

EPCH takes lead with first virtual trade show in India; IFJAS to be held from 1-4 June

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Export Promotion Council for Handicrafts (EPCH) is all set to come up with its first-ever virtual trade show of India. The Indian Fashion Jewellery & Accessories Show (IFJAS 2020) will take place from 1 to 4 June.

Today through virtual discussions, EPCH shared purview of this show with the global media. As sourcing is being redefined from physical to virtual, such shows are the future now.

Over 200 exhibitors from across India will be participating in this show. Virtual showrooms, video chat and automatic translation in around 40 languages will be some of the major attractions, among many others, of the show.

Even the charges for exhibitors are highly subsidised by EPCH. While it is charging Rs. 9,500 for this show, it is around Rs. 14,500 as a combo offer for another upcoming show in July.

Apart from overseas buyers, only volume buyers of the domestic market are invited.

Rakesh Kumar, DG, EPCH, informed that the show timing is 11 am to 9 pm every day (IST) – a time zone that will cover almost all countries across the globe.

However, the platform will be open for 24 hours. There will be a fashion show, webinars on various current topics and design forecast display during these 4 days.

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Vineet Bhatia of IFJAS was of the view that this virtual show will help the entire industry, especially the MSMEs. He added "Through this event, we are also giving a message to the buyers that India is ready. There is

an overwhelming response from buyers regarding the show." [VIDEOS \(HTTPS://APPARELRESOURCES.COM/VIDEOS\)](https://apparelresources.com/videos) [MAGAZINE](#)

Many exhibitors at this show will highlight the products made by recycled products. One of the exhibitors, Nupur Batra, Accessories by Nupur, Noida informed that she is focusing a lot on sustainability and this is also giving positive result.

It is pertinent to mention here that export of the jewellery and accessories (stalls, shawls) is worth Rs. 4,000 crore from India. There are 800 exporters manufacturing the same.

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