design, WUD, emphasised, 2027 represents a strategic opportunity rather than just a seasonal shift. Consumer behaviour is evolving emotional appeal and authenticity are becoming more important than mere aesthetics. Clarity is replacing visual clutter, and craft-led honesty is positioning India as a strong point of differentiation in the global market. Creativity will continue to matter, but

longevity, relevance and value will be more critically judged. Sustainability, he noted, is transitioning from a "calm narrative" to tangible proof and accountability. He highlighted that 2027 will focus more on a mindset refresh than simply a style refresh. Products must be market-ready, meaningful and emotionally resonant. He outlined four key future directions-

Prof. Balbir Singh, Dean,
School of Design, WUD

Future 1: Grounded Earthcraft-centers on calm, nature-connected living. Features mineral and dry neutrals, raw material authenticity and minimally processed textiles like cotton. Emphasis is on earth-inspired palettes and material honesty.

Future 2: Playful Contrast - Optimistic, expressive and youth-leaning, this direction creates strong visual memorability. Particularly suited for gifting and lifestyle segments. Stable base tones combined with bright accents, colour blocking, and stripe momentum define this aesthetic.

Future 3: Crafted Memory - Celebrates beauty in irregularity and process-led finishing. Uneven surfaces, oxidized depth, repaired detailing, raw edges and textile layering create emotional value. Focus is on reuse and recovery, emphasising heritage and handcrafted authenticity.

Future 4: Restorative Belonging - Soft minimalism and calm dominate this direction. Matte finishes, tonal and monochromatic palettes, and clean forms with warm textures create soothing, balanced environments. It reflects a desire for comfort and emotional grounding.

The session concluded with a strong message: India's craftsmanship, when aligned with global behavioral shifts and sustainable proof, holds a powerful position in the international design landscape moving toward 2027.

Professor Balbir Singh is a multidisciplinary designer and design strategist. He works with exporters, buyers, and craft-led enterprises in India and overseas, across home décor, textiles and craft-based lifestyle products. His work focuses on design strategy, brand thinking, AI-supported design processes and design forecasting.

Dr. Preetha Hussain Professor, Fashion & Lifestyle Accessories, NIFT-Delhi focused on transdisciplinary design learning and the evolving consumer personas that will shape markets by 2027. She emphasised that design education and industry must move beyond siloed thinking and adopt cross-

disciplinary approaches to respond effectively to future behavioral shifts. According to her, 2027 will not just be about product trends but about understanding deeper psychological and cultural consumer patterns. She identified four emerging consumer personas :

The Energisers - Drawn toward silliness, humour and lightness in what they perceive as an overly serious and unfriendly world. Rather than depending heavily on artificial intelligence, they value imagination, creativity, and playful human expression. For brands, this means injecting joy, wit and spontaneity into design narratives.



Dr. Preetha Hussain,
Professor, Fashion &
Lifestyle Accessories,
NIFT-Delhi

The New Independents - Living in an era of distrust where opinion often outweighs expertise, these consumers adopt a rebellious stance. They actively question mainstream narratives and combat disinformation with critical thinking. They seek authenticity and transparency, expecting brands to take clear and bold positions.

The Conventionalists - These consumers consciously reject fast-paced culture. They prioritise rest, personal comfort, slower living, and creative self-expression. Products that encourage mindfulness, warmth, and familiarity will strongly resonate with this segment.

The Privacy Keepers - Driven by technological skepticism, this group prioritises data protection, cultural heritage preservation and mental well-being. They are cautious about digital overexposure and value products that respect tradition, identity, and ethical practices.

Dr. Hussain also highlighted the growing importance of crafting from local culture. She noted a revival of retro and ancient crafts, storytelling elements, and heritage techniques being reinterpreted for contemporary markets. The idea of "playful rebellion" is increasingly visible blending nostalgia with innovation, tradition with modern relevance.

Dr. Preetha Hussain has been handling academic administration, curriculum development and teaching under and post graduate programs. She believes in Trans disciplinary learning and its applicability in the domain of fashion and design.

16th February 2026

What Buyers Want

Key Expectations in Product Presentation, Communication & Compliance

This seminar aimed to bridge the gap between Indian handicraft suppliers and international buyers by elucidating critical buyer expectations across three core dimensions: product presentation standards, effective communication protocols and compliance frameworks.



Mr. Deepak Swaroop, Managing Director, Nine United Pvt. India shared about aspects that define evolving global buyer expectations and how businesses must adapt to a rapidly changing buying landscape :

Changing Buying Behaviour - Today's buyers are largely self-directed. Most of the buying process happens independently, with buyers researching products before contacting suppliers. Therefore, businesses must provide fast, accurate, and relevant information supported by strong digital presence.

Mr. Deepak Swaroop,

Managing Director,
Nine United Pvt. India

and measurable outcomes rather than general promises about quality.

Product Presentation Expectations - Buyers expect Clear product specifications and measurements; Material and construction details; Proper packaging and compliance documentation; Alignment between samples and production capability. Personalization and interactive presentations were highlighted as essential in influencing buying decisions.

Communication & Transparency - Effective communication was identified as a critical success factor. Buyers value Prompt and professional responses; Clear written communication; Early disclosure of risks or delays; Regular updates on production and shipment; Transparency and reliability build long-term trust.

Compliance as Non-Negotiable - Global buyers demand strong compliance, ethical standards and proper documentation. Businesses must ensure integration readiness and procurement-driven processes to remain competitive.

With 25+ years of leadership in global sourcing, Mr. Deepak Swaroop's expertise spans home textiles, furniture, home décor and general merchandise. He has led end-to-end sourcing operations, supplier development, quality and compliance across US, Europe and Australasia, delivering value through cost optimisation, supply chain efficiency and sustainable sourcing while building partnerships with global retailers and manufacturing partners.

Mr. François Delannoy, Founder & Director, INDITIME, began by introducing his company's journey, explaining how he started by sourcing products from India and later expanded imports from India, Indonesia, Vietnam and other countries. This brief background set the context for his topic. He emphasised that businesses must understand what international buyers want before entering exports. This requires studying dynamic and evolving markets, focusing on delivery timelines, and analyzing global economic conditions and complex market

Knowing Your Buyers - Understand buyers of all sizes. Make buyers' lives easy and maintain transparency. Build trust through clear communication. Understanding every side of the customer is essential for long-term relationships.

Importance of Feedback - A key point is the importance of asking a simple question: "How was it?" "How would you like to rate it?" "What improvements can you suggest?" He explained that this can be done



Mr. François Delannoy, Founder & Director, INDITIME

through email, SMS, or a quick call. Very few businesses take this small step, yet it is extremely important for improvement and customer satisfaction.

Market Adaptation & Digital Tools - He highlighted the need to adapt to new government policies, follow market trends, and match competitive pricing. The use of digital communication tools was described as essential for understanding buyers and improving business efficiency.

Building Partnerships, Not Just Supplying - Don't just be a supplier be a partner and companion. Understand buyer problems and provide solutions. Make their lives easier to build loyalty and trust. He noted that creating real value strengthens relationships and ensures long-term customer loyalty.

Quality, Innovation & Sustainability - Quality is not just about a good product; it is a mindset and mindfulness in production. He encouraged businesses to bring innovation and new designs, as practiced by Inditime. He also introduced eco-packaging as an emerging area that requires further study and exploration.

He concluded by wishing everyone success in business and expressed confidence that India is already performing well and will achieve even greater success in global trade in the future.

INDITIME specialises in sourcing and imports from India for independent homesector professionals, having managed over 350 container shipments through a network of 60 manufacturers across India, Indonesia and Vietnam. Supported by a 20-member team, Mr. François Delannoy also leads STUDIO FRANÇOISE, a French design studio creating furniture and décor, while advising clients on sourcing, quality enhancement and production optimisation.



Buyers at IHGF Delhi Fair-Spring 2026 - loving the sourcing experience!



Deborah Taylor, South Africa

I represent Cape Disa (Pty) Ltd., that specialises in eventing, venue hire, Christmas décor and seasonal decorations. I am specifically looking for Christmas décor products, with a strong interest in ribbons and paper-based decorative items from India. Earlier, we sourced

predominantly from the USA and Europe, but we are now keen to diversify our sourcing base, particularly towards India. Nearly 40% of our products are sourced from here. The quality of Indian products is exceptionally good—especially in terms of attention to detail.



David William Hinson, USA

We have a longstanding association with Indian suppliers -25 years. The level of trust we have built over the years is a major strength of doing business with India. Here for sourcing ladies' handbags, accessories and apparel. The quality, craftsmanship and reliability of

manufacturers here are high. I have also connected with new suppliers this time.



Jill, UK

We are sourcing gifts, textiles, jewellery, children's clothing and Christmas décor, with a special focus on block print products, where Indian quality is truly superior. About 50% of our range comes from India, particularly for unique products not available in the

UK. The India-UK FTA has supported our growth by lowering taxes and helping us reduce retail prices.



Kaushik Dev, Kolkata

I am from Ozeol International. We are looking to source kitchenware items, specific pet products, as well as housewares and tableware. The fair enables us to access a wide diversity of products within the same category and gain a deeper understanding of the market landscape. Currently, around 70% of our businesses are domestic and 30% international, with a clear focus on reaching out to global markets. Through this fair, we have been able to connect with more manufacturers and gather valuable market insights from buyers.

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Susie Loudon, Australia

I represent 'The Bay Tree Pty Limited'. We are sourcing tabletops, clothing, plates, flower pots and a range of décor items. This is our first time at the fair, and while currently around 30% of our products are sourced from India, we are keen to expand this share. We find Indian handcrafted products to be of superior quality with high-class finishing. The India-Australia Free

Trade Agreement has also made purchasing from India significantly easier and more streamlined for us.



