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# EPCH launches virtual fair on Indian Fashion Jewellery & Accessories

A vigorous publicity campaign has been undertaken by EPCH to motivate the buyers world over to take part in the same by sending them e-mailers and through tele-calling.

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The virtual shows on textiles and IHGF Delhi fair will follow soon in the months of June & July, 2020.

NEW DELHI: The Export Promotion Council of Handicrafts (EPCH) announced on Friday that it would be conducting the 13th edition of Indian Fashion Jewellery & Accessories (IFJAS) as a virtual fair from 1 – 4 June, 2020.

The fair will showcase more than 200 member exporters featuring their products virtually. Fashion jewellery, semi precious jewellery, stoles, scarves, shawls, hand bags, clutch, purses, belts, wallets, neck ties, beads, stones, crystal, hair accessories,

fancy fashion footwear, tattoos and bindis will be on display by the participants.

Rakesh Kumar, Director General – EPCH said that the current Covid-19 pandemic has resulted in prolonged lockdowns and pushed major economies to the brink. "It has disrupted the global supply chains and international trade as the movement of people across borders have come to a screeching halt. This has not only adversely impacted the economies of the world but also has compelled the organisers of the fair exhibitions in the world to cancel their shows and look for alternatives to transact business," he said in a statement.

Due to this medical crisis, the industry body also could not organise the 49th edition of the IHGF-Delhi Fair which was scheduled to be held from 15 – 19 April, 2020. During this time, EPCH engaged with member exporters by organising audio/video webinars and came up with the idea of virtual fairs for its member exporters. A series of webinars were conducted to apprise the members of the Council on the concept of virtual fairs and a complete handholding was done through a team of technical as well as design experts.

A vigorous publicity campaign has been undertaken by EPCH to motivate the buyers world over to take part in the same via e-mailers as well as tele-calling. Apart from this, Indian missions and embassies have also been taken into the loop to disseminate the information to the buyers in their countries.

Craft demonstration, fashion shows and webinars will be the key highlights of the virtual trade show. Vineet Bhatia, President, IFJAS said that fashion jewellery and accessories are being produced in craft clusters across the country as per the traditions and cultures of the respective region and as such have great strength in its production. "The overseas market potential of fashion jewellery and accessories is enormous since India is known for its rich heritage of art and craft in this Indian traditional as well as contemporary products in the global market," he said

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