

1ST SUSTAINABLE GLOBAL TEX TRAD FAIR 2026

20th - 22th July 2026, Biswa Bangla Convention Centre,
Canal Bank Rd, DG Block (Newtown), West Bengal
700156.

HANDICRAFT & HOME FURNISHING





MAJOR ATTRACTIONS AT A GLANCE

Mega Textile, Jute, Handicraft & Leather Trade Fair 2026

1. High-Impact B2B Meetings

- Structured and pre-scheduled B2B matchmaking sessions
- Dedicated business networking lounges
- Direct interaction between manufacturers, exporters, importers & distributors

2. International Buyer Participation

- Buyers from multiple countries across Asia, Europe, Middle East & Africa
- Focus sectors: Textiles, Handicrafts, Jute & Leather
- Exclusive International Buyers–Sellers Meet

3. 160–300 Premium Exhibitors

- Participation from MSMEs, Mid-sized Industries & Large Corporates
- Showcasing innovative products, sustainable solutions & export-ready collections
- Sector-wise pavilion concept for better visibility

4. 20,000+ Business Visitors (In 2 Days)

- Pan-India participation from wholesalers, retailers, exporters & institutional buyers
- Architects, designers, sourcing agents & industry consultants expected

5. Global Conference (1 Full Day)

- 35 Eminent Speakers from India & Overseas
- Discussions on:
 - Global Market Trends
 - Sustainability & Circular Economy
 - Export Opportunities
 - Government Policies & Incentives
 - Branding & Global Positioning

6. Official Souvenir Publication

- Comprehensive exhibitor directory
- Product highlights & company profiles
- Distributed to all participants, buyers & dignitaries
- Long-term branding & reference value

7. Grand Inauguration by Hon'ble Minister (19th July)

- Government presence ensures high credibility
- Media coverage & official recognition
- Policy-level visibility for participants

8. Strong Pan-India Buyer Presence

- Buyers from major textile & handicraft hubs
- Retail chains, e-commerce platforms & sourcing houses participation

Additional Key Highlights

- Dedicated Export Promotion Zone
- Live product demonstrations & design showcases
- Startup Pavilion for emerging brands
- Award Ceremony for Excellence in Textile, Jute, Handicraft & Leather
- Media & TV Coverage
- Digital promotion & social media branding for exhibitors
- Business lead generation support post-event
- Government scheme guidance desk (MSME, Export, Subsidy)

INTRODUCTION

The handicraft industry is a vibrant and diverse sector that focuses on the production of goods crafted by hand, often utilizing traditional techniques and local materials. It encompasses a wide range of products, including textiles, pottery, woodwork, jewelry, leather goods, and various forms of artistic expression. Handicrafts are not only functional items but also serve as cultural artifacts that reflect the heritage, history, and identity of local communities.

Historically, handicrafts have played an essential role in the economies of societies worldwide, providing livelihoods for countless artisans and preserving traditional skills passed down through generations. Each region often has its unique style and methods of crafting, which contribute to the rich tapestry of global handicrafts. The industry is characterized by its emphasis on individuality and craftsmanship, in contrast to mass-produced goods.

In recent years, the handicraft industry has gained significant recognition for its potential to uplift local economies and promote sustainable development. Many artisans are now leveraging e-commerce platforms, social media, and international fairs to reach broader markets, allowing them to showcase their unique creations to a global audience. This shift is helping to preserve traditional craftsmanship while also fostering innovation and creativity.

However, the handicraft industry also faces challenges, such as competition from mass-produced items, changes in consumer preferences, and the impact of globalization. To combat these issues, initiatives promoting fair trade, ethical sourcing, and the protection of intellectual property rights have emerged. Additionally, there is a growing demand for handcrafted products that emphasize sustainability, authenticity, and local artistry.

Overall, the handicraft industry plays a crucial role in cultural preservation, economic development, and community identity. As consumers increasingly seek unique and meaningful products, the future of handicrafts appears promising, with opportunities for artisans to thrive in a globalized marketplace.

Home Furnishing Industry

(Highlighting India as the 2nd Largest Home Furnishing Market in Asia)



The **Home Furnishing Industry** is a vital pillar of the global interior, lifestyle, and textile ecosystem, reflecting not only aesthetic preferences but also cultural identity, comfort, and evolving consumer aspirations. From curtains, upholstery, bed linen, carpets, and rugs to cushions, towels, and decorative textiles, the sector plays a crucial role in shaping modern living spaces across residential, hospitality, and commercial segments.

