



कालीन निर्यात संवर्धन परिषद CARPET EXPORT PROMOTION COUNCIL

(Set up by Ministry of Textiles, Govt of India)

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Regional Office: Bhadohi Carpet Expo Mart, Carpet City, Bhadohi, - 221409 (U.P.)

Regional Office: IICT Campus, Baghi Ali Mardan Khan, Nowshera, Srinagar - 190023 (J & K)

Website of Ministry of Textiles: www.texmin.nic.in

Ref.CEPC/AIFF/2026

Dated: 24.02.2026

To,
All Members, CEPC

Subject: Invitation to Participate in the Australian International Furniture Fair, 15-17 July 2026, Melbourne, Australia.

Dear Members,

We are pleased to inform you that the Carpet Export Promotion Council is participating in the **Australian International Furniture Fair, 15-17 July 2026, Melbourne, Australia.**

Australian International Furniture Fair (AIFF) provides Indian carpet exporters with focused access to Australia's organized retail and interiors ecosystem. Held annually in Melbourne, the fair is regarded as Australia's leading trade platform for furniture, home décor, furnishings, and interior products, attracting serious trade buyers from across Australia and New Zealand. The event is co-located with **Decor + Design**, further expanding exposure to interior designers, stylists, and specification professionals.

For Indian handmade carpet exporters, AIFF serves as a gateway to a stable, high-value market characterized by strong demand for ethically produced, sustainable, and design-driven products.

A key strategic advantage is the **India–Australia Economic Cooperation and Trade Agreement (Ind-Aus ECTA)**, which significantly improves market access for Indian exporters. Such as zero-duty access, price competitiveness compared to non-FTA countries.

Members are therefore encouraged to strategically leverage AIFF—supported by the India-Australia FTA framework—to expand their footprint in Australia and reinforce India's position as a leading global supplier of handmade carpets.

In this regard, CEPC invites expressions of interest (EOI) from interested member exporters to participate in the event. To facilitate planning and secure space with the fair organizer, members are requested to submit an EOI along with an advance of **₹25,000/- by 15.04.2026**

Stand size	Cost without any financial assistance	If, approved Subsidized Participation Charges
09 Sq mtr Built up Stand	AUD \$ 7,900.00	Rs. 1.00 Lakh
12 sq mtr Built-up Stand	AUD \$ 10,300.00	Rs. 1.50 Lakh

The Council has submitted a proposal under the **MSS Scheme** of the **Office of the Development Commissioner (Handicrafts), Ministry of Textiles**, seeking financial assistance. The **subsidy amount shall be reimbursed post-event**, subject to approval and the final **quantum of financial assistance** sanctioned by the Office of the Development Commissioner (Handicrafts). **If not approved, the Participation will be on a Cost- recovery basis.**

EOI Submission:

Interested members may submit their EOI using the link below and deposit ₹25,000/- as an advance towards participation.

[Click here to fill out the EOI Form](#)

[Click here to view the Bank Details](#)

Last date for submission of EOI and payment: **15.04.2026**

Please note:

- Submission of EOI and advance payment does not guarantee final participation.
- The EOI amount is refundable in case of non-allotment of space or withdrawal before booth Allotment.
- CEPC's participation in the event will be subject to receipt of an adequate number of applications.
- Participation charges may be subject to minor changes due to fluctuations in USD exchange rates.

The expression of interest and participation charges are non-refundable if:

- Withdrawal by the applicants after the Booth Allotment/Stall Confirmation by the Council.
- Withdrawal by the applicant in case the visa is not granted by the concerned Embassy after the Booth Allotment /Stall Confirmation

For further information, please contact: Mr. Pawandeep Singh on 9971601805 or email pawandeep.singh@cepc.co.in, Exhibition@cepc.co.in

We look forward to your enthusiastic participation in this flagship event.

Warm regards,

Dr. Smita Nagarkoti

Executive Director (Officiating)

Carpet Export Promotion Council (CEPC)