

BY EMAIL

PDEXCIL MUM/ EXHIBITION/ 36/2021-22/167

12.10.2021

Sub: Inviting Participation in Dubai Expo 2021 to be held at Dubai Exhibition Centre from 26th November to 2nd December, 2021

Dear Members,

We are pleased to inform that Powerloom Development & Export Promotion Council (PDEXCIL) is organizing group participation in “**World Expo**”, organized every five years by the Bureau Des Expositions (BIE). This year the event is organized in **Dubai** from **1st October, 2021 to 31st March 2022** at Dubai Exhibition Centre. For 170 years, World Expos have provided a platform to showcase the greatest innovations that have shaped the world we live in today. It has been recognized as one of the most widely accessed global platform for countries to showcase their achievements, capabilities and economic powers. It's a one stop source for all businesses wherein 192 countries are participating and regional and multilateral organisations. About 25 million visitors are expected to visit the show. India is one of the key participants and is positioning itself as a destination of vast and limitless possibilities for both sourcing of goods and services as well as investment.

The Government of India is participating with various Ministries in the Expo. Ministry of Textiles is participating in the above Expo as “India Pavilion” during the week called **Textile Week** from **26th November to 2nd December, 2021** in support of Export Promotion Councils (EPCs) & Federation of Indian Chambers of Commerce and Industry (FICCI).

The India Pavilion will showcase multifaceted themes through dynamic, immersive displays and have meaningful dialogues with stakeholders from the rest of the world through a series of engagements. This will be the biggest opportunity for any company to increase its presence to highest level among million of visitors from 192 countries and gain commercially.

Exporter companies participating through PDEXCIL will be provided the following facilities:

- A video of your company (minimum 1 minute or more upto 3 minutes) will be shown during 7-days of the event on the screen. The audio-visual movie will have a QR Code so that interested visitors/ buyers can contact the participating companies directly. Movie of your company can be shared to the council.
- Specification of video:-
 - The video will re-run every hour for 7 days.
 - The Video quality should be minimum full HD (1080x1920) to 4K.
 - The video ratio should be 16:9
 - Video format should be MP4 or MOV only.
- Space will be provided to display your brochure and swatches on the table below the TV screen and shelves beside the screen. The space will be shared between each company and not individual.

- As the **Dubai Expo 2021** will be held on physical mode as well as on digital platform also, the participating company will get an opportunity to login into the B2B platform to interact with textile buyers during the week.
- International Apparel and Textile Fair (IATF) 2021 coinciding with Dubai Expo 2021 from 28th to 30th November, 2021 which can provide networking opportunities.

Participation Charges:

- Participation charges with all above mentioned benefits is **Rs. 50,000 + 18% GST (Rs.9000) = Rs. 59, 000/-**, for 1 minute video display. For more minute charges will be on pro rata basis.
- If any member exporter would like to visit the show, the cost will be additional.

Payment Policy:

- Interested members may fill the application form (attached herewith) immediately along with the participation charges through online transfer in favor of **“Powerloom Development & Export Promotion Council” (PDEXCIL)** on or before **25th October, 2021**.

Details for RTGS/NEFT Payment:

Account Name	POWERLOOM DEVELOPMENT & EXPORT PROMOTION COUNCIL (PDEXCIL)
Account No.	30112394507
Account Type	CURRENT ACCOUNT
IFSC Code	SBIN0000567
Bank & Branch	STATE BANK OF INDIA, SAKINAKA BRANCH, SAKI VIHAR ROAD, ANDHERI (EAST), MUMBAI-400 0072. TEL. NO. 022-28591973, 28521307

Interested exporter companies should contact PDEXCIL and preference will be given on **first come first serve basis**, as there is limited slot only.

Movie of your company, brochure and swatches should be shared with PDEXCIL.

Grab the opportunity to participate in the World’s Biggest Expo. We look forward to receive your confirmation at an earliest.

In case you need any clarification, please feel free to contact us at:

PDEXCIL Head Office: - 022- 28502050/2060,

- Ms. Lavany Saxena, Assistant Director- 9892886912
- Mr. Pankesh Chipkar, Section Officer- 9821126523

Yours faithfully,



(Mahesh N. Sanil)

Executive Director