In recent years, the global home furnishing market has experienced significant growth, driven by rapid urbanization, rising disposable incomes, increasing real estate development, and a growing inclination toward personalized and stylish interiors. Consumers today seek a perfect blend of **functionality, comfort, sustainability, and design innovation**, transforming home furnishings from mere utility products into lifestyle statements.

India's Home Furnishing Industry: A Rising Global Force

India has emerged as a **key global player in the home furnishing sector** and is recognized as the **2nd largest market for home furnishing in Asia**, reflecting its vast domestic demand and strong manufacturing capabilities. The country's rich textile heritage, coupled with modern production techniques, has enabled it to cater to both mass and premium segments across domestic and international markets.



The Indian home furnishing industry is witnessing accelerated growth due to:

- Expansion of the real estate and housing sector
- Growth in hospitality, tourism, and commercial infrastructure
- Increasing consumer preference for aesthetically designed interiors
- Rise of organized retail and e-commerce platforms
- Growing demand for sustainable and eco-friendly products

India's strength lies in its **integrated textile value chain**, availability of raw materials such as cotton, silk, and jute, skilled craftsmanship, and competitive production costs. These advantages position India as a leading exporter of home furnishing products to markets such as the USA, Europe, the Middle East, and Asia-Pacific.

Diverse Product Segments & Applications

The home furnishing industry spans a wide range of product categories, including:

- **Soft Furnishings:** Curtains, drapes, cushions, upholstery fabrics
- **Bed & Bath Linen:** Bedsheets, pillow covers, blankets, towels
- **Floor Coverings:** Carpets, rugs, mats
- **Decorative Textiles:** Table linen, wall hangings, throws
- **Functional Furnishings:** Blackout curtains, fire-retardant fabrics, antimicrobial textiles

These products serve diverse end-use sectors such as **residential homes, hotels, resorts, offices, hospitals, and institutional spaces**, making the industry highly versatile and demand-driven.

Key Growth Drivers & Market Trends

The evolution of the home furnishing sector is being shaped by several transformative trends:

1. Rising Urban Lifestyle & Aspirations

Modern consumers are investing more in home aesthetics, driven by exposure to global design trends and lifestyle aspirations.

2. Growth of E-Commerce & Digital Platforms

Online marketplaces have revolutionized access, enabling brands and manufacturers to reach wider audiences with customized offerings.

3. Sustainability & Eco-Friendly Products

There is a growing shift toward organic fabrics, recycled materials, natural dyes, and environmentally responsible manufacturing processes.

4. Smart & Functional Textiles

Innovations such as stain-resistant, antimicrobial, and temperature-regulating fabrics are gaining popularity.

5. Customization & Design Innovation

Consumers are increasingly seeking personalized designs, colors, and textures that reflect their individual style.

India's Competitive Advantage

India's position as the **2nd largest home furnishing market in Asia** is supported by several core strengths:

- **Rich Textile Heritage:** Traditional weaving, printing, and embroidery techniques
- **Skilled Workforce:** Strong base of artisans and textile professionals
- **Cost Competitiveness:** Efficient manufacturing with global quality standards
- **Export Leadership:** Significant presence in global markets
- **Cluster-Based Production:** Key hubs like Panipat, Karur, Varanasi, and Jaipur

These clusters serve as innovation and production centers, contributing significantly to both domestic supply and export growth.

Challenges & Opportunities

While the industry holds immense potential, it also faces certain challenges:

- Need for technology upgradation and automation
- Compliance with global sustainability and quality standards
- Increasing competition from other manufacturing countries
- Supply chain disruptions and raw material price fluctuations

However, these challenges also open doors for transformation through:

- Adoption of advanced textile technologies
- Branding and value addition
- Expansion into premium and niche markets
- Strengthening global trade partnerships



Conference & Trade Fair Objective & Vision

This conference aims to bring together industry leaders, manufacturers, exporters, designers, retailers, architects, policymakers, and technology providers to explore the evolving landscape of the home furnishing sector.

