

CHIANG MAI DESIGN WEEK 2025, THAILAND
<https://necouncil.gov.in/events/tourism-culture-and-sport>

Date of Event: **6th to 14th December, 2025**

Venue: **Chiang Mai, Thailand**

Agency: **North Eastern Handicrafts and Handlooms Development Corporation (NEHHDC)**

NEC Sponsorship: Rs. 94,11,842/- (Rupees Ninety-Four Lakh Eleven Thousand Eight Hundred & Forty-Two)

Objective of the Event:

The objective of NEHHDC's participation in Chiang Mai Design Week- 2025, Thailand (6th - 14th December, 2025) was to showcase the handicrafts and handlooms of North Eastern India on an international platform, provide global market exposure to artisans and entrepreneurs, study international craft ecosystems, strengthen institutional collaboration with Thai agencies, and identify best practices for promoting the creative economy in the North East.

Brief Proceedings and major highlights:

- NEHHDC set up the North East India Pavilion at Chiang Mai Design Week to exhibit handicrafts and handloom products.
- The delegation participated in workshops on natural soap making and ceramic craft, visited curated craft markets, studios, artisan clusters, and heritage sites.
- Institutional meetings were held with the Creative Economy Agency (CEA), Thailand, the Consulate of India in Chiang Mai, and the Embassy of India in Bangkok to explore future collaboration.
- The team also undertook market research, interacted with artisans and entrepreneurs, and studied successful models of community-based tourism, sustainable design, and creative industries.

Participants:

The delegation comprised NEHHDC officials, artisans, designers, and entrepreneurs representing multiple North Eastern States, who participated in exhibitions, study visits, institutional interactions, and cultural exchange programmes.

Outcomes/Impact of the Event:

- Enhanced international visibility and market access for North Eastern handicrafts and handlooms.
- Strengthened India-Thailand institutional and cultural cooperation in the creative sector.
- Generated valuable insights on craft curation, experience-based tourism, branding, packaging, and sustainable market development.
- The North East India Pavilion recorded total sales of Rs. 5,77,410.00 indicating encouraging acceptance of NER products in international markets and strong potential for future trade linkages.

Details of NEC Assistance:

The North Eastern Council (NEC) extended financial assistance of Rs. 94,11,842.00 (Rupees Ninety Four lakh Eleven Thousand Eight Hundred & Forty Two) for Participating in the Event.





Visit to the Consulate of India and the Embassy of India in Thailand





Charm-Learn Ceramic Studio



Eavam Shop & Tea Space



Day 7: NEHHDC participated in the Northeast India Cultural Event.
