



THE COTTON TEXTILES EXPORT PROMOTION COUNCIL
(Sponsored By Government of India)

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To: Members of the Council

Sub.: Inviting participation at 'Virtual edition of Texworld, Apparel Sourcing & Home Textile Sourcing, USA' from 21 to 23 July 2020

Dear Member,

This is in continuation to the Council's circular No 33 dated 6th March 2020 inviting application for participation **at Texworld / Home Textiles Sourcing/Apparel Sourcing Expo, USA during July 2020.**

Due to COVID-19 pandemic globally and in particular at New York City, USA, the fair organizers, Messe Frankfurt USA has decided to host the July 2020 edition of these co-located events **on a Virtual Platform.**

The virtual edition of the shows will be held from 21 to 23 July, 2020. By participating in the Virtual Platform, exhibitors will have a chance to stay relevant and meet buyers during a time when travel restrictions are in place. Virtual Platform is expected to open a multitude of opportunities for Indian suppliers to reconnect with current customers while providing additional avenues to potential clients.

BENEFITS of participation at this event

- Extend brand presence and visibility in the US market
- Garner more leads through a robust matchmaking program
- Contact and connect with previous and potential clients through video-chat
- Showcase your latest products on your customizable profile page
- Reach new customers by captivating the audience from well-attended

knowledge sessions

- No logistics cost
- Branding and sponsorship opportunities

Visitor Profile

Agents; Buying Offices and Sales Representatives

Chain Stores; Clothing and Accessory Manufacturers

Department Stores; Designers; Garment Retailers and Wholesalers

Large Scale Retailing; Private Labels; Trading Companies

Virtual Platform: Key Features

- AI-powered matchmaking
- Personalized exhibitor page
- 1:1 video calls
- Chat functionality
- Meeting + Agenda scheduling tool
- Integrated live streaming
- Seamless user experience

Artificial Intelligence (AI) Matchmaking

- The Virtual Platform uses an Artificial Intelligence powered networking engine that delivers smart recommendations of people to meet, exhibitors to visit and sessions to attend
- **The platform's AI-powered matchmaking engine is a self-learning system that will continually deliver more intelligent recommendations the more users engage with the platform**
- This is a pre-planning tool that will help people get a massive return on users time by enabling users to connect and meet the most relevant people
- The platform will remain open for **networking 45 days after the event**

Personalised Exhibitor Page - Exhibitors will be able to personalize and add:

- Company description
- List of products offered
- Website and other relevant links
- Embed a promotional video

- Showcase your product listings
- Add links to product brochures
- Set up meetings during the event
- Review and control meeting calendar as needed
- Manage company staff (assign admin and team members)

Video Calls

The virtual platform's powerful 1:1 meeting scheduling solution is seamlessly embedded in the platform. No need to download any extra software and works across both web and mobile.

Chat Functionality

The chat functionality / Instant Messaging (IM), makes it more convenient for visitors that have matched to reach out to each other immediately. Enable chat option when:

- Buyers and exhibitors can set a scheduled meeting with each other
 - Exhibitors offerings meet buyers' qualifications and specifications
- Once there is a scheduled meeting or a mutual interest with visitors, all chat connections will be available in the section "My Connections"

Meeting & Agenda scheduling

- Easy calendar integration
- Conveniently keeps schedules of visitors all-in-one place
- Ability to preview schedule
- Manage daily meetings
- Collaborate with buyers in real time
- Intuitive to use
- Overview team productivity

Integrated live streaming

All Texworld USA, Apparel Sourcing USA and Home Textile Sourcing sessions will be streamed live straight in the platform while enabling visitors to join the session chat or network with other visitors.

Exhibitors will have the opportunity to sponsor one or multiple sessions.

All sessions will be available for users to stream for 45 days after the show.

Product Profile:

1. **TEXWORLD:** All types of Fabrics ([click here for Application Form](#))
2. **HomeTextile Sourcing:** Bed/Bath/Table Linen/Floor coverings/

Window/Fabric/Kitchen Linen/walls ([click here for Application Form](#))

3. **Apparel Sourcing:** Active wear/Polo shirts/ Shirts / Shirts/ Sweaters/ Dresses/ Suitings/ Ties/ Denim pants/bottoms/Lounge wear/ Sleep wear/intimates/Shape wear/ Gloves/ stoles/ scarves/shawls etc ([click here for Application Form](#))

Last date for receipt of application along with payment: 5th June, 2020. In view of short lead time, we request your confirmation at the earliest.

Discounted / subsidized Participation fee for 'TEXWORLD' & 'Home Textiles Sourcing', USA , July 2020 on Virtual Platform is Rs 95,000 only per participating company (Normal fee charged by the Organisers is US\$ 1,950 = Rs.1,52,000 approx)

Saving per company for participation through Texprocil is approx. Rs.57,000/-

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:

Mr. N Ravindranathan / Mrs. Priya

The Cotton Textiles Export Promotion Council

Engineering Centre, 5th Floor

9 Mathew Road

Mumbai-400 004

E-Mail: ravi@texprocil.org (or) priya@texprocil.org

We solicit your participation in 'India Pavilion' at 'TEXWORLD', 'Home Textiles Sourcing' & 'Apparel Sourcing', New York, USA to be held on Virtual Platform from 21 – 23 July, 2020.

Regards,

Dr. Siddhartha Rajagopal
Executive Director

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