



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

CIN U20299DL 1986NPL023253

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Ref.EPCH-4(4/4)/Virtual-BSM/2020-21

25 February, 2021

Dear Member(s),

SUBJECT: VIRTUAL BUYER SELLER MEET WITH BUYERS OF LATIN AMERICAN COUNTRIES (LAC REGION) FROM 23 – 25 MARCH, 2021

Sir/Madam,

The COVID'19 Pandemic is taking a heavy toll on the global economy and India is no exception. During COVID-19 situation, when physical fairs are not possible, the EPCH has successfully organized 4 International Virtual Trade Fairs and 3 International Virtual BSMs in between June' 2020 to February' 2021.

To provide greater market access and increase visibility of Indian Handicrafts in Latin American Countries (LAC Region Markets), EPCH has planned to organize **VIRTUAL BUYER-SELLER MEET (STAND-ALONE VIRTUAL MEET) scheduled from 23 – 25 MARCH, 2021** in association with Indian Embassies & Consul General Offices in Latin American Countries (LAC Region) and support of Office of Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India. In order to maximize the benefits of the digital platform, the buyers from adjoining countries shall be invited to attend the Virtual Buyer Seller Meet.

The exhibitors will be assigned dedicated virtual stands and will upload & display a wide-range of Handicrafts, Home, Lifestyle, Gifts & Decoratives, Textiles & Home Furnishing, Furniture & Accessories, Fashion Jewellery & Accessories, Sustainable & ecofriendly Crafts and other complementing products on the online virtual trade fair platform provided by EPCH.

EPCH in association with Indian Embassies & Consul General Offices in Latin American Countries (LAC Region) is initiating focused and aggressive promotion & publicity through Email Blasts, Web Promotions, Social Media Campaigns and Tele Calling to connect to the buyers and importers. The buyers are also looking for online sourcing opportunities. EPCH will invite Overseas Buyers representing Chain/Department Stores, Retailers, E-commerce Businesses & Buying Houses from Latin American Countries (LAC Region).

Applications are invited from interested members on **highly subsidized participation cost Rs.10,000/- plus 18% GST (Total Rs.11,800/-)** for participation in Virtual Buyer Seller Meet Latin American Countries (LAC Region) to be held from **23 – 25 MARCH, 2021** in the enclosed prescribed format latest by 10th March, 2021. The Council reserves the right to select the participants. For any further details, please feel free to contact on mobile: 9818725533 or email at varun.kumar@epch.com

Best Regards,

Yours Sincerely,

(R. K. VERMA)
 EXECUTIVE DIRECTOR

Encl: As Above.



Export Promotion Council for Handicrafts

FACT SHEET

OF

VIRTUAL BUYER SELLER MEET LATIN AMERICAN COUNTRIES (LAC REGION)

<i>Markets Targeted</i>	Latin American Countries (LAC Region) such as Chile, Brazil, Peru, Argentina, Colombia, Mexico, Panama & more
<i>Platform</i>	Digital Platform (Virtually)
<i>Date</i>	23 – 25 MARCH, 2021
<i>Times / Hours</i>	0900 Hrs to 1800 Hrs (GMT-3)
<i>Indian Participants</i>	Approx. 75 exhibitors / manufacturers
<i>Products Profile / Category</i>	<ul style="list-style-type: none"> • Home Decorative, Gifts including Corporate Gifts • Houseware, Tableware, Kitchenware & Hotel-ware including EPNS • Textiles, Home Furnishings and MADEUPS • Bathroom Accessories • Lawn Garden Ornaments and Accessories • Lamps Lighting and Accessories • Furniture and Accessories • Carpets Rugs and Floorings • Fashion Jewellery & Accessories • Sustainable Eco-Friendly Crafts • Christmas and Festive Decoration • Candles, Incense Sticks, Potpourri, Meditation and Aromatics • Handmade Paper Gift Wraps and Ribbons including Soft Toys
<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"> • B2B – Buyer Seller Meet • Free access for the buyers & visitors • Product based search option for buyers & visitors • Opportunity to connect participants with buyers, brands & retailers • Extensive promotion of products through digital medium – web, social, e-mailers and more • Opportunity to Indian manufacturers to connect online with fellow business associates, partners and customers • Webinar & Digital Sessions • Dedicated matchmaking with buyers & visitors • Live video chat with buyers & visitors • Exclusive analytical report
<i>Organiser</i>	Export Promotion Council for Handicrafts
<i>Website</i>	www.epch.in
<i>Associate Organiser</i>	Indian Embassies & Consul General Offices in Latin American Countries (LAC Region)
<i>Supported by</i>	O/o Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India
<i>Associate Partner</i>	<ul style="list-style-type: none"> • Local Chamber of Commerce • Trade Promotion Bodies • Retailers Association

