



WOOL & WOOLLENS EXPORT PROMOTION COUNCIL (MINISTRY OF TEXTILES, GOVT. OF INDIA)

Invitation to Participate in the Swadeshi Mela (The India-America Trade Fair), Naperville, USA

Greetings from WWEPC!!

Dear Member,

We are delighted to announce that WWEPC, in collaboration with the DTribals Foundation, USA, will be organizing the **Swadeshi Mela (The India America Trade Fair) in Naperville, Illinois, USA (Chicago) from September 12th-15th, 2024.**

The Swadeshi Mela aims to showcase the rich heritage of Indian textiles, handcrafts, handlooms, forest produce, and millets, providing businesses with a platform to exhibit their products and celebrate India's diverse cultural traditions. It also seeks to foster trade and business opportunities between our two countries.

This event will serve as an excellent opportunity to promote regional cultural heritage and support the local economy. It will feature a wide variety of handcrafts, including shawls, stoles, garments, home textiles, flooring, fashion accessories, as well as handloom products such as sarees, dupattas, fabrics, jewellery, gift items, and small industries from all over India. Additionally, millets will be highlighted as an alternative to traditional crops.

The demand for Indian textiles and other products in the USA has been increasing due to their unique craftsmanship, quality, and aesthetic appeal. The Swadeshi Mela aims to capitalize on this growing demand by providing American businesses and consumers with access to a diverse range of Indian products. The event provides an excellent platform for Indian entrepreneurs to tap into the lucrative US market.

PARTICIPATION CHARGES	
9 SQM (10 Ft * 10 Ft) BOOTH	Rs. 1,30,000/-
18 SQM (10 Ft * 20 Ft) BOOTH	Rs. 1,80,000/-
Participation fees include a standard built-up stall with one table, two chairs, a fascia name board with the company name displayed on it, and basic electrical fittings, dustbin. This fee does not include sending display material or any additional fixtures & furniture in the booth. Two 6 Ft tables and two chairs, electricity will be provided by DTribals Foundation.	

Visa: WWEPC will issue the visa recommendation letter to the participants (Only 2 persons per company with extensive travel history), but preference will be given to participants with a valid US Visa. DTribals in addition to visa letter they will provide necessary assistance on payment such as hotel accommodation, transportation, and visa assistance.

Delhi: 614, Indra Prakash, 21, Barakhamba Road, New Delhi-110001, India - Tel: +91-11-23315512, 23315205, 49538200
Email: headoffice@wwepcindia.com/wwepc64@yahoo.com/info@wwepcindia.com

Website: <http://www.wwepcindia.com>

Regional Offices:

Ludhiana: F-497, Shaheed Bhagat Singh Nagar, Ludhiana-141013, Punjab, India - Tel: +91-161-2430842, 2560068
Email: wwepcindia@yahoo.com / ludhiana@wwepcindia.com

Mumbai: "Churchgate Chambers"5, New Marine Lines, Mumbai-400020, Maharashtra, India- Tel: +91-22-22624680
Email: wwepcmumbai@yahoo.co.in / mumbai@wwepcindia.com



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Refund/Cancellation Policy:

- 90% refund to the exhibitor if canceled within 7 days of registration (Incase visa letter is not issued) till 30th May, 2024.
- 50% refund before or on 30th May 2024 in case of refusal of visa, thereafter no refund will be considered as we have certain financial bindings. No refund will be given to the exhibitor if canceled after the visa is received.

Members are requested to kindly confirm your participation by transferring the full payment and sending us the duly filled Registration Form along with confirmation of payment at the earliest latest by 30th April, 2024. WWEPC reserves the right to select the participants. Bank Details for Payment through RTGS/NEFT:

Name	WOOL & WOOLLENS EXPORT PROMOTION COUNCIL		
Account No.	4821000100001243		
Account Type	SAVING ACCOUNT	IFSC Code	PUNB0112000
Bank & Branch	PUNJAB NATIONAL BANK, 26A, K.G. MARG, ECE HOUSE, CONNAUGHT PLACE, NEW DELHI.		

For further details/queries, please contact WWEPC.

For Participation and Booking of Booth	+91-7011107267, 9888219118, 9971614063
Visa & Shipping Inquires	+91 9246276144
Travel Assistance	+1 888 775 5757

Don't miss this exciting opportunity to showcase your products and connect with a global audience!

Kind regards,

**SURESH THAKUR
EXECUTIVE DIRECTOR**

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