



THE COTTON TEXTILES EXPORT PROMOTION COUNCIL

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To: Members of the Council

**Sub : Inviting to register to attend a webinar - Digital Business Platform of ColombiaTex 2021**

**Dear Member,**

Further to the Council's circular dated 22 October 2020 inviting participation at 'ColombiaTex, 25 to 28 January 2021 on Virtual Platform' the Organisers of the Fair will conduct a webinar to explain the Digital Business Platform of ColombiaTex, details given below:

Date: 6th November (Friday)

Time: 5.30 PM Indian Standard Time (7 AM Colombia Time)

Purpose of the webinar is to introduce the Colombiatex 2021 digital business platform by navigating through the platform and explain the following information step by step:

- > How companies should present themselves with their product profile,
- > How buyers locate exhibitors & how the exhibitors locate buyers who have registered on the platform with basic information on what they are looking for and thus generate viable appointments,
- > How to schedule appointments through the virtual platform and
- > Q & A to clarify any doubts

For your kind information, the organisers of ColombiaTex are working on incorporating best practices in Virtual Format followed by leading Fairs in the US and EU.

**Members interested to participate at ColombiaTex 2021 on Virtual Platform are requested to attend the webinar to prepare themselves for a greater success in getting appropriate business meetings during the Fair dates.**

Participation at the Webinar is free of cost, however it is required to register at below weblink: <https://forms.gle/RXVJUQQjgRc5tEgHA>

If you require more details about this webinar or participation at ColombiaTex, kindly contact us at: [ravi@texprocil.org](mailto:ravi@texprocil.org) (or) [priya@texprocil.org](mailto:priya@texprocil.org)

Looking forward to your confirmation.

Regards,

**N. Ravindranathan**

**Director**

**::TEXPROCIL::**

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