

**Embassy of India
Tokyo

**Ambassador's remarks at the inauguration of the 14th India Trend Fair
Date : 23 July 2024
Time: 1000-1100**

**H.E Mr. Ishii Taku, Hon'ble Parliamentary Vice Minister, Ministry of Economy, Trade and Industry
Mr. Sudhir Sekhri, Chairman, Apparel Export Promotion Council (AEPC)
Mr. Anuj Ojha, Joint Development Commissioner, Ministry of Textiles, Government of India
Distinguished members of AEPC and JIIPA
My dear friends representing Japanese media;
Ladies and Gentlemen,**

It is my great pleasure to participate in this wonderful event to inaugurate the largest exhibition of Indian textiles in Japan, the India Trend Fair. I extend my heartfelt gratitude to His Excellency Mr. Ishii Taku for gracing this event, underscoring the strong economic ties between India and Japan. I also commend the Apparel Export Promotion Council (AEPC) and the Japan-India Industry Promotion Association (JIIPA) for their exemplary efforts in organizing this successful exhibition. I eagerly anticipate exploring the diverse and exquisite displays showcased here.

It is particularly gratifying to note that over 200 esteemed exporters from various regions of India are participating in this fair. Over the next 3 days, they will display the rich and diverse tapestry of our nation's textile master pieces.

India's textile industry is a cornerstone of our economy and is globally recognized for its high-quality, cost-effective apparel and accessories. This sector not only exemplifies our rich traditions but also embraces innovative designs that meet the demands of both domestic and international markets.

We are privileged today to be joined by ten of India's master artisans. These artisans will be conducting live demonstrations during the fair, providing a unique opportunity to witness their skill and draw inspiration from their profound knowledge. I extend my appreciation to the Export Promotion Council for Handicrafts for leading this

initiative, and I encourage everyone present to seize this chance to engage with these extraordinary craftsmen.

In closing, I congratulate the Ministry of Textiles, Government of India, the AEPC, the EPCH, and the JIIPA for their collaborative efforts in assembling today's remarkable exhibition. I look forward to future showcases of Indian heritage in Japan.

Thank you.

* * * * *