



GEOGRAPHICAL INDICATIONS

# GI Fair India

20-24 July 2023

India Expo Centre & Mart  
Greater Noida, Delhi-NCR, India

FROM THE SOURCE | THE UNIQUE | THE AUTHENTIC | THE ORIGINAL

## 460+ GI Tagged Products under one roof

Native Produce, Foods & Beverages

Home Fashion & Collectibles

Nature, Beauty & Wellness

Wearables & Accessories

### Prime Exhibiting Opportunity

for GI Products Producers

Handicrafts  
Agricultural  
Food Stuff  
Manufactured  
Natural



DARJEELING TEA



ASSAM MUGA SILK



BANAGANPALLI MANGOES



SANKHEDA FURNITURE

### Unique Sourcing Opportunity

Overseas Buyers & Importers  
India's Volume Buyers  
Consumers & Users



अतुल्य भारत की अमूल्य निधि  
Invaluable Treasures of Incredible India

# GI FAIR INDIA

INDIA'S GEOGRAPHICALLY INDICATED PRODUCTS FAIR

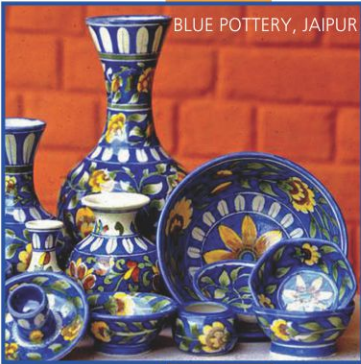
2<sup>nd</sup> Edition भारतीय भौगोलिक संकेतित उत्पाद मेला

Organised by:

 Export Promotion Council  
for Handicrafts

Supported by:

 Ministry of Textiles  
Ministry of Commerce & Industry  
Government of India



BELL METAL WARE,  
DATIA AND TIKAMGARH

## Visitor Gains

A unique journey through India, GI Fair India is the B2B + B2C marketplace to source inimitable products from across India, all under one roof. This is a place to broaden your horizons with distinctive products as well as crafts. Here you can see and source India's best nurtured treasures, traditions and rarities. This is where general visitors as well as connoisseurs can see, sample and buy GI products, participate in on-the-spot competitions and win prizes. Also, seminars during the show are packed with inspiration and knowledge.

## At the Fair

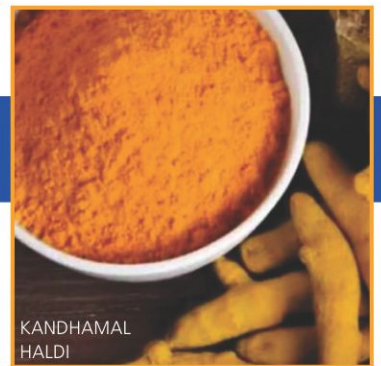
- Exclusive Exhibits of GI Products
- Comprehensive Variety; pan-India exhibitors
- Theme areas highlight GI clusters & hubs
- Inimitable Craft & Skills Demonstrations
- Natural Materials & Sustainable Lines
- Cultural Performances to Cherish
- Insightful Seminars

## Explore Inimitable Treasures

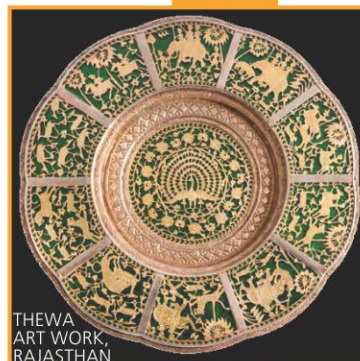
GI Fair India is a one-stop-shop where one can see and buy the largest variety of India's GI tagged products from regions far and wide, across the country. An experience in itself, this show offers a common platform to find unique products from the entire expanse of India, be it regions deep interiors or farthest borders. A visit to the show is a unique and picturesque journey where you can see and buy the best of India's produce. Teas and Muga silk from Assam to oranges and wines from Maharashtra, bidriware and kasuti embroidery from Karnataka to blue pottery of Rajasthan, Banaras zardozi and Lucknow chikan craft from Uttar Pradesh to basmati and tamta products from Uttarakhand, Chamba rumal and Kullu shawl from Himachal Pradesh to screw pine craft and dhoties & mundu from Kerala, saffron and Pashmina shawls from Kashmir to silver filigree and pattachitra painting of Odisha are some of the items. The list is amazing just as the inimitable treasures.



