



THE COTTON TEXTILES EXPORT PROMOTION COUNCIL

(Sponsored By Government of India)

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Sub: Inviting expression of interest (EoI) for participation in “BEE-TOGETHER.ru” - Russian Exhibition for Apparel and Fabrics, Moscow, Russia from June 4-7, 2024

Dear Member,

The Council has received an invitation from Russian Association of Fashion Industry (RAFI) to organise a special pavilion of Indian textile manufacturers and exporters at the 17th edition of the Russian Exhibition for Apparel and Fabrics BEE-TOGETHER.ru. The one of a kind business-focused exhibition in Russia for local and foreign factories producing Apparel, Fabrics and components for RMG production. The B2B event proposes the format of pre-scheduled business-meetings and ensures targeted traffic of visitors including key Russian retailers; International brands (METRO, AUCHAN, etc.); Private labels; Russian designers and fashion goods manufacturers.

EXHIBITION DETAILS:

Dates: June 4 - 7, 2024 (Extended Two-Stream Release including 4-5, June 2024 for PRODUCTION IN THE CIS and 5-6, June 2024 for INTERNATIONAL PRODUCTION)

Venue: Radisson Slavyanskaya Hotel (Russia, Moscow, Europe square, 2)

WHO CAN BECOME AN EXHIBITOR?

Any factories which has free capacities and is ready to accept orders for various product groups including — Women’s, men’s, children’s clothing, Sportswear, Outerwear, Leather and fur products, Underwear and hosiery products, Accessories, Fabric and fitting manufactures, Design bureaus, Transport and logistics companies, IT / consulting companies.

PROFILE OF THE EVENT:

BEE-TOGETHER.ru has established itself as the most fast and risk-free way to launch cooperation with Russian fashion market major players. The Fair is regularly visited by large Russian retailers, international brands, private labels, designers and clothing manufacturers from Russia, who are interested in production in various segments — from mass-market to premium, from underwear and socks to coats, jackets and hats.

The key figures of the last held BEE-TOGETHER.ru reported a participation of 214 exhibitors from 14 countries. About 1,500 visitors including representatives of fashion brands, retailers, customers of corporate uniforms and other products participated in the 16th edition held during 21-22 November 2023.

TEXTILE OPPORTUNITY IN RUSSIA

The potential of the Russian fashion market remains high after a number of global brands left the country in 2022. Therefore, favourable conditions have now emerged offering international companies the opportunity to fill in the void by partnering with Russian fashion market players that are eager to find new partners for outsourcing bulk of their production or seeking sources of raw material to scale up their production.

WHY PARTICIPATE IN BEE-TOGETHER.ru?

RAFI has 18 years of experience in organizing sector-specific events for textile and apparel manufacturers, focusing mainly on ready-to-wear clothes, textiles, home textiles and yarn. By means of b2b-platform BEE-TOGETHER.ru (held offline twice a year in the month of June and November in Moscow), RAFI has been facilitating direct negotiations between factories and brands interested in scaling up their production through outsourcing.

The association has already established partnerships with such international trade associations and their activities are supported by the Ministry of Economic Development and the Ministry of Industry and Trade of the Russian Federation. Further, these activities are also being officially supported by the Embassies and Chambers of commerce of many countries – China, Turkey, Kyrgyzstan, Bangladesh, Egypt, Sri Lanka, Uzbekistan, Malaysia, India and others.

PARTICIPATION FEE:

Being a stand-alone event (not supported under MAI Scheme of Govt. of India), the Participation Fee is being charged on full-cost basis. As per the proposal received from RAFI - the Organizers, fees are indicative of Salon-wise cost of participation along with standard facilities provided by them. It may be noted that this amount of participation fee does not include expenses relating to hotel accommodation, air-ticket of the representatives, etc.

Salon 1: LARGE SERIES MANUFACTURERS - Booth Cost*: Euro 5000

(*the price is indicated for 4 days participation with addition of 50% to the cost. The option, if available for 2 days will be informed upon confirmation by the organizers.)

Booth Package:

a. Working space (5 sq.m.), 1 table, 4 chairs;

b. 1 unit of demonstration equipment to choose from:

-- Rail (length 120-200 cm * width 60 cm * height 120-190 cm), a set of hangers (20 pieces)

-- Shelving (width 77 cm* depth 33 cm* height 174 cm, 4 shelves)

-- Floor stand for hats (height 180 cm * length 50 cm)

-- Mesh with hooks (length 120 cm * height 170 cm)

c. Lunch for 2 representatives of the company;

d. A permanent line of coffee-breaks;

e. Information about the factory in social networks of the business-platform BEE-TOGETHER.ru, magazine PROfashion;

f. The services of the call center to notify visitors and making an individual meeting schedule for each participant;

Salon 2: FABRICS AND ACCESSORIES MANUFACTURERS - Booth Cost*: Euro 3500 (*the price is indicated for 4 days participation with addition of 50% to the cost.

The option, if available for 2 days will be informed upon confirmation by the organizers.)

Booth Package:

a. Working space (5 sq.m.), 1 table, 4 chairs;

b. 1 unit of demonstration equipment to choose from:

-- Rail (length 120-200 cm * width 60 cm * height 120-190 cm), a set of hangers (20 pieces)

-- Shelving (width 77 cm* depth 33 cm* height 174 cm, 4 shelves)

c. Lunch for 2 representatives of the company

Additional inclusions* for SALON 1 and SALON 2 in the above price:

-- Placement on the official web-site www.BEE-TOGETHER.RU;

-- Placement with fotos of samples, logo and contact data in a special issue of the magazine PROfashion Outsourcing with a volume of 1 page (the magazine is distributed not only on the business platform, it is sent to a special database of potential customers through the outsourcing system);

-- Foto and video report with comments from factory representatives (optional)

-- Extra-accessories / promotional options available on order-basis (optional)

(*Note – Information on do's/don'ts, additional services, accessories ordering menus, etc. will be shared later.)

PAYMENT OF FEES:

The modalities of payment will be intimated at a later date upon discussion with the organizers only to the confirmed participants. Kindly note that the confirmation of participation is based on payment of fees on First-cum-first-served basis as the availability of space is limited as seen in the EXHIBITION LAY-OUT ([click here](#)).

HOW TO APPLY:

Interested member-companies are requested to confirm their interest to participate in the B2B exhibition by sending the duly filled Reply Form ([click here](#)) on or before 26th April 2024 (Last Date) on email to: mrunal@texprocil.org and rajesh@texprocil.org. Please note that Reply Forms complete in all aspects will only be considered for confirmation of participation in the Exhibition.

Regards,

Dr. Siddhartha Rajagopal
Executive Director

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