



Export Promotion Council for Handicrafts

FACT SHEET

OF

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

<i>Date</i>	23 – 25 February, 2021
<i>Platform</i>	Digital Platform (Virtually)
<i>Website Virtual BSM</i>	https://indianhandicrafts.epch.in/WANA-Region/
<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"> • 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>Organiser Website</i>	www.epch.in
<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"> • Local Chamber of Commerce • Trade Promotion Bodies • Retailers Association