



HOME | LIFESTYLE | FASHION | FURNISHINGS | FURNITURE

# IHGF DELHI FAIR

57<sup>th</sup> Edition

SPRING 2024

06-10 FEBRUARY

India Expo Centre & Mart  
Greater Noida Expressway, Delhi-NCROrganiser:  
Export Promotion Council for Handicrafts

Show Bulletin III



## Unmatched Winning Combination Incredible Choice and Credible Quality

The Spring 2024 edition of IHGF Delhi Fair is drawing to a close, marking five days of bustling activity and fruitful interactions. The event has been illustrated by dynamic sourcing efforts and a busy flow of visitors. International buyers from diverse nations, alongside purchasing agents and domestic retail giants from India, converged upon the fairgrounds to engage with over 3000 exhibitors. All anticipate the Autumn edition with shared eagerness.

Exhibitors spared no effort in crafting captivating displays that beckoned buyers with their uniqueness and creativity. The response has been positive, with attendees lauding the distinctive presentations. Every edition brings in something or the other to be amazed at, feel regular visitors. Notably, there's been a discernible shift towards sustainable practices, with an emphasis on eco-friendly materials and recyclable products. The spotlight on natural fibers and sustainable goods has intensified, reflecting buyers' growing preference for ethically sourced merchandise.

Buyers are noticeably inclined towards nature in all its forms and seek its replications in the finish and touch of wood ware, in the prints, patterns and textures of home furnishing and as themes in home décor. Many have shared of markets opening up to home lifestyle lines as people are doing up their homes and readying them for family gatherings and entertaining, with a renewed fervor, constantly seeking change and comfort in living spaces and environs.

There is a penchant for curated pieces that exude character or convey a compelling narrative. From ornamental accents to repurposed home essentials, they gravitate towards items that command attention and evoke intrigue. Furniture and furnishings remain in high demand, with home textiles poised to garner significant traction once again. The allure of nature permeates every aspect of design, manifesting in the organic textures of woodwork and the verdant motifs of home décor.

Accessories such as scarves, stoles, and shawls showcase a diverse array of offerings, satisfying the discerning tastes of buyers. The jewellery segment continues to attract new aficionados while nurturing existing patronage. Moreover, gift items, paper products, hardware, and components present buyers with a wealth of choices, further enriching their sourcing experience.

For most, coming to IHGF Delhi Fair is as pleasant an experience as their long and continued association with EPCH and the innovated product lines of their suppliers. And as they share, many are leaving with orders and some are on the verge of finalizing. Also noted are next generation of the show's overseas patrons starting their sourcing journeys with this fair as their mainstay. The India Expo Centre & Mart is a witness to kindling of new business relations between these young buyers with the Indian handicraft industry's second and third generation exporters. This way IHGF Delhi Fair's global family is growing.

Informative seminars being conducted by senior industry consultants during the show were insightful and well attended. Ramp Presentations offered live visuals of various merchandise by exhibitors at the show and gathered a good number of audience from among visitors. Besides products and display, facilities and conveniences at the fair venue as well as transport arrangements by the organisers are being appreciated by many overseas visitors. All in all, largely the show has been vitally fruitful with a holistic sourcing experience.

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IN AUTUMN!**

**16-20 OCTOBER 2024**

INDIA EXPO CENTRE & MART, DELHI-NCR



# Highlights from the Ramp

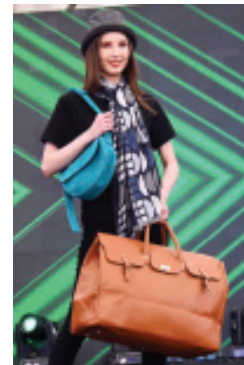
The Ramp Sequences presented at IHGF Delhi Fair - Spring 2024, brought alive collections in fashion jewellery & fashion accessories from many exhibitors at the show.

On days 3 and 4 of the fair, the ramp shows showcased an array of exquisite offerings. Old Village Overseas from Noida presented stunning kimonos and stoles, complemented by beautiful textile bags from Jodhpur based Gir Industries and luxurious leather bags from GR Creations, Delhi. Aarya Fashions, Noida dazzled the audience with their fashion jewelry and chic bags. In another show the spotlight was on exclusive bags. S L Packaging, Kolkata, wowed the crowd with their cotton canvas creations, while Mangoes Industries showcased elegant jute bags. Ama Arts presented sophisticated leather bags, perfectly paired with exquisite jewellery from Kolkata based ASR Collection.

Another ramp show featured various export houses in the fashion accessories category. Varra Crafts, based in Kolkata, led the way in futuristic, eco-friendly bags using natural fibers like jute and cotton, catering to diverse needs from gifts to packaging. Then there were lines by Indrasen Shamlal Pvt Ltd, also located in Kolkata, that excels in manufacturing an extensive range of jute products, including bags, tapes, and sandbags. MIG International, based in Noida, showcased a wide selection of leather accessories to apparel. Kohli Export House, located in New Delhi, highlighted how it is a comprehensive destination for fashion accessories and handcrafted garments, with their stylish and elegant jewellery. Sehaj Impex, situated in Delhi, stood out with its fusion jewellery line, blending traditional and contemporary styles with impeccable craftsmanship.

Yet another show featured a showcase of eco-friendly alternatives, starting with S.L. Packaging's collection of cotton canvas bags. Following suit, Mangoes Industries from Gurugram presented a selection of chic jute bags, embodying sustainable fashion. Ama Arts took the stage next, unveiling a stunning array of leather bags, crafted with precision and style.

Transitioning the show towards accessories, ASR Collection dazzled the audience with their exquisite jewellery pieces, each a testament to fine craftsmanship. Shajuky Exports from Noida continued with their display of semi-precious stones, adding a touch of luxury to the runway. Anil Industries made a statement with their collection of leather bags, combining functionality with elegance. Shakti Exim from Jaipur transported viewers to the vibrant landscapes of Rajasthan with their culturally inspired designs, while Sehaj Impex, Delhi & Diva Creation, Mumbai, rounded off the show with a fusion of jewellery and clutches, combining tradition with contemporary flair.



Shri Nand Gopal Gupta 'Nandi', Hon'ble Cabinet Minister of Industrial Development, Export Promotion, NRI, Investment Promotion, Govt. of Uttar Pradesh visited the fair on the 4th day. He extended his heartfelt congratulations to EPCH for exceptional presentation, showcasing the strengths of the handicraft sector. Interacting with the exhibitors, he expressed admiration for the diverse array of products exhibited. Shri Nandi called the innovative offerings particularly noteworthy as they align impeccably with international trends, emphasizing India's proficiency in manufacturing.



