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## NEWS

SEPTEMBER 23, 2020

### IHGF Delhi Fair goes virtual with its Autumn 2020 50th edition

IHGF Delhi Fair (India) is heading towards its 50th edition – as a virtual show, held November 4-9, 2020. Setting a new order for sourcing, the previous edition of the fair, the first on a virtual platform garnered an overwhelming response with visits from approximately 4150 overseas buyers from 108 countries, buying agents and domestic volume retail buyers.



Considering all circumstantial challenges owing to present travel restrictions, yet driven by its pressing objective of bringing exhibitors and buyers together, organizers of IHGF Delhi Fair – Export Promotion Council for Handicrafts (EPCH), India, conceptualized taking the virtual route to organize its fairs – the most viable option at this juncture.

The upcoming edition, November 4-9, will go live with 25 virtual halls featuring 12 well spread product segments. About 1500 exhibitors from these categories will present optimum collections in home, lifestyle, fashion, textiles and furniture. A choice of 2000+ products and 300+ trend specific design developments complete the supply chain of home fashion & utility, collectibles, gifting and fashion accessories.

Indian manufacturers and exporters have been working on various product lines to suit the post COVID-19 consumer requirements, both in terms of products as well as packaging.

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For more information visit, [www.ihgfdelifair.in](http://www.ihgfdelifair.in). To register, visit [www.ihgfdelhifair.in/register](http://www.ihgfdelhifair.in/register).



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## Product Selections

Product choice at the IHGF Delhi Fair traverses from timeless classics to contemporary influences, bringing in innovations and handcrafted fusions from a cross section of craft regions and production clusters spread across India. The collections, vary in inspiration, processes and materials: art metal ware; EPNS ware; wood carvings; hand-printed textiles; toys; housewares; gifts; and more.

Emphasis is on natural processes, responsible manufacturing and sustainable end-products.

## Theme Pavilions

Theme Pavilions will bring in regional craft nuances. Visitors can see original craft making processes at Live Demonstrations on the virtual platform – a rare opportunity to see national awardees and internationally recognized master crafts persons share their handcrafting skills.

The fair's Trend Area will feature trend stories, forecasts and color theories for seasons ahead. The organizers have also lined up insightful and informative knowledge webinars as well as web panel discussions throughout the show.

An iconic international connect to India's leading manufacturers for home, lifestyle, fashion, textile and furniture segments and duly recognized as the world's largest congregation of handicrafts exporters, this six days trade appointment in India has been a sustained, proven and continued resource for importers, wholesalers, retail chains and design professionals since two and a half decades.

IHGF Delhi Fair is organized twice every year in spring and autumn editions, by EPCH. EPCH facilitates its 11,000+ members to customize and offer unique styles and quality products to the global sourcing community. Beyond providing business platforms to buyers and sellers, EPCH also provides comprehensive information about the sector to international buyers and ensures optimal interface between the Indian handicrafts industry and international buyers, facilitating harmonious business.

## Fair Product Categories

- Gifts & Décor
- Home Furnishings & Accessories
- Housewares
- Lamps & Lighting
- Christmas & Festive Décor
- Carpets & Rugs
- Bathroom & Bath Accessories

October 1  
Paper Source  
and Monique  
Lhuillier launch  
wedding  
invitation  
collection

September 29  
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campaign  
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September 29  
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New Holiday  
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campaign

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