



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

No. RUSSIA/2025/C-3/

17th March, 2025

Greetings from WWEPC!!

Dear Member,

WWEPC is pleased to invite applications from member-exporters for participation in **Best of India – India Fashion & Lifestyle Fair** scheduled to be held from **25th to 27th June, 2025, Moscow, Russia**. This **exclusive Buyer-Seller Meet (BSM)** will serve as a strategic gateway for Indian exporters to expand their presence in Russia and CIS markets by engaging directly with leading importers, wholesalers & retailers from Russia, Belarus and Kazakhstan.

EVENT OVERVIEW:

Event Name	Best of India - India Fashion & Lifestyle Fair
Date:	25 to 27 June, 2025 (Wednesday-Friday)
Venue:	Hall No. 55, 119/84, St. Prospect Mira, BDNKHA Park, Moscow, Russian Federation
Exhibitors:	100+
Target Business Visitors	300+ Importers, Buyers, Retailers, Online Merchants, Buying Houses and Buying Agents

PRODUCT CATEGORIES

- ✓ **Yarn & Fabrics** – Wool, Cotton, Polyester, Blended Fabrics
- ✓ **Winterwear & Hosiery** – Coats, Sweaters, Thermals, Knitwear, Hosiery Items
- ✓ **Fashion & Apparel** – Garments, Activewear, Casual & Formal Wear
- ✓ **Shawls & Stoles** – Wool, Pashmina, Cashmere, Silk-Blended Stoles
- ✓ **Home Textiles & Made-ups** – Bed Linen, Blankets, Towels, Upholstery, Curtains
- ✓ **Handicrafts & Carpets** – Handwoven Carpets, Embroidered & Decorative Textiles
- ✓ **Fashion Accessories** – Scarves, Gloves, Caps, Bags
- ✓ **Technical Textiles**

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Regional Offices:

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PARTICIPATION CHARGES:

Standard Booth (9 SQM Fully Furnished)	Rs. 1,80,000/-
Booth Includes:	Display Setup (3 Shelves or Hangers), 1 Round Table, 1 Reception Desk, 3 LED Lights, Fascia Name, 3 Chairs, 1 Power Socket, 1 Dustbin and Listing in the Digital Show Directory. Larger Booths: Available in multiple of 9 sqm.
Early Bird Offer:	Rs. 15,000/- till 30th April, 2025

Why Russia? A Market of Unprecedented Opportunity for Indian Textiles:

Russia's textile and apparel sector is undergoing a transformation, with high demand for winterwear, woollen and cotton-based products, home textiles and fashion apparel. Indian exporters are uniquely positioned to capitalize on this expanding market, driven by the following factors:

- ✓ **Surging Demand for Indian Textiles:** With a population of over 145 million, Russia's consumers are increasingly seeking premium yet affordable textile products. Indian woollen shawls, stoles, yarn, fabrics and home textiles are widely appreciated for their craftsmanship, durability and competitive pricing.
- ✓ **High Potential for Winterwear & Seasonal Textiles:** Russia's extreme winters create a huge demand for woollen coats, sweaters, thermals, knitwear and hosiery items, while its moderate summers drive demand for breathable cotton and blended fabrics. India's diverse textile range offers an unmatched advantage in catering to both seasonal needs.
- ✓ **Strategic Advantage Amid Geopolitical Shifts:** With evolving trade dynamics and reduced textile imports from Europe and China, Russian buyers are actively seeking alternative sourcing options. Indian exporters can position themselves as reliable suppliers of high-quality textiles.
- ✓ **India-Russia Trade Relations at a Historic High:** The strong diplomatic and economic ties between India and Russia, coupled with initiatives like the Rupee-Ruble Trade Mechanism, have made trade more seamless and financially viable for Indian exporters.
- ✓ **Expanding Retail & E-commerce Landscape:** With Russia's retail and e-commerce sectors experiencing double-digit growth, Indian exporters have the chance to supply directly to major online platforms, departmental stores and boutique retailers.

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ADDITIONAL SUPPORT FOR PARTICIPANTS:

- ✓ Visa Assistance – Invitation letters & travel guidance
- ✓ Logistics Support – Customs clearance, freight forwarding and warehousing
- ✓ On-Site Support – Booth setup & exhibitor assistance

How to Apply?

Interested members are requested to submit their application along with payment to WWEPC at the earliest to avail of the early bird discount. Bank Details for Payment through RTGS/NEFT:

Name:	Wool & Woollens Export Promotion Council
Account Number:	4821000100001243
Account Type:	Saving Account
IFSC:	PUNB0112000
Bank & Branch:	Punjab National Bank, ECE House, New Delhi-110001.

For participation and further details, please contact us at:

For Participation:	+91-11-49538200, 7011107267, 9888219118, 9971614063
For Visa, Travel & Accommodation Assistance:	+91-11-41866612, 9899701979, 9540009397 Email: contact@signaturevacationsindia.com

This is a golden opportunity for Indian textile exporters to enter and strengthen their presence in the Russian market. We invite you to be a part of this premier B2B event and capitalize on its vast business opportunities.

We look forward to your participation!

With kind regards,

SURESH THAKUR
EXECUTIVE DIRECTOR

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