



कालीन निर्यात संवर्धन परिषद CARPET EXPORT PROMOTION COUNCIL

(Set up by Ministry of Textiles, Govt of India)

Registered Office: Shree Jee Complex, Shop No T3, Sharma Market, Harola, NOIDA, (U.P.)

Working Office: 2nd Floor, Rajiv Gandhi Handicrafts Bhawan, Baba Kharak Singh Marg, New Delhi – 110001

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Regional Office: Bypass Road, Hariyawan, Bhadohi, Uttar Pradesh - 221401

Regional Office: IICT Campus, Baghi Ali Mardan Khan, Nowshera, Srinagar - 190011 (J & K)

Website of Ministry of Textiles: www.texmin.nic.in

SANJAY KUMAR

Executive Director-cum-Secretary

No. CEPC/SEC/ICE-V/AUG-20/

Dated: 15th June, 2020

All Members of the CEPC

Sub.: 40th INDIA CARPET EXPO – Virtual Exhibition from 21st to 25th August, 2020

Dear Members,

You are aware that the Carpet Export Promotion Council postponed the organization of 40th **India Carpet Expo**, a sourcing platform for Handmade carpets and other floor coverings scheduled from **28-31 March, 2020 in NSIC Exhibition Complex, Okhla, New Delhi** due to pandemic COVID-19. During the lockdown Carpet Export Promotion Council is in constant touch of the Members to address their grievances and to take up their concerns at the highest level.

COVID-19 has resulted in restriction of overseas travel leading to cancellation of most of the reputed international shows all across the globe. Indian exporters are facing a huge challenge to showcase their products, services and capabilities to the potential buyers affecting their businesses significantly. During such challenging times and restrictions, as the world moves to a New Normal scenario, Virtual Trade Shows seems to be the only viable solution and marketing tool available to both seller and buyer to meet and interact online, understand each other's requirements and keep the business going.

We are pleased to inform you that with a view to re start the exports opportunity of Handmade Carpets and other floor coverings, **Carpet Export Promotion Council is launching its first Virtual Exhibition for 5 days – 40th INDIA CARPET EXPO – VIRTUAL EXHIBITION from 21st to 25th August, 2020** to cater to the demand of the Indian Handmade Carpets in emerging economies post pandemic. India Carpet Expo is 1st of its kind initiative to bridge the gap between Indian products and demand of Handmade Carpets and floor coverings across the globe. The virtual event gives an opportunity to connect with the buyers looking at Handmade Carpets and other floor coverings from India. These buyers will be verified to ensure the quality of business generated through this event.

The event will be held live from **21st to 25th August, 2020** for buyers to attend and seek Indian suppliers in Handmade Carpets and other floor coverings. It is a great and unique opportunity for the Members Exporters to associate with the event as an exhibitor to reach out to global buyers.

Participation Benefits:

- Access to quality and verified buyers from the comfort of home or office.
- Reduced cost of participation vis a vis traditional format.
- Focus region/market helps to understand the specific market requirement and showcase solutions accordingly.
- Much wider coverage of the entire market by having visitors of all levels.

Main features:

- Anywhere any time the show will run on the website and will be accessed at web browser and mobile application including IOS and android using innovative interactive technology creating user friendly 3D immersive virtual experience/environment.

- Seamless match making opportunity (pre-scheduled/approved meetings).
- Availability of Company and product videos to enhance the experience of the buying/sourcing.
- Chat and video conferencing facility to help easy interactions.
- Artificial Intelligence Driven Matchmaking for Buyers as per their requirements.
- Private Meeting rooms, personalised schedules & Mobile App support.
- Products displayed with detailed specifications to facilitate sourcing.
- Webinars bringing speakers/experts to enhance knowledge and decision making.
- The online platform is totally secured and all data related to products and buyers will be visible only to the exhibitor
- Online Chats & meetings with Buyers will also be totally secured and visible only to the exhibitor.

Exhibit Packages:

Facilities	Basic	Premium
Virtual Booth	Yes	Yes
Chat Messaging with Buyers	Yes	Yes
Video Conference with Buyers (6 Hours Every day per login)	1 Login	2 Login
Products for Display	10	20
Photo per product	5	5
Products Brochures	5	10
Name & Logo on Floor Plan	Yes	Yes
Exhibitor List	Yes	Yes
Proposed Charges	40,000 /- + (Applicable GST)	50,000 /- + (Applicable GST)

NOTE: The proposal is being submitted to the Ministry of Commerce, Govt. of India for consideration of the event under MAI grant and subject to the receipt of approval, the participation charges shall further be reduced accordingly.

REFUND POLICY:

The participation charges are non-refundable in any case.

As we have limited number of booths, interested members are requested to kindly send us their confirmation as per the Registration Form enclosed along with the participation fee (Non-Refundable). The payment may be made by **NEFT/RTGS** in the name of **Carpet Export Promotion Council** payable at New Delhi **latest by 30th June, 2020 as per the details given below:**

Name of the Beneficiary	CARPET EXPORT PROMOTION COUNCIL
C/A Account No	09190200000494
Bank	INDIAN OVERSEAS BANK B-2 Market, Safdarjung Enclave, New Delhi-110029
IFS CODE	IOBA0000919

As, we have limited stalls preference will be given on the basis of first-cum-first- served basis and on receipt of full participation fee. **CEPC reserves the right to select the participants.**

Interest members may apply using following link

[**Click Here to Apply Online**](#)

In case of any further details/queries, you may contact to:

Ms Smita Bhatia, Assistant Director, Mob.: 9540055101, Email: ad@cepc.co.in

Mr. Anuj Jangira, Export Promotion Officer, Mob.: 9013131503, Email: epo@cepc.co.in

Yours faithfully,



(Sanjay Kumar)
Executive Director