



सत्यमेव जयते

भारतीय राजदूतावास, पेरू और बोलिविया
Embajada de la India, Perú & Bolivia
Embassy of India, Peru & Bolivia



**Two concurrent shows:
Khilona-2022 (India Toys & Games Fair) & India GI Fair-2022
on 26-28 August, 2022
at India Expo Centre & Mart, Greater Noida, Delhi NCR**



Khilona-2022 (India Toys & Games Fair) and India GI Fair-2022 will be organized by the Export Promotion Council for Handicrafts (EPCH), an apex body of handicrafts exporters for promotion of exports of Handicrafts, from 26-28 August, 2022 at India Expo Centre & Mart, Greater Noida, Uttar Pradesh, India.

For buyers and traders from across the globe, **Khilona-2022** is an exclusive opportunity to network and partner with traditional, modern and upcoming toy manufacturers, understand from eminent policymakers, industry experts and academic about various key aspects related to the Indian Toys & Games Industry; learn about new trends and opportunities; learn about new trends and opportunities; and create strategic B2B alliances for growth.

Geographical Indication plays an important role as a differentiating tool in marketing strategies, from mere source indicator to a brand benefiting consumers & primary producers. **India Geographical Indications (GI) Fair-2022** – ‘IGIF’ is the first and only trade fair of its kind to source inimitable products from across India, all under one roof. This is a place to broaden your horizons with unique products as well as crafts. Here you can see and source India’s best nurtured treasures, traditions and rarities. Curated with an ambition to take these to the world markets, this show offers you an opportunity to carve your niche too. Get ready to get enchanted, inspired and satiated. IGIF is the must-be-place where visitors meet to do business, meet peers and stakeholders to do business and get to know the geographically located traditional crafts with latest trends and news in the business. Here, series of seminars are packed with inspiration and knowledge.

Major Products profile of the fairs are:

KHILONA – 2022 (India Toys & Games Fair)	India GI Fair-2022
Puzzles & Board Games	Handicrafts & Handloom
Soft Toys & Play Sets	Home & Collectibles
Ride-on & Pull-along Toys	Materials & Wares
Educational & Learning Games	Food & Ingredients
STEM Toys and Games	Fashion & Accessories
Cycles & Paddle Wheels	Nature & Wellness
Handmade & Craft Toys	

The product profile of the fairs can be seen at <https://www.indiatoyfair.in/about/factsheet> and <https://www.gifairindia.in/exhibitor/product-categories> respectively.

Interested buyers/importers are invited to avail the Special Promotional Scheme through pre-registration at <https://www.indiatovfair.in/visitor> and <https://www.gifairindia.in/visitor/visitor-form> wherein they will be eligible to

claim zone-wise economy class to and fro airfare on a fixed reimbursement basis and complimentary hotel stay in New Delhi for three nights during the show as per terms and conditions. The offer is for qualified buyers of the above product profile as the budget available is limited (First-come-First basis). For information about the fairs, please visit <https://www.indiatovfair.in>, https://indiatovfair.in/e/Intlpressrelease/khiolna_2022_India_Toys_&Games_Fair-Article_for_Overseas_Publicity.pdf and <https://www.gifairindia.in>, https://gifairindia.in/e/Intlpressrelease/GI_Fair_India_2022_-Article_for_Overseas_Publicity.pdf

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