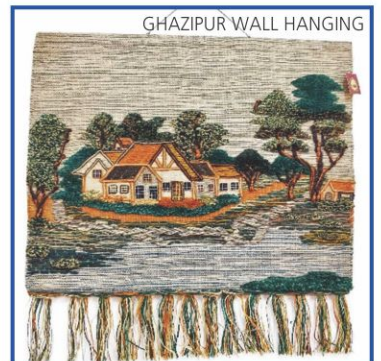
BIDRIWARE, KARNATAKA



KANDHAMAL  
HALDI



THEWA  
ART WORK,  
RAJASTHAN



GHAZIPUR WALL HANGING



अतुल्य भारत की अमूल्य निधि  
Invaluable Treasures of Incredible India

## Geographical Indication (GI)

A Geographical Indication (GI) is a sign used on products that have a specific geographical origin and possess qualities or reputation that are typical to that origin. Across the world, such select products are recognised and GI tagged. This tag signifies the product's unique identity and genuineness. The GI tag helps spread awareness and build confidence amongst the buying community.

## Product Variety

- |                          |                     |
|--------------------------|---------------------|
| Handicrafts              | Decoratives         |
| Handlooms                | Cereals & Pulses    |
| Carpets & Rugs           | Fruits & Vegetables |
| Houseware & Home Utility | Spices & Condiments |
| Clothing & Accessories   | Ready to Eat        |
| Jewellery & Components   | Beverages           |
| Scarves & Shawls         | Nature & Wellness   |
| Toys & Games             | Manufactured Goods  |

## India's GI Products

'Invaluable treasures of Incredible India' celebrates India's 467+ famed GI products. This recognition symbolises their uniqueness and puts them on the world map. The variety of products covers savouries, native produce, fashion and lifestyle. Examples of registered Indian GIs are Darjeeling Tea, Tirupathi Laddu, Kangra Paintings, Nagpur Orange, Kolhapuri Chappal, Kashmir Pashmina and many more.

## REFLECTIONS

### INDIA GI FAIR 2022

The first edition of the show was held at India Expo Centre & Mart from 26-28 August 2022. The overwhelming response has inspired at bigger and longer (5 days) second edition.

12 Product Segments

Over 390 GI tagged products

11000+ visitors from India & overseas

304 GI producers from 31 states / UTs of India



## Distinctive Indian Masterpieces for the World Markets

GI products of India are sought after for their unique characteristics appealing to any or all senses. Edibles & savouries to wearables, giftables and collectibles, the produce/product variety is diverse, known for their rare natural properties, peculiarities, age old processes or tradition. Just as modern production techniques measure up to feed the volume demand, there is an urge in the discerning consumer to seek rare, authentic and original products which have inimitable history and tradition linked to them – GI (Geographical Indications) products.

अतुल्य भारत की अमूल्य निधि  
Invaluable Treasures of Incredible India



MYSORE SANDAL SOAP



KUMAON CHYURA OIL



BASTAR DHOKRA



BARDHAMAN MIHIDANA



MADUR KATHI

## Exhibitor Gains

Give your distinctive and inimitable products the exposure they truly deserve. Bring them to the global platform of GI (Geographical Indications) Fair India and let the world behold your unique product, process and ingenuity. Today, the discerning consumer pursues rare, authentic and original products with unique history and tradition. Reach out to give your products their due and tell your exceptional story to the overseas buyers as well as tasteful Indian consumers and connoisseurs. It is time to be seen, heard and experienced.



