



## Export Promotion Council for Handicrafts

FACT SHEET

OF

### **VIRTUAL BUYER SELLER MEET (WEST ASIA & NORTH AFRICA – WANA REGION)**

<i>Date</i>	<b>23 – 25 February, 2021</b>
<i>Platform</i>	Digital Platform (Virtually)
<i>Website Virtual BSM</i>	<a href="https://indianhandicrafts.epch.in/WANA-Region/">https://indianhandicrafts.epch.in/WANA-Region/</a>
<i>Times / Hours</i>	0900 Hrs to 1800 Hrs (GMT+4)
<i>Markets targeted</i>	West Asia & North Africa - WANA Region (United Arab Emirates, Saudi Arabia, Qatar, Bahrain, Oman, Kuwait, Iran, Jordan, Israel, Turkey, Egypt, Morocco & others)
<i>Indian Participants</i>	Approx. 50 exhibitors / manufacturers
<i>Products Profile / Category</i>	<ul style="list-style-type: none"> <li>• Home Decorative, Gifts including Corporate Gifts</li> <li>• Houseware, Tableware, Kitchenware &amp; Hotel-ware including EPNS</li> <li>• Textiles, Home Furnishings and MADEUPS</li> <li>• Bathroom Accessories</li> <li>• Lawn Garden Ornaments and Accessories</li> <li>• Lamps Lighting and Accessories</li> <li>• Furniture and Accessories</li> <li>• Carpets Rugs and Floorings</li> <li>• Fashion Jewellery &amp; Accessories</li> <li>• Sustainable Eco-Friendly Crafts</li> <li>• Christmas and Festive Decoration</li> <li>• Candles, Incense Sticks, Potpourri, Meditation and Aromatics</li> <li>• Handmade Paper Gift Wraps and Ribbons including Soft Toys</li> </ul>
<i>Visitors Profiles</i>	Buyers, Importers, Wholesalers, Distributors, Buying Office, Independent Retailers, Chain Store, Departmental Store, Investors, Franchising Agents, E-Trainers, Advertising Agencies, Press & Media, Designers, Architects, Government Trade Bodies, Trading & Retailers Association etc.
<i>Highlights of Virtual Buyer Seller Meet</i>	<ul style="list-style-type: none"> <li>• B2B – Buyer Seller Meet</li> <li>• Free access for the buyers &amp; visitors</li> <li>• Product based search option for buyers &amp; visitors</li> <li>• Opportunity to connect participants with buyers, brands &amp; retailers</li> <li>• Extensive promotion of products through digital medium – web, social, e-mailers and more</li> <li>• Opportunity to Indian manufacturers to connect online with fellow business associates, partners and customers</li> <li>• Webinar &amp; Digital Sessions</li> <li>• Dedicated matchmaking with buyers &amp; visitors</li> <li>• Live video chat with buyers &amp; visitors</li> <li>• Exclusive analytical report</li> </ul>
<i>Organiser</i>	Export Promotion Council for Handicrafts
<i>Organiser Website</i>	<a href="http://www.epch.in">www.epch.in</a>
<i>Supported by</i>	Ministry of Commerce & Industries, Govt. of India under MAI Scheme
<i>Associate Organiser</i>	Indian Embassies & Consul General Offices in West Asia & North Africa - WANA Region
<i>Associate Partner</i>	<ul style="list-style-type: none"> <li>• Local Chamber of Commerce</li> <li>• Trade Promotion Bodies</li> <li>• Retailers Association</li> </ul>