



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

No. SM-USA/AM.3/2025/

6<sup>th</sup> March, 2025

## Invitation to Participate in the Swadeshi Mela (The India-America Trade Fairs), Naperville & Dallas, USA!

Greetings from WWEPC!

Dear Member,

WWEPC, in collaboration with the DTribals Foundation will be organizing Swadeshi Mela in the USA at the following venues:

- **Naperville, Illinois, Chicago – Outdoor Event: 4th to 7th September 2025**
- **Plano, Dallas, Texas – Indoor Event: 12th to 14th September 2025**

The Swadeshi Mela is a unique B2B and B2C trade fairs that highlights India's rich heritage in textiles, handicrafts, handlooms, forest produce, millets, and GI (Geographical Indication) products. It provides businesses a platform to connect with wholesale buyers, retailers, and direct consumers in the USA, fostering trade opportunities between the two countries.

Exhibitors will have the opportunity to showcase and sell their products directly, while expanding their business network in the international market. The event promotes regional craftsmanship and supports local economies by featuring a wide range of products, including:

Shawls, Stoles, Garments, Home Textiles, Flooring, Fashion accessories  
Handloom & Handicrafts products: Sarees, dupattas, fabrics.  
Other items: Jewelry, gift items, and small industry products from across India

### PARTICIPATION CHARGES

| VENUE  | ACTUAL FEE   | OFFERED FEE                   |
|--|--------------|-------------------------------|
| Chicago from 4 <sup>th</sup> to 7 <sup>th</sup> September, 2025 (Outdoor)        | US\$ 1800.00 | Rs. 1,45,000/- (US\$ 1670.00) |
| Dallas Texas from 12 <sup>th</sup> to 14 <sup>th</sup> September, 2025 (Indoor). | US\$ 1500.00 | Rs. 1,10,000/-(US\$ 1270.00)  |

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Email: info@wwepcindia.com/headoffice@wwepcindia.com / wwepc64@yahoo.com  
Website: <http://www.wwepcindia.com>

#### Regional Offices:

Ludhiana: F-497, Shaheed Bhagat Singh Nagar, Ludhiana-141013 (Punjab) - Tel: +91-161-2560067/68  
Email: [wwepcindia@yahoo.com](mailto:wwepcindia@yahoo.com) / [ludhiana@wwepcindia.com](mailto:ludhiana@wwepcindia.com)

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## **PARTICIPATION FEE INCLUDES:**

A standard built-up stall (10x10 sq. ft) with: 1 Table, 2 Chairs, Fascia Name Board, Basic Electrical Fittings, Dustbin.

**Note:** Participation charges do not include shipping/display material or additional booth fixtures & furniture.

## **VISA ASSISTANCE:**

WWEPC will issue a visa recommendation letter for participants (only 2 persons per company with extensive travel history). Preference will be given to applicants with a valid US visa. DTribals will provide additional assistance with hotels, transportation and visa support on a paid basis.

## **REFUND/CANCELLATION POLICY:**

50% refund available until 30<sup>th</sup> May, 2025 in case of visa refusal. No refund will be provided after this date due to financial commitments. No refund will be given if the exhibitor cancels after receiving the visa.

## **HOW TO REGISTER:**

To confirm participation, please transfer the full payment as mentioned above and submit the duly filled Registration Form along with the payment confirmation by 30<sup>th</sup> April 2025. WWEPC reserves the right to select 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,<br>CONNAUGHT PLACE, NEW DELHI. |           |             |

For further details/queries, please contact WWEPC.

|                                      |  |
|--------------------------------------|--|
| For participation & booth booking:   | +91-7011107267, 9888219118, 9971614063 |
| For visa-related queries/assistance: | +91-7439163422                         |

Thanking you,

Yours faithfully,

**SURESH THAKUR**  
**EXECUTIVE DIRECTOR**

**Delhi (HO):** 614, Indra Prakash, 21, Barakhamba Road, New Delhi-110001, India - Tel: +91-11-23315512, 23315205 Fax: +91-11-23730182  
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