



THE COTTON TEXTILES EXPORT PROMOTION COUNCIL

(Sponsored By Government of India)

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

Web.: [www.texprocil.org](http://www.texprocil.org) | E-mail: [info@texprocil.org](mailto:info@texprocil.org) | Tel.: +91-22-49444000, 23632910-12

To: Members of the Council

**Sub : Inviting participation at the “Colombiatex de las Américas 2021 on Virtual Platform”, Medellin City, Colombia from 25th to 28th January, 2021**

**Dear Member,**

This is to inform you that the Council is organising a group participation at COLOMBIATEX 2021 exhibition on Virtual Platform being organized by INEXMODA, Medellin city, Colombia from 25 - 28 January, 2021 and inviting application for participation.

Due to COVID-19 pandemic the fair organizers, Inexmoda, Colombia has decided to host the January 2021 edition of ColombiaTex **on a Hybrid format (Physical + Virtual Platform)**.

**The virtual edition of the shows will be held from 25 to 28 January, 2021 and also the platform will be open for business meetings for three weeks after the event.**

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.

Colombiatex is the largest fair in Latin America for the entire Textile value chain, attracting buyers from all over LAC region to source their requirement of Textile.

The Council invites members to take advantage of this event to gain further access into the Latin American market.

**BENEFITS of participation at this event**

- Extend brand presence and visibility in the Colombia 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 for 3 weeks 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

### **Exhibitor Profile:**

Producers and traders of textiles, Textiles and Apparel Supplies Manufacturers and importers, textiles and Apparel equipment and machinery, Raw materials, and specialized services.

### **Product Profile:**

All types of Yarn, Fashion Fabrics, Denims, Shirting, Suiting & Accessories.

**Revised Participation fee** is Rs.90,000/- only (Rs Ninety Thousand only) per participating company.

MAI support: The Council has applied for MAI funding for participation at this event and await approvals. In case of approval of grants under MAI scheme, eligible exporters will get a refund of part of the participation fee as per eligibility criteria.

### **Application Form:**

Exporters registered with TEXPROCIL and other Textile & Apparel EPCs can apply for participation in this event. Members Interested to participate are requested to send their filled-up Application ([Click here to download Application Form](#)) with full participation fee and send it to us **along with payment through RTGS as per details mentioned below at the earliest.**

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](mailto:ravi@texprocil.org) (or) [priya@texprocil.org](mailto:priya@texprocil.org)

Being an esteemed member of the Council & a leading exporter of cotton textiles, we solicit your participation in this Virtual event, thereby supporting initiatives by the Council.

**Regards,**

**Dr. Siddhartha Rajagopal**

**Executive Director**

**::TEXPROCIL::**

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