



# कालीन निर्यात संवर्धन परिषद CARPET EXPORT PROMOTION COUNCIL

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

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

Ref: CEPC/HQ/IA-USA/2023-24

Date: 11 July, 2023

To,  
All Members, CEPC

**Subject: Inviting Participation in the “High Point Market” from 14th to 18th  
October 2023 at North Carolina ,High Point, USA**

Dear Member,

We are pleased to inform you that the Council is organizing participation in the “High Point Market,” from 14th to 18th October 2023 in High Point, USA. Event details are as under:

**Dates: October 14th -18th 2023 / 5 days**

**Venue: High Point Market Authority, 101 South Main Street, Ste. 801, 27260 High Point, North Carolina, USA**

**About High Point Market, USA:**

The High Point Market is one of the largest trade shows in the world for furniture and interior design, taking place semi-annually in the city of High Point, North Carolina which is known as the “Furniture Capital of the World”. High Point has a long-standing tradition and history within the furniture industry. Over the years, the city has evolved into a major hub for the manufacturing and sales of furniture and home textiles. Originating in the early 20th century, the High Point Market has since grown into a leading event in the furniture and home textiles sector. With a strong presence of furniture manufacturers, designers, and retailers in the region, High Point has become an ideal location for hosting such a fair. It offers a vast selection of products and services that cater to both retail and commercial customers. Exhibitors showcase their latest collections in areas such as furniture, lighting, textiles, rugs, and accessories.

**Why Exhibit in High Point Market, USA?**

- Access to a Large Buyer Base, USA being the top Importer of Carpets from India.
- Exhibiting at the High Point Market, Indian carpet exporters can tap into the American market and diversify their customer base beyond other markets.
- Retail Orders and Sales: The High Point Market facilitates on-site ordering, allowing buyers to place orders directly with exhibitors. This presents Indian carpet

exporters with an opportunity to generate sales and secure retail orders during the market.

- Exhibiting at the High Point Market offers Indian carpet exporters the opportunity to access a large buyer base, gain exposure in the American market, and establish valuable business connections. It can serve as a stepping stone for expanding their export operations and building a strong presence in the United States, a significant market for home furnishings.

#### **Participation charges:**

We are pleased to offer you a **subsidized participation fee of Rs. 1,50,000/- for a 09 sq.mtr booth** with standard accessories. Booth Sizes are available in 9 and 18 sq m.

The participation fees will include the standard amenities at the booth:

OctaNorm Standard Construction	Internet
Hanging fascia - x1 per 3/4m aisle frontage (or as per larger frontage if desired)	Storage Space
Carpeted Floor	1x 4 amp per stan
2x Front lights on the maxima	2 x arm lights on the back wall
Waste Basket	1 Table & Chair

**The event is approved under The Market Access Initiative (MAI) grant-in-aid from Ministry of Commerce & Industry, Govt. of India. MAI grant is available only to the eligible member exporters for participation in the above fair, subject to MAI guidelines and terms and conditions of participation.**

**As per the revised terms & conditions of MAI Guidelines, the eligible member participant will also be entitled for:**

- **Reimbursement of airfare upto ₹ 1,25,000 (to and fro).**
- **Reimbursement of 50% freight change Support may be provided for shipment of exhibits to Micro and Small Enterprises, as defined in the MSME Act, with an upper ceiling of ₹ 50,000/-**

#### **How to Apply?**

- [Click here to make a payment using Online Payment Gateway](#) or [NEFT/RTGS using account details.](#)
- **Booking Amount: Rs. 75,000 /-**
- [Click here to fill Online Application Form](#)

**Please note:**

- ❖ We have limited space and preference will be given to participants who already have US visas. CEPC reserves the right to select the participants. The last date to send the application form is 10th August 2023.
- ❖ Please go through MAI guidelines and check your eligibility before submission of application. [Click to view](#)
- ❖ The air fare reimbursement is ONLY available to proprietor/Director/Partner of the registered eligible member participant as per MAI guidelines upon submission of their original claim form.
- ❖ CEPC reserves the right to withdraw from participation from the fair if adequate no of participants are not received.
- ❖ **No Cancellation requests will be taken after 30th August 2023.**

**For more details please contact Email: [info@cepc.co.in](mailto:info@cepc.co.in) or call 011-45089420**

We solicit your participation in High Point Market, USA from 14-18 October 2023.

Regards

**Dr. Smita Nagarkoti**  
**Officiating Executive Director**