

Autumn Fair, Birmingham, United Kingdom 2025

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| Venue | National Exhibition Centre, Birmingham, United Kingdom |
| Duration & Timing | 7 th – 10 th Sept 2025 (4 days) |
| Delegation led by | International Trade Division of India SME Forum |
| India Pavilion Description | Name of Pavilion: “ xpo-oriGInale ” Eligible Participants: Registered/ Authorised GI Producers of India Pavilion Organizer: India SME Forum |
| Supported by | MSME Innovative Scheme of Ministry of MSME, GoI |
| GI Product Categories | Home & Decor, Moda & Fashion, Design & Source, Gifting |
| Number of Exhibitors | 1000+ |
| Number of Visitors | 34,000 |
| Local Currency | Euros |
| Nature of the Show | Business to Business (B2B) Fair |
| Fair Description | <ol style="list-style-type: none"> 1. Autumn Fair 2025 is the UK’s leading seasonal trade show for home, gift, and fashion sectors, held from 7–10 September 2025 at the NEC Birmingham. 2. It connects around 1000+ exhibitors with approximately 19,000 retail buyers, including independent stores and large chains, offering a key early-Q4 sourcing opportunity. 3. Britain’s premier mid-year wholesale sourcing event, it provides a strategic platform for brands, designers, artisans, and suppliers to preview new collections and secure orders ahead of the busy holiday season. 4. Supported by targeted programming and industry backing, the show features curated product pavilions (including new-business zones), expert masterclasses, trend insights, and collaborative partnerships (e.g., food gifting pavilion), powered by robust promotion to maximise exhibitor impact. |
| Offered to Selected Exhibitors | <ol style="list-style-type: none"> 1. Free Exhibition Space at the “xpo-oriGInale” Pavilion, with standard furniture and a display accessory option of rails/shelves 2. Registration And Enlisting In The Official Directory Of Pavilion 3. Visa Invitation Letter |
| Expenses borne by the Participants | <ol style="list-style-type: none"> 1. Air fare 2. Accommodation 3. Local transportation 4. Visa Application fee |
| Security Deposit | <p>A refundable deposit of Rs. 10,000 is Mandatory for participation in the exhibition. The deposit will be refunded within 30 days following the delegation's return date and submission of original boarding passes.</p> <p>Any damage caused to the Xpo-oriGInale Pavilion structure, equipment, or branding materials by the participant will be charged in full to the responsible party</p> |
| Eligibility Criteria | <ol style="list-style-type: none"> 1. Registered/ Authorised GI User of India 2. Certificate of the Product to be exhibited 3. 6 Month Valid Passport 4. Udyam Certificate 5. The Participants will be finalized on Selection basis only 6. Last day to submit the Application Form is 7th August 2025 |
| Contact details | <p>Call & WhatsApp: 9326465936 & 7710003724</p> <p>Email: itd@indiasmeforum.org</p> |