



Consulate General of India

Bali, Indonesia

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14th INDIAN FASHION JEWELLERY & ACCESSORIES SHOW - IFJAS 2021 VIRTUAL FAIR FROM 27-30 JULY, 2021.

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Export Promotion Council for Handicrafts (EPCH) present its compliments to your esteemed Embassy/High Commission and inform that organizing of International Fairs and product specific shows such IHGF Delhi Fair (Spring and Autumn edition), Home Expo India and Indian Fashion Jewellery & Accessories Show is a regular annual feature of the Council so as to provide marketing platform to its handicrafts exporters members in India. Over the years, these shows have made their identity on the map of international fairs across the globe. As a result of the same, the visit of the buyers from across the globe has increased and these fairs produce magnificent results by achieving the goal of generating export orders.

Currently, any form of physical participation in international fairs is difficult due to COVID and buyers are looking forward towards online sourcing opportunities to cope up with such extraordinary situation. In view of this, EPCH has decided to organize Indian Fashion Jewellery & Accessories, 2021 on Virtual Mode from 27-30 July, 2021. EPCH has created a spectacular, user-friendly Virtual Environment by using innovative interactive technology. This enables Virtual to Real communication, providing them with the real event feeling.

The virtual edition of IFJAS, 2021 will showcase intricate design and exquisiteness of Indian traditional as well as contemporary fashion Jewellery and accessories products. The show is being participated by more than 200 Indian manufacturer and exporters of Fashion Jewellery, Semi-Precious Jewellery, Belts & Wallets, Hand Bags and Purses, Fashion Accessories, Head & Hair Accessories, Stoles & Scarves, Apparels Accessories and Fancy Footwear, etc.

We request your good office to disseminate this information to the Buyers, Importers, Department Stores, Associations and Chambers of Commerce to visit the **“14th IFJAS, 2021”**. 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 Chamber of Commerce/Trade Journals/Magazines for wider publicity. The same may be downloaded from the below links:

Web Banners	https://ifjas.in/virtual/webbanner/Fashion2021.html
Emailer/EDM	https://ifjas.in/virtual/EDM/FashionEDM.html
Press note	https://ifjas.in/virtual/Intlpressrelease/Fashion2021.pdf

We once again request you to kindly disseminate the information regarding the fair and encourage all concerned to register themselves at <https://ifjas.in/register/> . Further, you may also kindly spare time from your valuable busy schedule to visit the fair virtually from 27-30 JULY, 2021.