

**Embassy of India
Cairo**

Press Release

**Two-Day Silk Exhibition-cum-Buyer Seller Meet Opens in Cairo,
Strengthening India-Egypt Trade in Silk and Textiles**

A two-day **Silk Exhibition-cum-Buyer Seller Meet** kicked off today, 24 August 2026, at the Baron Hotel Cairo, bringing together leading Indian silk exporters and Egyptian buyers, textile industry stakeholders, chambers of commerce, business associations and other members of the business community.

The event is being organized by the **Embassy of India, Cairo**, in association with the **Indian Silk Export Promotion Council (ISEPC), Ministry of Textiles, Government of India**, with the objective of strengthening commercial engagement between India and Egypt in the silk, textiles and allied sectors.

India and Egypt share a long-standing historical and cultural connection through silk, textiles and handicrafts. Silk, valued for its quality, beauty and craftsmanship, formed an important part of these historic exchanges. Today, this centuries-old connection provides a strong foundation for further strengthening India-Egypt cooperation in silk, textiles, handicrafts and related industries, creating new opportunities for trade, investment and cultural exchange.

The global silk market is a high-value segment of the textile industry, driven by demand for premium apparel, luxury fashion, home furnishings and traditional textiles. The market continues to benefit from growing consumer interest in natural, sustainable and premium fibres. With increasing demand for high-quality silk products in fashion and lifestyle segments, there is considerable potential for expanding India–Egypt trade and developing new business partnerships in the silk and textile sector.

The exhibition was inaugurated by **Ambassador of India to Egypt, H.E. Suresh K. Reddy**, in the presence of senior representatives of Egyptian trade and industry bodies, including **Eng. Mohamed Abdel Mawgoud Abdel Razek Saqr, President of the Chamber of Handicrafts; Dr. Mohamed Abdelsalam, President of the Chamber of Handicrafts; Executive Director Amr Emam, Mr. Hany Elhabibi, Chairman of the Egyptian Textile Development Association, Mr. Khaled Khalil, Secretary General (ETDA); and Ms. Shima Bahaa El Din, Head of International Cooperation, Federation of Egyptian Industries (FEI), Mr. Bimal Mandawia, Chairman of the Indian Silk Export Promotion Council (ISEPC), Mr. Sanjeev Sharma, Executive Director, ISEPC**, as well as representatives of chambers of commerce, business associations and the wider Egyptian business community.

The initiative seeks to **deepen India-Egypt commercial ties and create new business opportunities** for stakeholders in the Indian silk and textile handicrafts sector and Egyptian buyers and industry partners. It provides a dedicated platform for businesses from both countries to explore new avenues for sourcing, partnerships, investment and expansion of bilateral trade in silk and allied products.

The participating Indian exhibitors are showcasing a diverse range of products, including **silk and textile handicrafts, silk carpets, silk scarves and stoles, and other silk and allied products**, highlighting India's rich craftsmanship, product diversity, quality and contemporary design capabilities.

The Buyer Seller Meet is providing Egyptian importers, wholesalers, retailers, buying houses, designers, design institutions and other industry stakeholders with an opportunity to interact directly with Indian manufacturers and exporters, understand their product offerings and production capabilities, and explore possibilities for sourcing, business partnerships and long-term commercial cooperation.

Ambassador Reddy said that the organisation of such Buyer-Seller Meets (BSMs) is important in bringing together business partners, facilitating

meaningful interactions and creating new opportunities for trade and investment. He highlighted that organising the BSM in Cairo holds particular significance for India-Egypt economic relations, as it provides a valuable platform for Indian and Egyptian businesses to connect, explore complementarities and build long-term partnerships, further strengthening bilateral economic cooperation.

Mr. Bimal Mandawia, Chairman of the ISEPC, said that the expo presents a significant opportunity for stakeholders from India and Egypt to explore new avenues of cooperation, strengthen business partnerships and expand market access in each other's countries. He expressed confidence that the Expo would help connect Indian silk exporters with Egyptian buyers, importers, designers and industry stakeholders, while opening new opportunities for trade, investment and collaboration in the silk and textile sector.

A significant highlight of the event was the signing of **three Memoranda of Understanding (MoUs)** by the Indian Silk Export Promotion Council with prominent Egyptian industry organizations, including the **Chamber of Handicrafts, Chamber of Ready-Made Garments, and Egyptian Textile Development Association**. The MoUs reflect the growing interest of industry stakeholders in enhancing institutional cooperation and promoting greater trade and business linkages between India and Egypt in the textile and silk sectors.

The Embassy of India remains committed to facilitating stronger **B2B linkages, institutional cooperation and business-to-business engagement** between Indian and Egyptian stakeholders and to supporting initiatives that contribute to the further expansion and diversification of bilateral trade and economic relations.

Cairo, Egypt

24 August 2026

