

**EUROPEAN BRANDED CLOTHING ASSOCIATION WELCOMES CONCLUSION OF EU-INDIA
FREE TRADE AGREEMENT****BRUSSELS, 27 January 2026**

The European Branded Clothing Association (EBCA) welcomes today's announcement that the European Union and India have successfully concluded negotiations for a landmark Free Trade Agreement (FTA). This deal, widely described as the "mother of all trade agreements", marks a decisive milestone in strengthening economic ties between Europe and one of the world's fastest-growing major economies.

For Europe's branded clothing sector, India is both a critical sourcing hub and a rapidly expanding consumer market. The FTA represents a modern, rules-based framework that is expected to enhance predictability, deepen economic cooperation, and support resilient, sustainable supply chains. With India's manufacturing strength in textiles, apparel, leather goods, and accessories, the agreement promises to generate new opportunities for responsible sourcing and value-added trade.

"EBCA congratulates both parties on the successful conclusion of this historic agreement. We welcome a rules-based framework that enables deeper collaboration, opens new channels for trade and investment, and supports sustainable partnerships across the clothing and fashion value chain," said Isabelle Maurizi, Director General of EBCA.

As the agreement now enters the legal scrutiny and ratification phase, EBCA calls on EU Member States and the European Parliament to advance swiftly toward approval. Prompt ratification will allow enterprises, workers, and consumers across Europe and India to begin benefiting from the market openings, tariff reductions, and strengthened cooperation embedded in this new partnership.

EBCA stands ready to support its members in leveraging the opportunities presented by the EU-India FTA and will continue working with EU institutions to promote sustainable, responsible, and future-oriented trade in the global apparel sector.