



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

EPCH HOUSE, POCKET 6 & 7, SECTOR 'C', LOCAL SHOPPING CENTRE, VASANT KUNJ, NEW
DELHI-110070, INDIA.

EPCH-4/2[2]/2022-
IHGF/SPRING

16TH DECEMBER 2021

**Sub: 53rd edition of IHGF Delhi Fair (Spring) 2022 to be held from 02 – 06 March
2022 in PHYSICAL FORMAT.**

Your Excellency,

The Export Promotion Council for Handicrafts (EPCH) is an apex body of handicrafts exporters for promotion of exports of handicrafts (handcrafted/handmade) and synergy products and projects India's image as a reliable supplier of high quality handcrafted goods and merchandise. The EPCH is also a leading B2B trade fair organizer and the IHGF Delhi Fair is an event of national prominence. The last physical i.e. in person edition of the fair was held in **October 2021** and had the distinction of being the first and only event of prominence post COVID to open to a global audience in Asia. The fair was visited by a large no of overseas buyers and buying consultants/representatives from 90 countries. **The success of this fair gave a message of confidence to the world that "India has opened up for business for buyers from all across the world".**

After taking the virtual route throughout 2020, this fair opened doors to its in-person edition in Autumn 2021 that garnered excellent buyer response, in spite of travel restrictions and limitations in many parts of the world. The buyers enjoyed a safe, comfortable and rewarding sourcing experience. The autumn edition was put together with all necessary safety protocols and SOPs pertaining to Covid-19. The upcoming Spring edition too would be organized with all such practices in place. Spaced out displays and eased visitation would offer a unique and safe premium sourcing environment that would give buyers unprecedented visiting experience and value for time.

The **53rd IHGF Delhi Fair (Spring) 2022** is being organized from **02 – 06 March 2022** as a **physical (in person event) at the India Expo Centre & Mart, Greater Noida, Delhi NCR** with all necessary safety protocols and SOPs for organising B2B trade expositions issued by Government of India. The fair will be an exclusive connect for buyers of Home, Fashion, Lifestyle, Textiles and Furniture with participation of over 2000 exhibitors in 14 exhibition halls and 900 permanent showrooms apart from Theme Pavilions, Artisanal Fare & Live Craft Making from all across India. The broad categories of products on display at the fair are:

- Houseware, Decorative & Gifts
- Furniture & Home accessories, Lawn & Garden articles
- Home Textiles, Furnishings & Floor Coverings, Carpets & Rugs
- Fashion Jewellery, Accessories & Bags, Ethnic Garments, Fashion Wear, Stoles, Scarves & Shawls
- **Christmas** & Festive Décor, Hand-made Papers & Products, Potpourri, Candles & Incense and
- Lamps & Lighting accessories

We request your good office to disseminate this information to the Buyers, Importers, Department Stores, Associations and Chambers of Commerce whose information is available with you to visit the "53rd IHGF Delhi Fair (Spring) 2022".

We are sending you publicity & promotional EDMs, Web Banners & a brief Press Note with the request to kindly place the same on your website and forward them to buyers and importers and encourage them to register themselves at www.ihgfdelhifair.in/register. Also forward the press note to Chamber of Commerce/Trade Journals/Magazines for wider publicity. The same may please be downloaded from the below links:



Web banners	https://ihgfdelhifair.in/web-banner
Emailer/EDM	https://ihgfdelhifair.in/emailer
Press Note	https://ihgfdelhifair.in/e/Intlpressrelease/53rd_IHGF_Delhi_Fair-Article_for_Overseas_Publicity.pdf
Video	https://youtu.be/OZTtkCY9dOU

As always, we hope to have your due consideration and continued support in promoting the 53rd IHGF Delhi Fair (Spring) 2022 and help us revive the Indian handicrafts sales globally. We will be in touch with additional updates in due course. For any queries you receive, kindly forward them to us on visitors@ihgfdelhifair.in

Thanks & Regards,

(Rakesh Kumar)
Director General