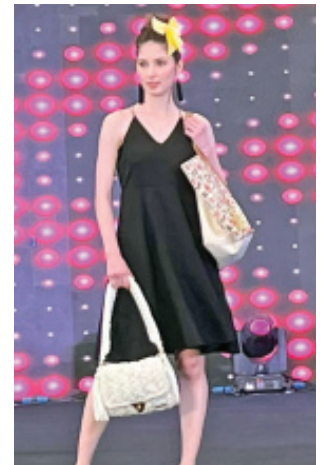
Hon'ble Minister being welcomed by Dr. Neeraj Khanna, Vice Chairman II, EPCH; COA Members, EPCH and Mr. R K Verma, Executive Director, EPCH



Shri Prashant Singhal, Mayor of Aligarh seen alongside Shri Nand Gopal Gupta, being welcomed by Smt Priya Agarwal, President, Reception Committee, IHGF Delhi Fair - Spring 2024 and CoA Members of EPCH



Hon'ble Minister Shri Nand Gopal Gupta 'Nandi' meeting and interacting with exhibitors and appreciating product developments



# The world converges under one roof as exhibitors offer their best on display

Excerpts from conversations with exhibitors at IHGF Delhi Fair-Spring 2024

## Mr Rajiv Gehlot, Intrading



Our company has 20 years of manufacturing prowess in consciously crafted world class solid wood furniture. Headquartered in Noida, we have two manufacturing units in Churu and Meerut which are equipped with hi tech CNC machines to cut and shape wood in all directions. We do

decoratives, seating, shelving and cabinets, sideboards and storage and tables. Our designs are influenced by tribal art, flora and fauna. They balance functionality with design sensibility to create pieces for long lasting and wider market acceptance. We have flat-pack and knock down pieces that are easy to assemble. We supply to some of the most demanding quality and design oriented brands, across 5 continents. We have passed all compliances and are Vriksh, FSC and Sedex certified. Our commitment to sustainability is reflected in our responsible sourcing of premium walnut, oak, maple, ash, mango, sheesham, and pine wood. Almost 10,000 pieces of furniture is produced in our facilities every year.

## Abhishek Jain, Anjani Art

We are a Jodhpur based new age design house making quality handmade lamps, contemporary as well as traditional that add a touch of elegance to any interior. Over the past five years, our business has thrived, with a focus on crafting unique pieces



using high-quality materials sourced from Jaipur, notably mango wood. Our designs seamlessly blend traditional elements with modern aesthetics, incorporating materials such as steel, paper machie, iron and bamboo to create stunning pieces. Seventy per cent of our products are handmade, while for the remaining, machines are used in the process. We prioritize eco-conscious practices throughout our production process, minimizing waste and maximizing resource efficiency. As a wholesale enterprise, we have successfully expanded our reach to over five countries, including Spain, Germany, France, and Australia. Our dedication to quality craftsmanship and environmentally friendly practices has struck a chord with customers worldwide.

## Pooja Nagdev, Rising Sun Aromas and Spirituals



We deal in wellness and spiritual products like incense sticks, aroma oils, skincare items, cosmetics, ayurvedic oils, scrubs, etc. We also offer customisable gift boxes that include skincare regimen items, soap sets, oils sets or fragrances. The

hand-rolled masala incense sticks & cones and aroma oils are amongst our top selling items. In terms of skincare, their sunscreens and kumkumadi oil scrub range are the most popular. Most items at Rising Sun, Noida are made from raw materials sourced in India, such as the rosemary or lavender oil that was earlier imported from France, but is now sourced from Uttaranchal, similarly, the rose oil or rose water is sourced from Kannauj, and the Saffron is sourced from Kashmir. We export to UAE, Oman, Singapore, Mauritius and USA. They are also available in retail stores in India. This is our first time at the IHGF and we are looking forward to more opportunities in the future.

## Monisha Bhandari & Gatik Bhandari, GK Exports



Based in Jodhpur, we specialize in offering sustainable and long-lasting home decor items, including decorative bowls, vases and cushions with a variety of print, surface effects and handcrafted embellishments. Our products are crafted from naturally sourced

raw materials such as paper, mango wood, acacia, sheesham, natural paints, and a variety of cotton fibers like slub cotton, dark cotton, and linen. Majority of our products are handmade by artisans who have been part of our extended family for three generations, ensuring exceptional quality and attention to detail. We introduce a new collection to our regular line each year, reflecting the latest trends and innovations in home decor. Among our best-selling items are our handmade paper maché bowls, prized for their exquisite craftsmanship and unique designs. Every product line in our catalogue enjoys equal popularity among our customers. While we cater to a global clientele, our primary export market is in Europe.

## Johnson, Tristarr Hortitech

This Tirunelveli, Tamil Nadu based firm manufactures and exports a wide range of decorative items made of artificial flowers and essential oils. Our dried flowers are scented and packed in different shapes as bouquets and wreathes for decorative purposes. We also have home fragrances & home



decor products such as scented candles, potpourri, floral wreaths, fragranced diffusers, etc. We manufacture our products using natural botanics based on seasonal availability. We have been exhibiting at this fair since the last 2-3 years, and have always got a great response from buyers. We export to USA, UK and to various regions across Europe.

## Vedang Jhalani, Shree Ganpati Arts

Based in Jaipur we are manufacturer, suppliers and exporters of cabinet / door knobs, artistic and metal hardware and other home products. We are the largest exporter of artistic door knobs, handles, hooks and pulls in India. Our products are handcrafted with care by our skilled artists using raw materials sourced from Rajasthan. They're sustainable and 100% renewable,



utilizing glass and metal scrap in their creation. Our designs and quality distinguish us in the market. We export to Europe, with door knobs in various media like ceramic, glass, brass, iron, resin, blue pottery, leather, bone and jute, among our best sellers, selling 5-7 million annually. We aim to expand further in the future.

### Akhil Gandhi, Rajsons Impex

With a legacy spanning 30 years, we've honed our expertise in crafting exquisite brass fashion accessories adorned with semi-precious natural stones like agate, tiger eye, real pearls, and rose quartz. Our high-end products have earned us recognition, including collaborations with Swarovski India. However, our focus extends beyond exclusivity; we strive to democratize luxury by making expensive products accessible to the general public. Each fair is a testament to our success, marked by sustainable practices that underscore our commitment to quality and innovation. We are based in Noida.



### Khusboo Singh, Aarya Fashions

For over 17 years, our mission has revolved around empowering women through the artistry of handcrafted creations. Our dedication to handcrafted goods is fuelled by a profound admiration for artisanal craftsmanship and a commitment to fostering sustainable livelihoods. By providing training to women artisans from diverse regions of Uttar Pradesh, including Hapur, Meerut, and beyond, we extend opportunities for them to work from home and achieve financial independence. Our manufacturing unit specializes in crafting exclusive, limited-batch productions, typically ranging from 100 to 500 pieces per batch. This ensures a sense of exclusivity for our clientele in Europe, Australia, USA, and UK. We source raw materials locally -ceramics from Khurja, resin and wood from Nagina and Sambhalpur, respectively.