VIRTUAL BUYER SELLER MEET (LAC REGION)

FROM 23 – 25 MARCH, 2021

APPLICATION FORM FOR PARTICIPATION

Last Date for submission: 10th March, 2021

1	Name of the Organization:			
2	Import Export Code No.			
3	EPCH Membership No.			
4	GSTIN No.			
5	AADHAAR No.			
6	Address for Correspondence			
7	City / State / PIN Code / Country			
8	Telephone			
9	Mobile			
10	Fax			
11	Email			
12	Status of the Company [please √]	<input type="checkbox"/> Proprietorship <input type="checkbox"/> Pvt. Ltd.	<input type="checkbox"/> Partnership <input type="checkbox"/> Limited	
13	Name & Designation of the Chief Executive	<input type="checkbox"/> Mr. <input type="checkbox"/> Mrs. <input type="checkbox"/> Ms. _____		
14	Products to be Displayed, Please Specify			
15	Export Performance of Handicrafts items only (INR in Lakhs)	2017-2018	2018-2019	2019-2020
16	Bank Details for payment by RTGS/NEFT	Beneficiary: Export Promotion Council for Handicrafts Bank: Punjab National Bank Branch: Mahipalpur, New Delhi Current A/c no.: 00291010002970 RTGS/IFSC Code: PUNB0002910 MICR Code: 110024525		

NEFT / RTGS No: _____ Dated _____ for Rs.11,800/- drawn in favour of Export Promotion Council for Handicrafts, New Delhi for participation in above Virtual BSM.

I have noted the terms and conditions of EPCH as per circular dated 25th February, 2021.

Place: _____ Signature: _____

Date: _____ Name: _____

TERMS & CONDITIONS AND TECHNICAL REQUIREMENTS

1	<p>DESIRABLE FOR EXHIBITORS FOR PARTICIPATION IN VIRTUAL BUYER SELLER MEET</p> <ul style="list-style-type: none"> The member(s) to have a fully functional website so as to enable the member to display their product range through the website only and it will be the sole discretion of the member to expose his products to the individuals whom he / she deems fit. Further, in case, the exporter do not have a website, he / she is advised to display products with password protection or if they wish they may display their products / brochures which they consider would encourage the buyer to visit their booth and interact with them but in such a scenario the exhibitor will have the full responsibility of any download by the buyer of his / her products/ brochures. The member(s) to have minimum digital literacy of browsing websites, writing emails, making video calls, uploading pictures & videos, clearing history (removing cookies), download analytics and reports, etc. The space allotted for uploading the videos / photos / catalogues etc., will be limited to 200 mb only per exhibitor. <p>Important: The participation in a virtual buyer seller meet is not comparable with the participation in a physical BSM as both are two different mediums having their own pros & cons. In its endeavour to provide viable marketing platform during the current pandemic, the Council has initiated Virtual Buyer Seller Meets to facilitate members to interact and transact business with the buyers from across the globe.</p>
3	<p>WITHDRAWAL & REFUND OF PARTICIPATION FEE</p> <ul style="list-style-type: none"> Members may please note that after confirmation of selection for participation, withdrawal will not be allowed and the amount deposited along with application will be forfeited.
4	<p>VIRTUAL BOOTH</p> <ul style="list-style-type: none"> The Virtual Booth is a digital module with features that enable you to interact with your buyers. It enables the participants to host images, brochures, data sheets, videos and embed website, video and social media links with the Virtual Booth.
5	<p>REQUIREMENTS FROM EXHIBITORS TO POPULATE THE VIRTUAL BOOTH I.E., CONTENT UPLOAD (The space allotted for uploading the videos / photos / catalogues etc., will be limited to 200 mb per exhibitor)</p> <ul style="list-style-type: none"> About Us (.pdf file) Intro Video / YouTube or Website Link Contact Us (Can be a 1 page hyperlinked .pdf image) Product Catalogues (.pdf file) – can be made password protected Product Video 1 / YouTube / Website / Social Media Links

I have read, understood and accept the terms and conditions for participation in the above Virtual BSM (LAC Region) from 23-25 March, 2021 through Council.

Place:

Date:

Signature & Stamp:

Name:

Designation: