

BRANDS & MARKETING

IHGF Delhi Fair ready for the 'Neo Normal'

Spring show will offer virtual interaction




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NEW DELHI — The delayed spring [IHGF Delhi Fair](#) is gearing up for a new kind of trade show experience.

Sponsored by the Export Promotion Council for Handicrafts (EPCH), the event will marry a virtual format with with engaging onsite experiences to connect buyers and sellers in real time. The fair runs from July 13-18.



This show is designed for international buyers, including importers, wholesalers, distributors, retail chains, merchandisers and interior designers. IHGF Delhi Fair-Spring 2020 Virtual is the extension of an international exhibition with focus on product origins and inspirations found only in India.

The fair will present goods from more than 1,500 exporters along with more than 300 trend-specific design developments.



Broad product categories include:

- Gifts & decoratives
- Furniture & accessories
- Home furnishings
- Housewares
- Lamps & lighting
- Christmas and festive decor
- Carpets & rugs
- Bathroom and bath accessories
- Garden & outdoor
- Educational toys & games

- Handmade paper products & stationery
- Candles, incense & potpourri
- Fashion jewelry & accessories
- Leather bags & cases

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