



THE COTTON TEXTILES EXPORT PROMOTION COUNCIL

(Sponsored By Government of India)

**E-Serve No.: 37 of 2021 | : Date: April 30, 2021**

Engineering Centre, 5th Floor, 9, Mathew Road, Mumbai - 400 004. Maharashtra State, INDIA

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To: Members of the Council

**Sub : Inviting participation at 'Hybrid edition of Texworld, Apparel Sourcing & Home Textile Sourcing, New York City, USA' from 20 to 22 July, 2021**

**Dear Member,**

Further to the Council's E-Serve No.33 dated 26th April, 2021 we have been informed by Messe Frankfurt, USA that the forthcoming edition of TEXWORLD USA / Home Textile Sourcing USA / Apparel Sourcing USA will be held only in Hybrid mode instead of Hybrid & Physical modes.

Accordingly, the Council proposes to organize group participation **at Hybrid edition of Texworld / Apparel Sourcing / Home Textiles Sourcing, New York City, USA during July 2021.**

Texworld New York City, Apparel Sourcing New York City and Home Textiles Sourcing provide a dedicated sourcing marketplace for American brands, retailers, wholesalers, independent design firms and buying agencies to find the best domestic and overseas apparel fabric, finished apparel manufacturers and fabric soft finished goods for home. It is the only event on the East Coast to focus on sourcing fabrics at a high quality-to-affordable price relationship. It is also the largest event in North America offering the widest selection of apparel and home fabrics directly from the manufacturers.

The largest sourcing event on the east coast moves to a new venue called The Expo at Starrett-Lehigh in July 2021 with **new dates, a new name, and two ways to participate.** Messe Frankfurt North America is bridging the gap between physical and virtual events by introducing a **Pop-Up Sourcing Showcase** at its New York Textile shows.

The **virtual platform** will take place **July 20-22, 2021**, along with the **Pop-Up Sourcing Showcase** at **"The Expo at Starrett-Lehigh"** New York city, to collectively create the largest sourcing event of the season.

New concept brings new opportunities. The newest concept, **"Pop-up Sourcing Showcase-Hybrid"** is a dedicated area on the show floor that will feature a unique display of the highest quality fabrics and garments and home furnishings provided

by exhibitors from around the globe who cannot be present at the event. Suppliers will submit the best of their collections to be curated by New York-based trend agency, The Doneger Group.

The **“Pop-up Sourcing Showcase”** is streamlined and integrated with the Virtual Platform giving visitors a unique and interactive sourcing experience. Guided by textile and apparel experts on-site, visitors will be able to touch and feel the fabrics, receive detailed product information through the virtual platform and communicate with participating exhibitors virtually.

**In consideration of current global business climate and travel restrictions** increased virtual participation of suppliers and with the safety of exhibitors, visitors as a key focus, organizer are confident that the procedures put in place will support a strong health strategy.

**Products covered** include all types of Fabrics, Home Textiles and Apparel

**Visitor Profile:** North American apparel and home fashion retailers, brands, wholesalers/distributors, design firms/consultants, agents and buying offices

**Show Dates: July 20 – 22, 2021**

**Discounted Participation fees :**

- **POP—UP HYBRID EXHIBITION: Rs.1,06,000/- (normal fee US\$ 1,995) – as only limited space is available at Pop Up Sourcing Showroom, applications will be accepted on first cum first serve basis.**
- **VIRTUAL EXHIBITION: Rs.75,800/- (normal fee US\$ 1,395)**

**Last date for receipt of application along with payment: 10th May, 2021.**

1. **TEXWORLD ([click here for Application Form](#))**
2. **HomeTextile Sourcing ([click here for Application Form](#))**
3. **Apparel Sourcing ([click here for Application Form](#))**

**MAI Assistance:**

The Council has submitted MAI proposal to the Govt and await approvals. In case of receiving approvals for grants, eligible amount will be refunded as per MAI guidelines of the Ministry of Commerce.

**POP-UP SOURCING**

Buyers do not have to miss the touch & feel aspect of fabric and apparel by simply sending your products. The Doneger Group, a NYC-based trend agency with over 50 years' experience in key trends in lifestyle, fashion, color & fabrics, will curate an onsite “showroom” **linking exhibitors' products to respective virtual platform profiles.** [Click here to know more about Pop-up concept.](#)

**In addition to full access to Virtual Platform Pop-Up Sourcing includes:**

Product display at the Pop-up sourcing showroom ;

Company description signage; Marketing / Media Support; 40 fabrics/30 apparel pieces / 30 soft furnishing – home textile pieces;

Product listings ; On-boarding and set-up support ;Extended 45-day access after the show

### **VIRTUAL PLATFORM**

The online platform will serve as an alternative marketplace for global manufacturers to stay relevant in the industry. With guaranteed visitor recommendations, exhibitors have the opportunity to continuously connect & network with US buyers.

#### **Participation at Virtual Platform includes:**

- Dedicated company page;
- AI-powered matchmaking; personalized exhibitor page;
- 1:1 video calls; chat functionality;
- improved scheduling tool; meeting + team management tool;
- product listing; integrated live streaming;
- Full access to virtual platform;
- On-boarding and set-up support;
- **Extended 45 days access on the virtual platform after the show dates & 100 meeting invitations per day.**

#### **Publicity for participation at 'POP—UP HYBRID' AND 'VIRTUAL MARKETING PACKAGE' includes:**

- Social media exhibitor promotion: Facebook, Twitter, LinkedIn, Instagram
- Press releases highlighting association participation
- 3 notifications, 1 per show day in the virtual platform for association
- Top of listing in the virtual platform for association

Members interested to participate are requested to fill up respective **Application Form** and send it to us **along with payment through RTGS as per details mentioned below:**

State Bank of India, Opera House Branch, Mumbai

Current Account No. [11107497602](#)

IFS Code: SBIN0001417

Beneficiary: The Cotton Textiles Export Promotion Council

PAN no: AAAAT9241M

(Please email us UTR Number after remittance)

Should you require any other information in this matter, we will be glad to answer the same. For further details please contact:

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We solicit your participation in 'India Pavilion' at 'TEXWORLD', 'Home Textiles Sourcing' & 'Apparel Sourcing', New York, USA to be held on Virtual Platform from 20 - 22 July, 2021.

**Regards,**

**N. Ravindranathan**  
**Director**

**::TEXPROCIL::**

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