Key objectives include:

- Showcasing India's position as the 2nd largest home furnishing market in Asia
- Discussing global trends, innovations, and market opportunities
- Promoting sustainable and responsible manufacturing practices
- Encouraging collaboration across the value chain
- Enhancing export competitiveness and global reach

The platform will serve as a hub for **knowledge exchange, business networking, and strategic partnerships**, driving the industry toward future growth.

The home furnishing industry stands at the intersection of tradition, innovation, and global demand. As India continues to strengthen its position as a leading market and manufacturing hub, the sector is poised for remarkable expansion and transformation.

With its **rich heritage, strong domestic demand, and growing global footprint**, India is set to redefine the future of home furnishings in Asia and beyond. This conference is a step toward **unlocking new opportunities, fostering innovation, and positioning India as a global leader in home furnishing excellence.**



Who Should Attend a Handicraft Trade Fair

Artisans & Makers

- Handmade Product Makers – To showcase your crafts like textiles, pottery, woodwork, jewelry, leather goods, home decor, and more.
- Craft Cooperatives & Small Workshops – To present your group's work and connect with buyers.

Buyers & Retailers

- Retail Store Owners & Buyers – To source unique, handmade products for your shops, boutiques, or online stores.
- Boutique & Gift Shop Buyers – To find new and exclusive items for customers.

Designers & Creatives

- Product Designers – To explore artisanal techniques and find inspiration.
- Interior Designers – To source handcrafted decor and textiles for projects.

Business & Strategy Professionals

- Brand Owners & Entrepreneurs – To meet artisans, form collaborations, or expand product offerings.
- Importers & Exporters – To find crafts for international markets.
- Investors & Market Experts – To spot emerging trends and business opportunities.

Cultural & Community Representatives

- Craft Associations & NGOs – To support artisans and promote cultural heritage.
- Government & Trade Officials – To boost handicraft industry growth and support policy initiatives.

Service Providers

- Packaging & Presentation Experts – To offer services for handcrafted products.
- Marketing, E-commerce & Business Consultants – To advise artisans or businesses.

Why Attend a Handicraft Trade Fair

Attending a handicraft trade fair helps you:

- Showcase or discover handmade products
 - Connect directly with buyers and sellers
 - Explore new business and export opportunities
 - Learn about trends in craft and design
 - Build long-term industry relationships
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SECTORS CAN EXHIBIT

Textile-Based Handicrafts

Handloom products
Embroidery (Kantha, Chikankari, Zardozi, Phulkari etc.)
Block printing
Batik
Tie & Dye (Bandhani)
Crochet & lace work

Wood Handicrafts

Wooden furniture
Carved wooden décor
Sandalwood carving
Wooden toys
Wooden kitchenware

Stone & Marble Crafts

Marble idols
Stone carvings
Inlay work
Decorative stone articles

Metal Handicrafts

Brass items
Copperware
Bell metal crafts
Silverware
Metal statues
Dhokra art

Pottery & Ceramic Crafts

Terracotta
Clay idols
Ceramic décor
Blue pottery
Earthenware

Bamboo & Cane Crafts

Baskets
Furniture
Decorative pieces
Utility items

Glass & Shell Crafts

Glass décor items
Shell jewellery
Decorative mirrors
Sea shell products

Handmade Jewellery

Beaded jewellery
Tribal jewellery
Meenakari
Lac jewellery
Artificial jewellery

Painting & Art Crafts

Madhubani
Warli
Pattachitra
Kalamkari
Miniature paintings

Leather & Miscellaneous Crafts

Handmade leather bags
Footwear
Puppets
Handmade paper products
Dolls & soft toys



Handicraft Industry Award Categories

Textile-Based Handicrafts

- Excellence in Handloom Products
- Best Traditional Embroidery Award
- Innovation in Textile Craft
- Revival of Traditional Textile Art Award

Wood & Carving Crafts

- Best Wooden Handicraft Manufacturer
- Excellence in Wood Carving
- Innovation in Wooden Utility Products
- Traditional Craft Preservation Award

Metal Handicrafts

- Excellence in Brass & Copper Craft
- Best Dhokra / Tribal Metal Art Award
- Innovation in Metal Decorative Products

Pottery & Ceramic Crafts

- Excellence in Terracotta
- Best Ceramic Craft Manufacturer
- Revival of Traditional Pottery Award

