



THE COTTON TEXTILES EXPORT PROMOTION COUNCIL

(Sponsored By Government of India)

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To: Members of the Council

Sub : Inviting participation at TEXWORLD & Apparel Sourcing USA in Virtual format to be held from 12 to 14 January 2021

Dear Member,

This is to inform you that the Council is organising a group participation at “**Texworld & Apparel Sourcing, New York City**” exhibition on Virtual Platform being organized by Messe Frankfurt USA from 12 - 14 January, 2021 and inviting application for participation.

Due to COVID-19 pandemic globally, the fair organizers, Messe Frankfurt USA has decided to host the January 2021 edition of these co-located events exclusively **on a Virtual Platform.**

The virtual edition of the shows will be held from 12 to 14 January, 2021. 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.

Show Mission

Texworld and Apparel Sourcing New York City provides a dedicated sourcing marketplace for American apparel brands, retailers, wholesalers, independent design firms and buying agencies to find the best domestic and overseas apparel fabric and finished apparel manufacturers. It is also the largest event in North America offering the widest selection of apparel fabrics directly from the manufacturers.

Virtual Edition

Traditionally held at the Javits Center in New York City, Texworld and Apparel Sourcing USA will open its 2021 edition using a Virtual Platform. The online event will serve as an alternative platform for global manufacturers to continuously connect and network with US buyers as well as keep their presence in the US

market while also giving the opportunity to submit products to be featured in the 2021 Trend Preview Book distributed digitally to our database of over 50,000 attendees.

Product Profile:

1. **TEXWORLD:** All types of Fabrics ([click here for application form](#)).

2. **Apparel Sourcing:** Active wear / Polo shirts / Shirtings / 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: 23rd November, 2020. In view of short lead time, we request your confirmation at the earliest.

Discounted Participation fee for “TEXWORLD & Apparel Sourcing”, New York, January 2021 on Virtual Platform is **Rs.80,000** (Eighty Thousand) only per participating company

(Normal fee charged by the Organisers is US\$ 1,995 = Rs.1,48,000 approx.) Saving.per company for participation through TEXPROCIL is approx. Rs.68,000/-

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)

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 30 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 30 days after the show.

DIGITAL TREND SHOWCASE (from Organizer).

To add value to the Virtual edition, exhibitors can submit their products or their product images to be featured in the **trend book** which will be of utmost quality. The Organizers will distribute the Trend book digitally to their entire database of over **50,000 attendees**.

Exhibiting companies may submit 8 fabric pieces or 5 garments. Every submission will be included. The deadline to submit product images will be **December 9th** ([click here for TREND INTRODUCTION](#))

We believe this will be excellent exposure for the companies, as well an opportunity for their products to be photographed and presented by the world renowned and highly respected industry trend leader.

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 at 'TEXWORLD' & 'Apparel Sourcing', New York to be held on Virtual Platform from 12 – 14 January, 2021.

Regards,

N. Ravindranathan

Director

::TEXPROCIL::

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