LEATHER TOY OF INDORE

# Inspiring Atmanirbhar Bharat

## A Unique Global Identity

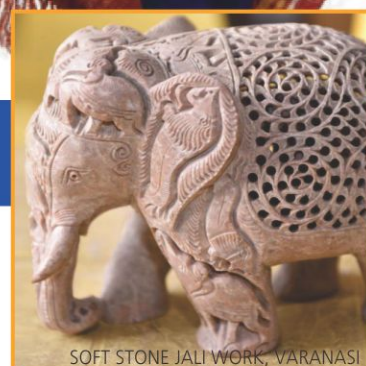
India, as a member of the World Trade Organization (WTO), enacted the Geographical Indications of Goods (Registration & Protection) Act, 1999, that came into force with effect from 15th September 2003. Darjeeling Tea was the first Indian product to get the GI tag in 2004. Handicraft goods have received the highest number of GI among different categories of goods. This is followed by agricultural products especially fruit crops, plantation crops and spices, followed by regional savouries. As of date, there are 467+ Geographical Indications of India of which 260 are handicrafts and handloom products that are sought after for their age old processes, traditions and rarities.

Rural artisans in various regions of India possess unique skill sets that are passed down from generation to generation and hence bear generational legacy. Their crafts and produces are essentially manifestations and celebration of life itself, materials, craft, process and most times the forms too, that are native and often unique. Geographical Indications (GI) in India are thus tightly interwoven into the rural milieu. Registration of Geographical Indications encourages these communities and ensure protection of their Intellectual Property (IP) rights.

Striving to take their stories to a wider audience, these communities are engaged in gainful employment and in sync with the 'Atma Nirbhar Bharat' movement. Their vast and spread network provides a strong base to build-up and scale-up manufacturing of a wide variety of products. Connecting all these exquisite elements to the fabric of the commercially viable international marketplace opens up a world of opportunities for all stakeholders.



TANGALIYA SHAWL, GUJARAT



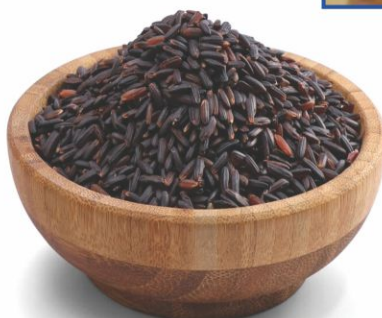
SOFT STONE JALI WORK, VARANASI



CHANNAPATNA TOYS & DOLLS



GORAKHPUR TERRACOTTA



CHAK - HAO



KOLHAPURI CHAPPALS



**Venue:**

State-of-the-art India Expo Centre & Mart,  
Greater Noida Expressway, Delhi-NCR

India Expo Centre & Mart is strategically located on the Greater Noida Expressway in Delhi-NCR. The state-of-the-art facility with Expressway and Metro connectivity, offers highest standards & services.

- Fully Air Conditioned
- Travel Desk
- Parking within Premises
- Free Wi-Fi / Internet
- Restaurants
- ATM

- Tagged Left Luggage Facility
- Foreign Exchange Desk
- Buyers Lounge
- Well appointed Restrooms
- Medical First-Aid
- PA System

LOCAL FOR GLOBAL

GI IS LEGAL LOCAL



20-24  
JULY  
2023

Organised by



**Export Promotion Council for Handicrafts**

GI Fair India is organized by the Export Promotion Council for Handicrafts (EPCH). With 10,000+ member exporters spread across India, EPCH has successfully positioned India as a sourcing destination for the best in home, gifts & lifestyle products. In its 36 years journey, EPCH has built the world's largest handicraft exporters exhibition. Beyond providing unparalleled business platforms to buyers & sellers, EPCH also provides comprehensive information to international buyers to ensure optimal interface and facilitate harmonious business.

Honouring legacies. Inspiring more.



Register at

[www.gifairindia.in](http://www.gifairindia.in)

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**Get in Touch**

 **Export Promotion Council for Handicrafts**

+91 11 26135256  
+91 9818725533

✉ gifair@epch.com  
🌐 www.gifairindia.in

📍 EPCH House, Sector-C, Pocket - 6 & 7,  
LSC, Vasant Kunj, New Delhi-110070

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