Stone & Marble Crafts

- Excellence in Stone Carving
- Best Marble Handicraft Manufacturer
- Innovation in Stone Decorative Products

Bamboo, Cane & Natural Fibre Crafts

- Excellence in Bamboo Craft
- Best Eco-Friendly Natural Fibre Product
- Innovation in Sustainable Craft

Handmade Jewellery

- Best Traditional Jewellery Craft
- Innovation in Handcrafted Jewellery
- Tribal Jewellery Excellence Award

Painting & Folk Art

- Excellence in Folk Art (Madhubani, Warli, etc.)
- Best Contemporary Handcrafted Art
- Traditional Art Revival Award

Export & Global Recognition

- Highest Export Growth in Handicrafts
- Emerging Exporter of the Year
- Global Craft Promotion Award

Sustainability & Social Impact

- Women Artisan Empowerment Award
- Rural Artisan Development Award
- Green & Sustainable Craft Award
- Social Enterprise in Handicrafts

Individual & Special Recognition

- Handicraft Entrepreneur of the Year
- Young Artisan Award
- Master Craftsman Award
- MSME Excellence in Handicrafts
- Lifetime Achievement in Handicrafts



S P O N S O R S H I P

20 - 21 July 2026 at Biswa Bangla, Convention Centre, Kolkata

Sponsors-Name	INR	USD	Complimentary Delegates
Premium Event Sponsor	10 Lacs + 18% Gst	\$ 13,300	10
Diamond Sponsor	8 Lacs + 18% Gst	\$ 10,155	8
Platinum Sponsor	7 Lacs + 18% Gst	\$ 8,885	6
Golden Sponsor	5 Lacs + 18% Gst	\$ 6,350	5
Silver Sponsor	4 Lacs + 18% Gst	\$ 5,080	4
Bronze Sponsor	3 Lacs + 18% Gst	\$ 3,810	3
Stall (size- 9 sqm) 12,000/sqm	1,08,000 + 18% Gst	\$ 1,390	1
Standeers Rate	5,000 + 18% Gst	\$ 65	NIL
Mug Sponsor	60,000 + 18% Gst	\$ 800	1
Conference Souvenir Sponsor	2 Lacs + 18% Gst	\$ 2,565	2
Souvenir Front Page	50,000 + 18% Gst	\$ 645	NIL
Souvenir front inside page	45,000 + 18% Gst	\$ 580	NIL
Souvenir back Cover page	40,000 + 18% Gst	\$ 515	NIL
Souvenir back inside page	35,000 + 18% Gst	\$ 450	NIL
Souvenir full page advertisement	10,000 + 18% Gst	\$ 135	NIL
T-Shirt Sponsor	75,000 + 18% Gst	\$ 995	1
Key Chain Sponsor	30,000 + 18% Gst	\$ 400	NIL
conference Kit Sponsor	3 Lacs + 18% Gst	\$ 3,978	3
Lanyard Sponsor	75,000 + 18% Gst	\$ 955	NIL
Textile Partner	1 Lacs + 18% Gst	\$ 1,285	2
Jute Partner	1 Lacs + 18% Gst	\$ 1,285	2
Leather Partner	1 Lacs + 18% Gst	\$ 1,285	2
Handicraft Partner	1 Lacs + 18% Gst	\$ 1,285	2
Knowledge Partner	1.5 Lacs + 18% Gst	\$ 1,925	2
Awards, Mementos & Certificate sponsor	2 Lacs + 18% Gst	\$ 2,565	2
One Day Lunch Sponsor	2.5 Lacs + 18% Gst	\$ 3,210	7
One Day Dinner Sponsor	2.5 Lacs + 18% Gst	\$ 3,210	8
One Day Tea /Coffee/Snacks Sponsor	1 Lacs + 18% Gst	\$ 1,330	1
Cocktail & Dinner Sponsor	7.5 Lacs + 18% Gst	\$ 9,620	15
Cocktail Sponsor	5 Lacs + 18% Gst	\$ 6,630	7
Registration Centre & Luggage Centre Sponsor	50,000 + 18% Gst	\$ 655	NIL
Delegate Registration Fees	6,500 + 18% Gst	\$ 85	1
Awardee + 1 (Additional Person)	6,500 + 18% Gst	\$ 85	1