

**Embassy of India
Tokyo

Press Release

Embassy of India in Tokyo in collaboration with Apparel Export Promotion Council (AEPC) and Japan India Industry Promotion Association (JIIPA) hosted an event titled, "Indian Fashion Showcase," on 10 July. The event was held to promote the 14th India Trend Fair, set to take place from the 23rd to the 25th of July, 2024, in Tokyo. A delegation of 250 distinguished exporters from various regions of India will participate and display diverse tapestry of our nation's textile master pieces at this fair.

The showcase commenced with insightful opening remarks from His Excellency Sibi George, Ambassador of India to Japan, who outlined the vibrant potential and enduring ties between India and Japan in the textile sector.

Subsequently, Mr. Sudhir Sekhri, Chairman of the Apparel Export Promotion Council (AEPC), provided an overview of the export possibilities and innovations driving the Indian textile industry forward. The presentation on "Opportunities in the Indian Textile Industry" by Ms. Tamanna Chaturvedi, DSG of the AEPC, highlighted strategic insights into the evolving market trends and sustainable practices being adopted in India.

Mr. Prashant Godghate, Chairman of the Japan India Industry Promotion Association (JIIPA), presented the details of the upcoming 14th India Trend Fair. The event concluded with a vibrant Fashion Walk, featuring a series of fashion ensembles that beautifully melded traditional Indian textiles with contemporary design. This was followed by a networking session, where participants engaged in deeper discussions.

The event was a part of a series of events held by Embassy of India, Tokyo focusing on the India-Japan economic partnership spanning across several sectors and domains.