Maria Kerr, South Africa

As a retailer, I am primarily looking for home décor products such as lamps and wooden items. Around 50% of my total purchases are sourced from India. I find Indian handicrafts to be of excellent quality and the remarkable variety available, even within a single product category, is really impressive. This fair has given me the opportunity to discover new product ranges and connect with additional vendors.



Joseph, Australia

This is my first visit to India and I am here to source vases. I am open to work across materials as well. What stands out here is the remarkable variation and uniqueness of products on display. Australian consumers are increasingly looking for non-Chinese products. Indian goods are perceived as exclusive in hand work, reliable and of high quality, which makes this fair as a very

promising supplier base for us. I also like India's handicrafts sector, for the wide range of variety and the craftsmanship reflected in the collections—all categories.



Edson Cortinho, Brazil

I am here for home décor, tableware and small furniture pieces. I have been visiting this fair for over 20 editions, so I have closely witnessed it grow. The organisation, infrastructure, and buyer services have improved significantly, making sourcing far more efficient for international buyers. Returning year after year, I can clearly see that the fair has expanded not

only in scale but also in terms of product offering, quality and global relevance.



Monica Welch, UK

We are looking to source more handmade products, particularly home interior products. The quality and overall aesthetics of Indian products are comparatively superior, which is why nearly 90% of our range is sourced from India. The India-UK Free Trade Agreement has made our purchasing process much easier and more cost-effective. While we source extensively from India, our primary resale market is the United States.



Bob and associate, Netherlands

We are interested in sourcing metal and glass products. At present, most of our materials are imported from Vietnam and Sri Lanka - larger boat-related items from Vietnam and ceramics from Sri Lanka. The German market we deal with, is currently slow, which has posed certain challenges. However, we remain optimistic and hopeful that conditions will improve.



Virginie, France

I deal in jewellery and bags and have been visiting India for the past 20 years. I keep coming back for the originality and authenticity of the products, along with the consistently good quality offered here. This time, I am planning to place bulk orders and import in significant quantities for the season ahead.



Tarek Al-Badri, Saudi Arabia

I am from Daus Furniture Company (also known as DHBUS Furniture Company). We primarily import products from China, but through this visit I am also looking at cushions and mirrors. I also toured the halls and am impressed with the concept and presentation in some stalls.



Janet, Singapore

This is my first visit to the fair, and it has been a very pleasant experience. From my perspective, I haven't noticed any significant impact of the FTAs or tariffs. Prices appear stable, without major fluctuations, which makes the sourcing environment feel consistent and reliable. I am looking for home décor and loved some beautiful Christmas décor on display.



Himanshu, YM Inc., USA

Our company operates in the infrastructure segment, and I am looking for well-built home furniture with strong textures and superior quality. For us, durability and finishing standards are critical factors while selecting suppliers. I am also exploring garden materials that align with large-scale infrastructure and residential projects.



Hamza, Morocco

I represent Fasart Plus. We deal in furniture and the products we see here stand out for their excellent quality, wide variety and strong designs with visible veins in some product textures. Although we also source from other countries, we find that India offers better wood—along with craftsmanship and greater overall variety.



Marks Smith, USA

I represent Mud Pie, a US-based wholesaler of lifestyle, home décor, and gift products. I am exploring frames, soft goods, decorative items, accessories, and home furniture to expand and diversify our sourcing base. Indian products and manufacturing align perfectly with Mud Pie's design philosophy and premium positioning. Our goal is to increase sourcing from India to nearly 50% of total imports over time with reliable partners who can scale while maintaining authenticity and craftsmanship.



Yutaka Ito, Japan

I represent Next Co. Ltd, a Japan-based wholesaler sourcing home furnishings, cushions, mattresses, decorative items and a variety of wooden accessories for the Japanese market. Our focus is on products that combine functionality with refined aesthetics and durable craftsmanship. Currently, around 50% of our imports come from India - a key supply partner. I have participated in this fair on multiple occasions, and it has been instrumental in helping me diversify our supplier base and expand the range and variations within product categories, strengthening our overall offering.



Oliver Tasker, UK

I represent Taskers and am sourcing wooden and metal furniture, along with decorative candles, from India. As a retailer, I focus on products that combine strong visual appeal with consistent quality for our customers. Participating in this fair has been valuable. It has expanded the range of suppliers we work with and supported deeper supplier diversification. Exposure to new manufacturers and product lines has strengthened our sourcing base and helped us explore fresh, design-led offerings for our retail portfolio.



Emilio Signes, Spain

Representing Signes Grimalt S.A, I have been visiting this fair for past 20 years. Our main interest is in seesham wooden furniture. Over the years, I have seen significant improvements in the fair's organisation, product quality and overall presentation, making each visit rewarding. I find Indian products durable, with good craftsmanship and material strength.



Quinton du Pless, South Africa

I represent Sottan Trading Company. We deal in furniture and typically purchase a few containers of products. In addition to India, we also source from Indonesia and China. We have noticed improved trade conditions, appreciate the excellent infrastructure at the fair. We were particularly impressed by the new designs and the variety of products available, which provide fresh opportunities for our sourcing and retail offerings.

