

**Embassy of India
Bucharest**

Press Release

Subject: India and Romania Explore Stronger Fashion & Textile Cooperation; Indian Participation in Pasarela 2026 Highlighted

The Embassy of India organised an India–Romania Hybrid B2B interaction on Fashion & Textiles on 18 September 2026, bringing together Romanian stakeholders and Indian companies to explore new opportunities for cooperation in the fashion, textiles and creative industries. The interaction placed particular emphasis on the upcoming Pasarela International Fashion Festival 2026, one of Romania’s prominent fashion events, and the potential for a strong Indian presence at the festival.

Pasarela International Fashion Festival 2026, scheduled to be held in Bucharest from 3–6 December 2026 at Romexpo, is set to provide a significant platform for showcasing India’s rich textile heritage, contemporary fashion, traditional craftsmanship and design excellence. This year India would be participating as the Country of Honour, reflecting the growing interest in strengthening India–Romania cooperation in the fashion and textile sector. The special participation is expected to bring together Indian fashion designers, textile manufacturers, handicraft and handloom enterprises, jewellery houses and other creative-industry stakeholders, offering them an opportunity to showcase India’s diverse and vibrant fashion ecosystem and explore business partnerships with Romanian and European counterparts.

The event organized by the Embassy featured a presentation on Pasarela Exhibition by Mr. Christian Banica, followed by remarks by Ms. Renu Sharma, Trustee, B&S Foundation and President, COWE (Delhi Chapter). Indian companies participating through the virtual platform interacted with the Pasarela representatives during a dedicated Q&A session.

The programme was inaugurated with opening remarks by Dr. Manoj Kumar Mohapatra, Ambassador of India. Speaking on the occasion, Ambassador highlighted the considerable potential for expanding India–Romania

cooperation in fashion and textiles. He noted that India possesses a globally competitive textile and apparel ecosystem, encompassing traditional handlooms and handicrafts, sustainable textiles, manufacturing capabilities, fashion design and a rapidly growing contemporary fashion industry.

Pasarela 2026, offers an important platform for Indian companies and designers to connect with Romanian and European buyers, fashion houses, designers, distributors and other industry stakeholders. The Embassy is encouraging greater participation from Indian enterprises with a view to creating sustainable business partnerships and opening new avenues for Indian fashion and textile products in the Romanian and wider European markets. India's participation would also provide an opportunity to showcase the diversity of India's textile heritage from handloom and traditional crafts to modern sustainable and technology-driven textile production alongside contemporary Indian fashion and jewellery.

The B2B interaction also explored opportunities for business-to-business partnerships, sourcing, distribution, joint collaborations and participation in international fashion platforms. The Embassy is facilitating dialogue between Indian companies and Romanian industry stakeholders to translate these opportunities into concrete commercial partnerships. The initiative assumes added significance in the context of the growing economic engagement between India and Romania and the wider opportunities emerging from enhanced India–EU economic cooperation. The fashion and textile sector, with its strong employment, manufacturing, design and export potential, can contribute significantly to expanding bilateral trade and business linkages.

The Embassy of India will continue to work closely with Romanian counterparts, industry associations and Indian business organisations to facilitate greater commercial engagement and create opportunities for Indian enterprises in Romania.

Bucharest

Wednesday, 24 September 2026



The event commenced with special remarks by Dr. Manoj Kumar Mohapatra, Ambassador of India to Romania,



Ms. Renu Sharma, Trustee, B&S Foundation and President, COWE (Delhi Chapter) presented her remarks and introduced the Indian companies



Romanian companies actively participated and explored opportunities with Indian firms.



Mr. Christian Banica gave presentation on Pasarela Exhibition during the event



Group picture - India and Romania Explore Stronger Fashion & Textile Cooperation; Indian Participation in Pasarela 2026 Highlighted