



कालीन निर्यात संवर्धन परिषद् CARPET EXPORT PROMOTION COUNCIL

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

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No. CEPC/ICE/V.E.-AUG-2020/

Dated: 23rd June, 2020

To,

All Overseas Buyers

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

Dear Sir/Madam,

As you are aware that the Carpet Export Promotion Council has postponed the 40th edition of INDIA CARPET EXPO scheduled from 28-31 March, 2020 at New Delhi due to Corona Virus (COVID-19) pandemic.

In view of the present scenario, overseas Buyers are unable to attend any Exhibition due to travel restrictions all over the globe. During such challenging time and restrictions, Virtual Trade Shows seems to be the only viable solution and marketing tool available to both Buyers & Sellers 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 business activities with Indian Suppliers 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 as an alternative to the physical fairs during COVID-19.

Manufacturers & Exporters from key Carpet producing areas viz. **Bhadohi, Mirzapur, Varanasi, Agra, Jaipur, Delhi, Panipat, Srinagar etc.** shall be exhibiting their wide range of Handmade Carpets, Rugs, Durries and other floor coverings **through this Virtual Exhibition.**

This Virtual Exhibition will be held live from **21st to 25th August, 2020** and it is a great and unique opportunity for the overseas Buyers to reach out to Indian Suppliers all over India for ensuring business continuity during COVID-19.

Main features of the Virtual Exhibition: -

- 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 Exhibitors as per their requirements.

- Private Meeting rooms, personalized 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 Exhibitors will be visible only to the Buyer.
- Online Chats & meetings with Exhibitors will also be totally secured and visible only to the Buyers.

Carpet Export Promotion Council extends its invitation to participate in this Virtual Exhibition and request you to make use of this great opportunity.

We would request you to register yourself using online Buyer's Registration Form at the earliest. The Buyer's Registration Form is also available on the web-site of the Council (www.cepc.co.in) for online registration.

[Click Here to Register Online](#)

Upon receipt of your online Registration Form, Competent Authority will evaluate your application and will send you the login details and portal link for participating in the Virtual Exhibition, 21-25 August, 2020.

CEPC reserves all right in terms of buyers' selection and the decision of the Council in this regard will be final.

Yours faithfully,

**Siddh Nath Singh
Chairman**

**Sanjay Kumar
Executive Director-cum-Secretary**

[Click Here to Register Online](#)