### Charu Krishnadas, Goloka Seva Trust

Our organisation is a 100% charitable trust in Bangalore with social service in various spheres. We are into the business of making perfumes, essential oils, incense sticks, herbs, spices, potpourri, etc. Our products are centred on the belief that there are animalistic instincts in man which can be harnessed via the senses. For instance, one may use jasmine candles to bring about calmness, or rose scented incense to increase vitality. One of our main attractions is our range of resin cups. These small cups are made of charcoal and herbs can be lit and placed in the cup for incense. Majority of our exports are to Europe and Latin America. There is importance of incense and herbs in shamanistic rituals of South America as well. We also sell via our website and also through temple sales.



### Ankur Agarwal & Mayank Agarwal, J O Exports International



J.O. Exports, a subsidiary of the parent company "Om Sons" established in 1994, specializes in crafting accent furniture, vases, sculptures, candle holders, and our recent addition, solar lights. These solar lights are eco-friendly, powered by solar energy, and designed for outdoor use. Our range is meticulously crafted from premium materials such as aluminum, brass, and select European woods like teak and oak. Operating from our in-house manufacturing facility in Moradabad, our products undergo a blend of machine precision and artisanal hand-finishing for impeccable quality. We cater to discerning markets in the USA and Europe, ensuring our products meet international standards of excellence.

### Neeta Boochra, Luxe Radiant LLP

Established 25 years ago in Jaipur, we are dedicated to crafting exquisite silver jewellery. We offer the option of gold coating, adding a touch of luxury. Our jewellery is thoughtfully curated to appeal to both Indian and international audiences, reflecting a fusion of cultural influences. Hailing from Rajasthan, our artisans bring centuries-old techniques and a rich heritage to our brand. Our brand is women-centric, empowering female artisans and celebrating their craftsmanship. We use eco-friendly materials such as wood and jute for packaging. Our jewellery has favour in markets worldwide, with significant exports to the USA, UK, and Singapore. Recognizing the distinct preferences of European customers, we've curated a lightweight, minimal collection tailored to their tastes.



### Shubham Gupta, Shubham International

In 2012, I inherited my father's legacy, taking charge of the Jalesar based company he had established 45 years prior. Our is in crafting sound items through sand casting, specializing in wind chimes and bells. The sand we use is selected for its unique properties, emitting carbon that enhances the resonance of our products. Our bells have earned us acclaim as the premier producer in India, a recognition underscored by receiving the prestigious GI tag. We prioritize recycled metals for our raw materials, aligning our operations with eco-friendly principles. We export to USA, UK, and Australia. Our incense burners, bells and ghungroos are customer favourites, cherished for their intricate designs and superior craftsmanship.



### Sakhi Sath, Sarash India

Sarash was founded in the 1990s and has been a resolute presence at the IHGF DELhi Fair for over three decades. Our state-of-the-art manufacturing facility is located in Greater Noida, where we meticulously design and craft a diverse array of products including dresses, kurtis, tunics, ponchos,



beachwear, and more. Our beachwear collection with its vibrant botanical prints and patterns has garnered immense popularity among buyers and enjoys widespread admiration. We export to numerous regions across the USA and Europe.

### Amardeep Singh & Manjot Singh, ANM Exports

We are headquartered in Noida, specializing in exquisite home accents. Our forte lies in crafting lamps and lighting fixtures using natural, raw materials, imbuing each piece with a unique charm. Embracing a sustainable ethos, we are committed to transitioning towards an assortment of natural-based products, ensuring a harmonious blend of aesthetics and environmental consciousness. At the heart of our collection is our star product: foldable chandeliers, renowned for seamlessly blending functionality with impeccable style. Driven by a commitment to quality and creativity, we export our curated selection predominantly to discerning markets across Europe.



### Shuaib Ahmad, Sam Handicrafts

Based in Saharanpur, we pride ourselves on two decades of dedicated craftsmanship, specializing in creating exquisite wooden pieces for home décor and accent furniture. Our forte lies in meticulously crafting French-style designs, channelling the vintage allure of the 18th century into our products. With our main export markets spanning Paris, the UK, and South Korea, our mirrors and chairs have garnered significant acclaim, becoming highly sought after by discerning customers. As we reflect on the success of our recent fair, we eagerly anticipate the integration of new designs into our collection, propelling us forward into the future of artisanal excellence.



### Harshita and Rajesh, Arts Jodhpur India

As an artist, I devote attention to detail in crafting each product, carefully selecting materials sourced from Jodhpur and imbuing them with the rich heritage of traditional Indian artistry. Sustainability is at the core of our philosophy, driving us to minimize our environmental footprint at every stage of production. Our primary markets span across USA, Japan, and Europe, where customers embrace our distinctive, handcrafted creations. Our experience at the fair has been nothing short of extraordinary, with attendees appreciating our craftsmanship and commitment to uncompromising quality. We hold deep reverence for preserving age-old artisanal techniques and take pride in our role in bolstering our local communities.



### Vineet Virala, Ahujasons

Ahujasons, Amritsar, traces its roots back to 1979, upholding its legacy across three generations. Our commitment to excellence is evident in the meticulous craftsmanship of our scarves, shawls, and ponchos, crafted using state-of-the-art machinery at our Amritsar factory. We prioritize quality and each piece is a testament to our dedication, featuring unique prints and vibrant colours that have made our scarves the cornerstone of our success. Embracing the richness of natural fibers like cotton, linen, wool, and cashmere silk, our collections epitomize luxury and comfort. Catering to both wholesale and retail markets, our products reach discerning customers worldwide. From our corporate headquarters in Noida, we coordinate operations seamlessly, ensuring the highest standards of service. We export to USA, UK and Europe.



### Arjun Gupta, NY Designs

NY Designs, Varanasi, was established over 25 years ago. My parents always had a keen interest in fabrics and shopping bags and hence decided to turn this passion into a business. We specialise in manufacturing sustainable bags for shopping and packaging of goods. Each of our bags is made using natural raw materials sourced from Surat and a few South Indian states. I am a fashion designer and decided to join my parent's venture to make the bags more ecological and sustainable, whilst being trendy and fashionable. Our in-house design team develops unique prints and patterns that are applied using both screen printing and digital printing techniques. Our products showcase personalized style through customised prints and patterns. We at NY designs believe that packaging should give a personal touch and connect the buyers with a brand. We are proudly connected with renowned organisations such as Victoria, Dior and Cotton Cottage. Our top export countries include Italy, Spain and Singapore.



### Sartaj Khan, Sadaan Handicraft

Using locally sourced raw materials, our handcrafted items, meticulously fashioned in Moradabad, are infused with personalized, refined finishes, tailored to cater to individual customer tastes. Our dedication to superior craftsmanship is manifested in our diverse array of multi-polished surfaces, each design exuding an unmistakable aura of elegance. Predominantly exporting to the US and Europe, our lantern lamps take centre stage as our top-selling items. Appreciated for their versatility and aesthetic allure, our products have garnered widespread admiration, making them the preferred choice for any occasion.



### Burham Saleem, Aqdu Saleem

Being a family-owned enterprise, we take great pride in meticulously crafting our own unique designs with exquisite finishes. Since 2001, we have been actively exporting our products, aided by organizations like EPCH, which



have provided invaluable assistance in discerning current trends, selecting premium materials, and participating in seminars. Sustainability stands as a cornerstone of our ethos, evident in our adoption of lead-free polishing techniques. Our product range, including candle holders and pots, enjoys popularity in markets such as the

USA, Canada, and Europe. With unwavering dedication and a steadfast commitment to excellence, we endeavor to further expand our business while remaining steadfast to our principles of artisanal craftsmanship and environmental responsibility.

### Prashant Goel, Goel Overseas

With a proud legacy tracing back to 1972, our family enterprise has thrived in the last two decades, emerging as a leading name in the realms of fashion accessories, jewellery, handbags, and household furnishings. Our specialization lies in the creation of items using cotton, polyester, and jute materials, with a particular emphasis on sustainable practices, notably through recycled polyester. We seamlessly blend sustainability with aesthetic appeal. Our distinctive approach amalgamates traditional artisanal skills with modern factory precision, harnessing the talents of expert craftsmen and cutting-edge manufacturing facilities situated in Noida. Our influence spans across the globe, encompassing markets in the US, Europe, Latin and South America, Hong Kong, Switzerland, and Russia, where our offerings are esteemed for their superior quality and innovative designs.



### Abhinav Chhabra, Abhinav Craft



Established in 1996, our company brings over a decade of expertise in the furniture industry. Over the years, we've catered to numerous national buyers, including esteemed exporters of wooden furniture, who have

attested to our exceptional workmanship and the quality of our finished products. This positive feedback inspired us to venture into exports. Founded by our mother, our company takes pride in working with a diverse array of national award-winning artisans, showcasing their talents in various art forms like block printing, blue pottery, mosaic art, and karkashi glass painting. In line with our commitment to empowerment, we prioritize employing women artisans within our organization. Our specialization lies in creating exquisite wooden, glass, and hand-painted furniture, with raw materials carefully sourced from Jaipur.

### Pawan Dutt, Women's Company

Founded in 2002 and headquartered in Jaipur, Rajasthan, our company has centered around the art of craftsmanship, focusing particularly on wool and felt wool items. Spanning from delightful Christmas decorations to snug cat abodes, refined wall décor, mats, footwear, coasters, and recently introduced bags and jackets, our extensive range mirrors our unwavering commitment



to artisanal ingenuity and advancement. With eight years of expertise, our primary export destinations include the US, Europe, and Japan. We procure top-grade wool from New Zealand to guarantee the finest quality materials.

### Neelkanth Art & Crafts

Founded in 1999 by Mr. Uttam Salecha in Jodhpur, this company specializes in crafting furniture from marble, iron, and various woods sourced from Punjab. Our diverse product range encompasses dining tables, chairs, console tables, coffee tables, stools, and shelves, with our dining tables being particularly popular. Every item undergoes rigorous testing to ensure it's anti-tarnish and of the highest quality.



Since 2003, we have been showcasing our products at fairs and exporting worldwide. Presently, our exports extend to Oman, Germany, and USA.

### Sanjal Sehgal, Amit Batra, Sushil Chauhan, 9G House of Craft

We've got a unique selection where you can mix and match different items, and we offer various finishes to suit your taste. Our big selling point is the wide range of materials we use,



including metal, glass, resin, and more. These materials come from Moradabad and Firozabad, ensuring quality and authenticity. Our main export destinations are the US, Turkey, Spain, and the Middle East, where our products are well-received. Currently, our focus is on sustainability, so we're transitioning to using non-toxic paints, contributing to a safer environment. The fair has proven to be successful and rewarding for us. We've had positive interactions and fruitful outcomes. This event serves as a platform for showcasing our commitment to quality, innovation, and eco-conscious practices. We're excited about future prospects and are dedicated to continuously improving our offerings while maintaining our core values of excellence and sustainability.

### Naresh Pratap Singh, Seet Kamal

For over 35 years, we have established ourselves as premier exporters of paper and leather goods. Our materials, including katran, musa (a bio-



leather), and cantann, are ethically sourced to uphold our commitment to sustainability. We actively participate in recycling initiatives, repurposing waste from the leather industry. Our primary markets span the US, UK, and Europe, where our

products enjoy high demand. With an in-house design team, we prioritize close collaboration with our clients to develop innovative designs tailored to their preferences. Our unwavering dedication to excellence has garnered recognition, earning us awards as top exporters in our industry. At trade fairs, we fervently advocate for sustainability, showcasing our initiatives and products as inspiration for others to embrace environmentally responsible practices. We are based in Jaipur.

# IDEAS & INSIGHTS FROM THE KNOWLEDGE ROOM

## Crafting a Circular Future: Navigating Sustainability and Carbon Impact

- Circular Economy Concept and Circular Economy Models
- Carbon Impacts on Eco system
- Evaluation criteria for Environmental, Social, and Governance (ESG)
- Carbon Border Adjustment Mechanism (CBAM)

8th February 2024: Led by speakers, Mr. Manoj Kumar Upadhyay(online) from Niti Ayog and independent consultant, Mr. Noel Alexander Peters, this seminar covered crucial topics concerning climate change, energy consumption, circular economy principles, and policy initiatives. Overall, the deliberations underscored the importance of collaborative efforts among government, industries, and communities to embrace sustainability and circularity principles for a resilient, environmentally conscious future. The session was graced by Mr. O P Prahladka, Convenor, Eastern Region, EPCH; Mr. K L Ramesh, Convenor, Southern Region, EPCH; Mr. Ravi K Passi and Mr. Raj K Malhotra - COA members and Past Chairmen, EPCH; and Mrs. Priya Agarwal, President, IHGF Delhi Fair-Spring 2024 and was attended by several exporters and their personnel.

**Key points discussed by Mr. Manoj Upadhyay include:**



Mr. Manoj Kumar Upadhyay, Dy. Adviser, Energy Vertical, NITI Aayog

**Climate Change & Humanity:** Human activities, particularly burning of fossil fuels like coal, oil, and gas, play a significant role in exacerbating global climate change, resulting in an array of adverse consequences, including heightened incidents of heat-related health problems, coastal flooding, biodiversity depletion, and other negative impacts.

**Primary Energy Consumption by Source:** On a global scale, fossil fuels dominate the energy consumption landscape, while renewable energy and nuclear sources represent a smaller fraction. Similarly, in India, there exists a comparable trend, with fossil fuels constituting a substantial portion, albeit slightly less than the global average.

**India's Path Towards Net Zero:** India possesses the potential to progress towards achieving net zero carbon emissions by leveraging advancements in technology, such as enhanced carbon capture methods and ocean-based carbon sequestration. Various scenarios, ranging from less ambitious to accelerated approaches, were deliberated upon, underscoring the significance of policy revisions and technological innovations.

**Balancing the 'Energy Trilemma':** Effectively managing the primary energy supply, ensuring the reliability of energy infrastructure, and satisfying both present and future energy demands while upholding energy accessibility and affordability are pivotal considerations. This necessitates enhancements in both supply-side and demand-side efficiencies, along with a transition towards renewable and low-carbon energy sources.

**India's Revised NDC Targets:** India has established ambitious objectives to accomplish by 2030, encompassing the augmentation of non-fossil power capacity, reduction in emission intensity, and augmentation of carbon sinks through the expansion of forest and tree cover. The ultimate objective is to attain net-zero emissions by 2070.

**Key Policies and Initiatives:** Numerous governmental endeavors, including the National Solar Mission, Circular Economy in Textiles, and the Ekta Mall Initiative, are geared towards fostering sustainability and circular economies. Additionally, the RAMP scheme endeavors to assist



MSMEs in the adoption of eco-friendly practices while addressing payment-related challenges.

**Key points discussed by Mr. Noel Alexander Peters include:**

**Carbon Footprint:** Discussion on the carbon footprint, highlighting the significant emissions from the textile industry and its contribution to global greenhouse gas emissions.

**Handicraft Industry in India:** Insights into India's vibrant handicraft sector, employing millions and contributing significantly to global exports.



Mr. Noel Alexander Peters, Independent Consultant

**Circular Economy vs. Linear Economy:** Comparison between the linear and circular economy models, emphasizing the importance of regenerating products for reuse in the production cycle.

**Sustainability in the Textile Value Chain:** Importance of integrating sustainability principles in the textile industry to reduce environmental impact and meet consumer demand for sustainable products. **Textile Waste Management:** Strategies for effective textile waste management, including downcycling, recycling, and responsible disposal to minimize environmental impact.

**Challenges and Opportunities:** Identification of challenges in transitioning to circularity and opportunities for innovation and sustainable growth.

**Sustainability of Wood Products:** Discussion on the sustainability of wood products, highlighting their role as renewable resources and carbon sinks.

**Circular Business Models:** Introduction to various circular business models prioritizing resource efficiency and environmental sustainability.

**EU Regulations:** Overview of the EU's Carbon Border Adjustment Mechanism (CBAM) and its role in incentivizing sustainability and reducing carbon emissions.

**India's Textile Industry:** Importance of India's textile industry in the country's economy, with government policies promoting growth, foreign investment, and employability in the sector.



# Reviving Tradition and Reducing Impact through Sustainable Pathways in the Handicrafts Sector

- Value addition in Bamboo products
- Recycling and Upcycling by Reducing Waste
- Current challenges and opportunities related to the management & recycling of wastes

8th February 2024: **Ms. Shubhi Sachan**, whose expertise stems from her background in Material Futures at Central Saint Martins' School of Art and Design, London, shared insights from her journey towards sustainability and the pressing need to bridge the gap between material production and waste management.



Ms. Shubhi Sachan, Founder, Materials Library of India

and Design, London, shared insights from her journey towards sustainability and the pressing need to bridge the gap between material production and waste management. She introduced the Materials Library of India, which endeavors to revolutionize waste streams into valuable resources, underscoring the significance of sustainability and circularity in material utilization. Highlighting collaborations with the Ministry of Textiles and a focus on post-consumer recycling, Ms. Sachan emphasized the organization's commitment to transparency and community engagement.

Through an engaging presentation, she elaborated on her several impactful projects like Seed Library IKEA: repurposes waste materials to craft innovative products, exemplified by a collaboration with IKEA to create a seed library; Project PUNAH for Godrej: Addressing waste management challenges, this devises strategies to minimize waste across conglomerate facilities; Project Cancel Plans for Dr. Reddy's Lab: By utilizing non-recyclable pharmaceutical waste, this endeavor establishes a streetwear fashion brand, engaging local artisans and repurposing materials; Materiality of Textile Industry: Collaborating with the Design Museum, London, this explores alternative uses for materials beyond textile waste, shedding light on the process flows of the textile industry.

Additionally, the Materials Library of India offers an academic course on material literacy, emphasizing the optimization of everyday material usage to foster sustainable products and environments. In conclusion, Ms. Sachan stressed the importance of reframing waste as a valuable resource and advocated for the adoption of sustainable practices in material usage and recycling. Through innovative projects and strategic collaborations, the Materials Library of India aims to pioneer circularity and mitigate environmental impact within the design and manufacturing sectors.

**Ms. Anita Ahuja**, Founder, Conserve India is a writer, artist, designer and social entrepreneur. Her NGO, Conserve India, is aimed towards sustainability. Since the last 20 years Conserve India has worked in the promotion of energy efficiency, waste management, up cycling, skill-training and food security. Her biggest achievement has been innovation of now patented "Handmade Recycled Plastic" (HRP), a means to up cycled low density polythene into a high-fashion material. This invention



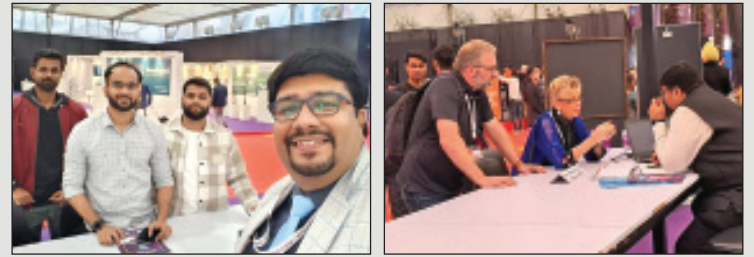
Ms. Anita Ahuja, Founder, Conserve India

has led to developing HRP products which are now retailed globally resulting in up cycling of over 36000 tonnes of plastic waste with informal workers and diverting them from landfills and ocean plastics, creating a system change in how we utilise plastic waste. She shared her journey, detailing how she and her husband, with backgrounds in design and engineering, embarked on this path.

## On the Spot Consultancy

on Export Procedure (Customs and Export Policies), Incentives and FEMA Regulations

**Mr. Mihir Ajit Shah**, Consultant & Adviser for International Business was present at Activity Arena in front of Hall No. 9 to answer queries of the many exhibitors and buyers who came to him for guidance and advise.



Despite initial challenges, such as limited designs, Conserve India's products gained popularity for their quality and eco-friendliness. Ms. Ahuja discussed the transition from a linear economy to a reuse economy, emphasizing the importance of embracing carbon credits and technology for competitiveness. Throughout her narrative, she stressed the separation of her NGO and company to balance social impact and financial growth. Her story serves as an inspiring testament to the transformative potential of innovative thinking and dedication in driving positive change in sustainability and waste management practices.

**Mr. Sandeep Sanan**, Founder, Gunni Enterprises and is Business Advisor and Core Team Leader for Bamboostan (Machau Bamboo Products Pvt. Ltd.) - a start-up manufacturing unit for bamboo products in Assam. It currently procures green bamboo poles from North-East Indian farmers, processes them into components like round sticks and slats for companies making end-products. The end products are bamboo boards, chopping boards, furniture, toothbrushes, chopsticks, etc.



Mr. Sandeep Sanan, Founder, Gunni Enterprises

During his presentation, Mr. Sanan shed light on the extensive potential of bamboo as a readily available resource in our country. He explored the export prospects of bamboo products, illustrating with dollar figures pertinent to items such as chopsticks, bamboo furniture, and utensils. Mr. Sanan elucidated the bamboo production supply chain, delineating the stages from farmers/aggregators to treatment, component manufacture, and the final product. He stressed that leveraging technology could enhance and industrialize approximately 90% of this process, thereby aiming to confer advantages for farmers. He emphasised the paramount importance of ensuring visibility throughout the supply chain. Furthermore, he pinpointed a challenge in the sluggish adoption of new technology within artisans and craftsmen clusters, emphasizing the imperative for swift adoption to propel innovation and efficiency in the bamboo industry.

This session saw the presence of Mr. O P Prahladka, Convenor, Eastern Region, EPCH; Mr. K L Ramesh, Convenor, Southern Region, EPCH; Mr. Ravi K Passi and Mr. Raj K Malhotra - COA members and Past Chairmen, EPCH; Mrs. Priya Agarwal, President, IHGF Delhi Fair-Spring 2024; and Mr. Vishal Dhingra, Chairman, Buying Agents Association of India (BAA).

# System Optimisation for Better Profitability

- Product Development • Effective Marketing • Methodology in Operations and Systems

8th February 2024: While marketing and getting sales are crucial, one can earn/save a lot of money and ship on time by effectively controlling operations and systems in a methodical manner.

An insightful talk was delivered by **Mr. Ravindra Sharan**, Exporter (Artifacts India) and Industry Consultant. With a career spanning corporate



Mr. Ravindra Sharan, Exporter (Artifacts India) and Industry Consultant

management to corporate gifting and then to becoming an exporter, he has leading international brands as his clients and has won awards for achieving highest exports in his product category. Based on his journey and industry expertise, he shared insights on how an export effort is far beyond international quality and competitive pricing.

Mr. Sharan emphasised the potency of leveraging various channels such as direct past contacts, buying agents, regional

offices of large chains, export fairs, direct visits, digital marketing, and search engine optimization. However, he also illuminated common pitfalls, notably the oversight of execution, coordination, communication, and post-order execution. Stressing the imperative of clarity in product explanations and the utilization of disclaimers to prevent unwarranted claims, he further emphasized the importance of understanding air freight logistics. Moreover, Mr. Sharan emphasized the necessity of transparent communication regarding specific objectives and capabilities, advocating for the provision of samples beforehand to

foster client trust. Introducing essential tools such as PERT, CPM, and bottleneck analysis, he aimed to ensure timely shipments and mitigate risks. Additionally, he elucidated alternative methods for receiving advance payments and provided

a comprehensive overview of the order receipt process. A pivotal aspect of the seminar was the

focus on time management, action planning, and role delineation within teams. Mr. Sharan stressed the significance of external agency coordination for packaging and testing, illustrating successful collaborations, including those with Walmart. He also highlighted the importance of path evaluation, bottleneck identification, and coordination with buyers, buying agents, and Indian offices.

In closing, Mr. Vishal Dhingra, Chairman, Buying Agents Association of India (BAA) who has collaborated with Mr. Sharan for the past 30 years, offered valuable insights and practical strategies for optimizing systems to augment profitability. This session also saw the presence of Mr. O P Prahladka, Convenor, Eastern Region, EPCH; Mr. K L Ramesh, Convenor, Southern Region, EPCH; Mr. Ravi K Passi and Mr. Raj K Malhotra - COA members and Past Chairmen, EPCH; and Mrs. Priya Agarwal, President, IHGF Delhi Fair-Spring 2024.



Mr. Ravindra Sharan being felicitated by Mr. Vishal Dhingra, Chairman, Buying Agents Association of India; Mr. Raj K Malhotra, COA member and Past Chairman, EPCH; and Mr. O P Prahladka, Convenor, Eastern Region, EPCH

# Creating Online Presence through Effective Digital Marketing Techniques

- Website and Blogs • Social Media Marketing • E-mail Marketing • Ads. Creation

9th February 2024: During this seminar on leveraging digital marketing strategies to establish a robust online presence, **Dr. Bhavleen Rekhi** emphasised the intrinsic connection between digital marketing and the flourishing handicrafts sector. She shed light on the vast array of artistic traditions present in every corner of India, yet the prevailing lack of



Dr. Bhavleen Kaur Rekhi, Corporate Trainer, Professor, Entrepreneur

awareness surrounding them. In response, Dr. Rekhi advocated for a transformative shift within the handicraft industry, emphasizing the pivotal role of digital marketing in swiftly elevating the global visibility of Indian handicrafts while nurturing enduring customer relationships.

Dr. Rekhi further delved into the transformative potential of social media marketing, particularly noting the unfamiliarity of many Indian artisans and craftsmen with modern technological tools, including social media platforms. She

elaborated on the manifold benefits of leveraging social media channels, elucidating their capacity to disseminate information interactively, cultivate viral branding at minimal cost, facilitate direct client communication, and effectively showcase products through compelling visuals and descriptions.

Furthermore, Dr. Rekhi explored the role of digitalization in revitalizing India's rich tradition of handlooms. She highlighted how online markets offer enhanced visibility across diverse global markets, empower artisans with greater control over their supply chains, and streamline transaction processes.



Dr. Bhavleen Kaur Rekhi, Corporate Trainer, Professor, Entrepreneur, being welcomed by Mr. Raj K Malhotra, COA member and Past Chairman, EPCH; Mr. Lekhraj Maheshwari, Regional Convenor, EPCH NWR Region; and Mr. K L Ramesh, Convenor, Southern Region, EPCH

Dr. Rekhi emphasised on the indispensable nature of online market access for rural weavers and artisans, enabling them to scale their enterprises and tap into broader consumer bases. Additionally, she juxtaposed the traditional sales paradigm with the emerging model driven by social networks and social sales. She offered valuable insights into website design tailored to handicraft businesses, emphasizing the importance of functionality, aesthetic appeal, and user-friendliness.

Dr. Rekhi also demystified the mechanics of SEO (Search Engine Optimization) and outlined a systematic approach to crafting effective advertisements, encompassing audience identification, goal-setting, channel selection, conceptual brainstorming, design, and delivery. In

essence, her comprehensive presentation underscored the indispensable role of digital marketing techniques in championing Indian handicrafts and empowering artisans in the digital era.

Dr. Bhavleen Kaur Rekhi, Corporate Trainer, Professor, Entrepreneur is a seasoned professional with 23 years of extensive experience in marketing, digital marketing, and corporate communication. As a corporate trainer,

MBA professor, and entrepreneur, she has forged valuable connections with esteemed brands such as Google, American Express, TISS, FICCI, CII, Honda, and more. Dr. Rekhi is actively engaged in training and has a particular focus on Artificial Intelligence in the realm of Marketing. Her expertise is sought after in elite business schools in the Delhi/NCR region where she imparts her wealth of knowledge to the next generation of business leaders.

## Emerging Trends of Cyber Security Challenges and Security Services in the Digital Era

- Introduction to Cyber Crime
- Motive of Cyber Crime
- Measures for Data Protection
- Applications of Cyber Security
- Top 7 Cyber Safety Actions
- Cyber Security at Work
- Legal and Regulatory Compliance

9th February 2024: This seminar provided attendees with a comprehensive understanding of cybercrime and effective strategies to safeguard their data in an era where computers are often exploited to steal identities and access sensitive information illegally. Dr. Himanshu Gupta, a distinguished Senior Consultant in Cyber Security, initiated the discussion by outlining various types of cybercrimes. Hacking, also known as cracking, involves unauthorized intrusion into computer systems and networks, exploiting vulnerabilities within established systems. Cybersecurity, a specialized domain of computer security concerning the Internet, aims to establish protocols and measures to counteract online attacks. Its objectives encompass defending against critical



Dr. Himanshu Gupta, Sr. Consultant, Cyber Security

breaches, ensuring secure browsing, and meticulously managing incoming and outgoing data on computers. Dr. Himanshu Gupta explained about the **top 7 cyber security actions** :

**Regular OS/Software Updates and Antivirus Software Maintenance:** Installing and running antivirus programs such as Norton or Quick Heal help prevent computer malfunctions caused by viruses. Periodic checks for updates ensure the antivirus software remains effective in removing viruses, quarantining infected files, and fortifying defenses against future threats.

**Prevention of Identity Theft :** Vigilance is paramount in safeguarding personal information such as financial account details, Social Security numbers, or driver's license numbers. Avoid sharing sensitive data unless absolutely necessary, and remain cautious of phishing scams disguised as legitimate business correspondence seeking personal or account information.

**Password Protection:** Protect passwords diligently by refraining from sharing them and creating complex combinations that incorporate a mix of letters, numbers, and symbols. Regularly changing passwords, avoiding common phrases or easily guessable words, and utilizing mnemonic aids or password management tools like KeePass Password Safe enhance security measures.

**Mitigation of Spyware/Adware:** Counteract the adverse effects of spyware and adware by employing dedicated software tools like Spybot and Ad-Aware for their removal. Exercise caution when installing software from unfamiliar sources and scrutinize user agreements for references to spyware or adware. Additionally, activate personal firewalls and prioritize backing up essential files to mitigate risks effectively.

**Cyber Security at work :** Collaborate with technical support to enforce robust cyber safety measures in the workplace. Promptly report any



Dr. Himanshu Gupta, Sr. Consultant, Cyber Security, being welcomed by (LtoR) Mr. Rajesh Rawat, Additional Executive Director, EPCH; Mr. Raj K Malhotra, COA member and Past Chairman, EPCH; Mr. K L Ramesh, Convenor, Southern Region, EPCH; and Mr. Lekhraj Maheshwari, Regional Convenor, EPCH NWR Region

policy violations, security breaches, or suspicious activities to supervisors. Physically secure workstations with security cables and reinforce building or office access restrictions to prevent unauthorized access.

**Adoption of a Five-Step Approach to Cyber Risk Reduction:** Develop and maintain a structured program aimed at identifying, protecting, detecting, responding to, and recovering from cybersecurity incidents. This holistic approach ensures comprehensive protection of organizational assets, employees, and customer data.

Dr. Himanshu Gupta, Sr. Consultant, Cyber Security is a professor, researcher, corporate trainer and senior consultant in the area of Cyber Security, with over 17 years of academic and research experience in the field of Computer Science.



# Buyers at the IHGF Delhi Fair-Spring 2024 share their thoughts...



**Stefano Cerretelli, Italy**

With beginnings in early 80s we have a working relationship with Indian suppliers since 1994 through our wholesale firm-Novita Import. We specialize in home decor, furniture and accent decor that are exclusive and have a unique story line. We seek wooden furniture & recycled wood products. We import handcrafted objects from all over the world, and in India, predominantly source from Jodhpur and Jaipur, renowned hubs for our kind of artisanal creations.



**Rodney Alam & associate, Australia**

I work at the Leather Trading Co. Established in 1999, we are a wholesale company with an extensive range, from bags to homeware, etc. We have been in business with India since the last 20 years. I attend this fair every year to look around and get inspiration from the Indian designs. As of now, I am specifically browsing for women's leather bags.



**John, South Africa**

I am returning to this fair for the sixth time and I always look forward to the fair. This year, my focus is on home products, particularly glassware, candles, pots and utensils. I'm drawn to handcrafted and unique items, as they add character to my home products line. Handmade products have an artisanal quality that I appreciate. Whether it's the intricate designs of hand-blown glass or the rustic feel

of handmade pottery, each piece brings its own charm. As I go through the fair, I'm excited to discover new treasures for my collection.



**Tim O Hearn, USA**

My company is called Linen Society that is about honest luxury with beauty and quality, craftsmanship and enduring style. We embrace the imperfections of things made by hands. We promise that what we sell is the best in the world. This is my second visit to the fair, I'm thoroughly living my passion for connecting with the crafts people who make the products. My main focus is on purchasing high-end, handcrafted textiles. I'm particularly interested

in taking quality Indian products to the US market, where many are accustomed to mass market textiles. Today, I'm finalizing deals for some bags. There is more to go.



**Manvi and Mrs Singh, Switzerland**

Having visited the fair numerous times, we're back to explore decoration items for our firm - Samaya Sourcing. The diverse array of products showcased at the fair evokes a sense of pride in our Indian heritage, and we're certain our Swiss clients will share our enthusiasm. We're eager to find unique and captivating decorations that will resonate with our clients back home.



**Maria and David, USA**

We are representing at Indigo Origins. As first-time visitors to India, we're amazed by the overwhelming and wonderful experience of the fair. Our main focus is on sourcing table linens and paper quilts, catering to a clientbase that has deep appreciation for Indian products. We believe in the value of personal

connections, which is why we're here to establish relationships with local artisans. Our goal is to procure high-end products. Handmade products hold a special appeal for us, as they showcase the skill and craftsmanship of Indian artisans. We're excited to explore the fair and discover unique treasures that will resonate with our clients.



**Arlyn Aquino, Bangladesh**

I work at SDV Trading Dhaka Ltd. I'm looking for inspiration for home textiles, bedsheets, bed covers and other such furnishing products. I find that the fair is very well organised and systematic. Although, we have been doing business with India since a very long time, it is my first time visiting this fair and I'm really looking forward to explore the fair for the next couple days.



**Frutos, Carlos, Ricardo, Spain**

We represent a company called Arte Regal Import. Specialising in home decor, utensils and interior products, We have purchasing centers in Asia and Europe with strict quality controls. After two decades of attending this fair, we can say we have a deep appreciation for it as we know it well enough. We're on the lookout for every type

of home product, exploring all stalls with enthusiasm. The artistry and use of glass in products have caught our attention. Indian products hold a special place in the hearts of our people, and we're delighted to see the variety and quality showcased here.



**Pooja and Radhika, Spain**

We are from Delizioso Home, specializing in interior design and property sales in Milan. Off late we've begun exporting incense sticks and their related accessories from India. With a notable increase in variety this year, we're keen to explore further business opportunities with Indian suppliers. The diverse range of Indian incense products

aligns well with our commitment to offering unique and high-quality items to our clientele in Milan. We eagerly anticipate mutually beneficial partnerships.

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**Helplines**

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 Hotel: +91-9871121212  
 Shuttle: +91-9818725533



**Jo Mc Comiskey, Australia**

I'm a director at Bedspread Shop, Australia. We deal in bed linen, sleepwear and cushions. We source our items from various countries including Portugal, Spain, Vietnam and India and sell it in our country. We also make use of social media to source our products. Our company has been buying its zari cushions from India since decades. These products feature beautiful

artwork and are of great quality. We are currently in the process of sourcing our products directly from manufacturers and eliminating the middlemen to allow more margins on our products.



**Jenny Thiele, Germany**

I am from Om Home & AMP Garden. I am navigating the vast furniture options at the fair. I came here with my producers, knowing that the Indian handcrafted products on display would be nothing short of stunning. The craftsmanship and beauty of these pieces never fail to impress me. Given the quality, it's no wonder that I

export them further. The Netherlands, in particular, has a strong affinity for Indian furniture. The designs are a testament to the rich cultural heritage and skill of Indian artisans.



**Tony Wilson, USA**

I represent Rare Finds Warehouse. This is my 36th time at the fair, and I'm here for one-of-a-kind furniture and other exclusive items. Indian products stand out for their beautiful designs and the way they repurpose old materials, making them incredibly sustainable. This fair is impressive; the variety and quality of goods are outstanding. My plan is to export these

rare finds to my client base in Thailand and Vietnam. So far, I've been lucky enough to get some truly unique pieces of furniture that I know will appeal to my customers.



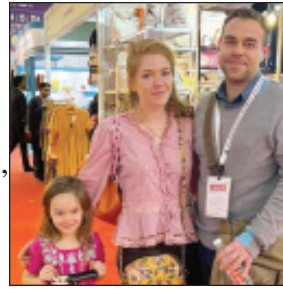
**Kate Baverstock, South Africa**

We are Durban based importers of home items like cushions, table linens, kitchen decor, dining items and furnishings through our firm-Fresh Flava Homeware. We import items from other countries and find retailers to sell the goods in South Africa. This is my third time visiting the fair and I am delighted to find a great variety of good, new products. So far, I have made a prominent supplier base through this fair.



**Woonghee Yoon, Korea**

I represent Pax Online. We are a company based in Seoul, Korea. We have been in business with India since the last decade. I'm here to look for home products like copper items and tableware. I find the collection of product lines at the fair to be very impressive and diverse. Although, the prices of some of the products here are revised this time.



**Daisy Snow and Scott Hiron, UK**

We represent 'Ian Snow', also the name of my dad who patronised EPCH fairs since their very first editions. Ian Snow's is a labour of love. An exciting concoction of colour, stories and characters, influenced by my dad, Ian's life long love affair with India & my mum, Jakki's passion for re-using and recycling. For a quarter of a century, I've immersed myself with my dad in India's homeware and furniture industry, rooted in my English heritage. Working alongside artisans, I've preserved traditional crafts sustainably by utilizing recycled materials. Empowering women artisans has been central to my mission, providing them with meaningful employment opportunities and fair wages. Though working globally, I've shared the beauty of Indian craftsmanship while advocating for conscious consumption. Online platforms amplify my message, inspiring others to embrace sustainable living practices. Each piece I create is a story of tradition, sustainability and empowerment, weaving together the past and present for a brighter future.



**Conrad Kouwenhoven, Netherlands**

My firm is called Saran. As a consultant based in the Netherlands, I'm currently in search of metal and glass items at the fair. My intention is to procure these products for export to various destinations worldwide. The Netherlands' strategic location and well-established trade networks make it an ideal hub for sourcing high-quality goods to distribute globally. By selecting top-notch

metal and glass items from this fair, I aim to meet the diverse needs of clients across different markets, ensuring both quality and reliability in every export.



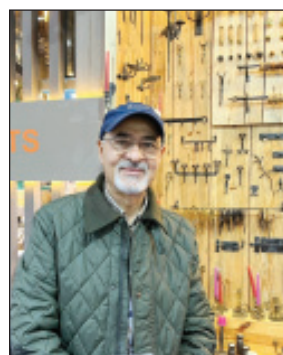
**Millar Hamilton, UK**

My company, Cotterell & Co was started in 1952. We deal in lighting, furniture and various home decor items. Our showroom is at New Castle, Delaware where we retail the goods imported from India and othera. I have been visiting this fair since 2016 and am impressed by the range available here. This time too, I have found really great products so far and have got quotations from 5-6 companies



**Linsey Smith, Mumbai, India**

I am from the UK but I live in Mumbai and work with Westside Stores (Tata). Ive been in the business for 25 years now and have been visiting the fair regularly for 8 years. Westside stores offer range of home decor, furniture, curtains, couches etc. We have a network of 150 stores. The Make in India initiative is strongly appreciated which has helped us connect with new vendors.



**Md. Hussain Al Mubarak, Bahrain**

I run a Bahrain-based company called New Look and have been attending the fair for the past two years. I have a strong interest in Indian handicrafts and am actively involved in both wholesale and retail. We particularly adore craftsmanship of Jodhpur, Moradabad, and Udaipur, offering a diverse range of products under one roof at the fair.

# Our buyers - at work







**16- 20 OCTOBER**  
**AUTUMN 2024**



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