



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

No. ITALY/AM.3/2025/

5th December, 2025

Greetings from WWEPC!

Dear Member,

WWEPC is organizing participation in **MIDA – the Florence International Crafts Fair, Italy, scheduled from 25th April to 3rd May, 2026**. This event provides a unique opportunity for quality artisans, creators and entrepreneurs to gain global exposure.

MIDA is a dual-format fair catering to both B2B and B2C audiences, allowing exhibitors to connect directly with international buyers as well as retail consumers. Every year, MIDA welcomes artisans and craft businesses from various sectors to the Fortezza da Basso, offering visitors an experience that celebrates the richness, diversity and quality of craftsmanship - both traditional and innovative. MIDA, Italy's first certified crafts fair, was founded in 1931 and has since become a landmark event, attracting visitors and professionals from around the world. The fair attracts more than 65,000 visitors and features over 520 exhibitors from 32+ foreign countries.

The 90th edition in 2026 will feature a special celebration combining tradition with new and engaging experiences. This fair is an excellent opportunity for exporters of shawls, stoles, garments, handloom products and handicrafts to showcase their strengths and expand their international presence.

PARTICIPATION CHARGES

Booth Size	Actual Cost	Early Bird Discount till 15.01.2026	Discounted Cost	Booth Includes:
10 SQM (5x2)	Rs. 2,36,000/- (Euro 2240)	Rs. 20,000/-	Rs. 2,16,000/-	2 Chairs and 2 x 50w LED Spotlights.
6 SQM (3x2)	Rs. 1,55,000/- (Euro 1464)	Rs. 15,000/-	Rs. 1,40,000/-	1 Chair and 1 x 50w LED Spotlight.

Delhi: 614, Indra Prakash, 21, Barakhamba Road, New Delhi-110001, India - Tel: +91-11-23315512, 23315205, 49538200

Email: headoffice@wwpcindia.com / events@wwpcindia.com / info@wwpcindia.com

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

Regional Offices:

Ludhiana: F-497, Shaheed Bhagat Singh Nagar, Ludhiana-141013, Punjab, India - Tel: +91-161-2430842, 2560068

Email: wwpcindia@yahoo.com / ludhiana@wwpcindia.com

Mumbai: "Churchgate Chambers" 5, New Marine Lines, Mumbai-400020, Maharashtra, India- Tel: +91-22-22624680

Email: wwpcmumbai@yahoo.co.in / romumbai@wwpcindia.com



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To confirm your participation, please transfer the advance payment of Rs. 1,00,000/- via RTGS/NEFT to the bank details mentioned below and submit the duly filled Registration Form along with the payment confirmation by 15th January, 2026. You are also requested to send photos of your products along with the application form at the earliest, so that the selection process for participation in this international event can be completed in time.

Name	WOOL & WOOLLENS EXPORT PROMOTION COUNCIL		
Account No.	4821000100001243		
Account Type	SAVING ACCOUNT	IFSC Code	PUNB0112000
Bank & Branch	PUNJAB NATIONAL BANK, ECE HOUSE, NEW DELHI.		

FOR PARTICIPATION, PLEASE CONTACT:

Head Office, New Delhi	Ms. Monika Solanki	+91-7011107267
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Warm regards,

SURESH THAKUR
EXECUTIVE DIRECTOR

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