



India- WTC develops trade and exhibition platform for MSMEs & startups

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(MENAFN - KNN India) WTC develops trade and exhibition platform for MSMEs & startups

New Delhi, Oct 9 (KNN) To help MSMEs, Women Entrepreneurs and Start-Ups to accelerate their reach to global markets, WTC Mumbai has developed a unique 'Virtual Trade and Exhibition Platform' worldtradeexpo.org.

With an increased social distancing and remote working, MSMEs, startups and women entrepreneurs are increasingly looking for a simple, smarter and innovative digital platform to reach out to global markets and establish links with potential buyers.

The focus sectors include Textiles, Fabrics & Yarns, Engineering, Auto Parts & Accessories, Plastics, Chemicals, Agri & Agri Processing, Handlooms & Handicrafts, Electronics, Electricals and Healthcare. These are India's priority exports sector. This online platform will promote MSME entrepreneurs to connect to potential buyers and will further help to increase India's export.

It will also provide training modules on quality certification, packaging, trade barriers, opportunities in FTAs, research data as well as facilitate B2B meetings to MSME sellers. This platform will help to realise the Hon'ble Prime Minister's vision of digital MSME, Atmanirbhar Bharat and Vocal4Local.

Kamal Morarka, Chairman, MVIRDC WTC Mumbai said, 'As MVIRDC WTC Mumbai completes 50 years of service to promote India's international trade, the Virtual World Trade Expo will serve as an effective catalyst to connect MSMEs, Start-Ups and Women Entrepreneurs from India and overseas to explore possibilities of enhancing trade, exploring collaborations and contract manufacturing across sectors.

Worldtradeexpo.org starts with the first virtual exhibition on Handlooms, titled 'Handloom Festival'.

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WTC Mumbai develops an online trade and exhibition platform to promote MSMEs in global markets

POSTED BY: SUMANT OCTOBER 8, 2020

MUMBAI, 8th Oct., 2020 (GNI): Global supply chain management shifts have presented huge opportunities for India to increase its exports by capitalising and reinvigorating its untapped manufacturing potential. With an increased social distancing and remote working, MSMEs, startups and women entrepreneurs are increasingly looking for a simple, smarter and innovative digital platform to reach out to global markets and establish links with potential buyers. WTC Mumbai has developed a unique 'Virtual Trade and Exhibition Platform' – worldtradeexpo.org to help MSMEs, Women Entrepreneurs and Start-Ups to accelerate their reach to global markets. The focus sectors include Textiles, Fabrics & Yarns, Engineering, Auto Parts & Accessories, Plastics, Chemicals, Agri & Agri Processing, Handlooms & Handicrafts, Electronics, Electricals and Healthcare. These are India's priority exports sector. This online platform will promote MSME entrepreneurs to connect to potential buyers and will further help to increase India's export. It will also provide training modules on quality certification, packaging, trade barriers, opportunities in FTAs, research data as well as facilitate B2B meetings to MSME sellers. This platform will help to realise the Hon'ble Prime Minister's vision of #DigitalMSME, #AtmaNirbharBharat and #Vocal4Local.

Mr. Kamal Morarka, Chairman, MVIRDC WTC Mumbai while providing additional details about this unique initiative said, "As MVIRDC WTC Mumbai completes 50 years of service to promote India's international trade, the Virtual World Trade Expo will serve as an effective catalyst to connect MSMEs, Start-Ups and Women Entrepreneurs from India and overseas to explore possibilities of enhancing trade, exploring collaborations and contract manufacturing across sectors."

Worldtradeexpo.org starts with the first virtual exhibition on Handlooms, titled 'Handloom Festival – Redefining Tradition and Style for global audience'. The exhibition will showcase Khadi and Handloom products and is scheduled to go live from October 17 – November 15, 2020 coinciding with 150 years of Mahatma Gandhi's birth anniversary.

The Handloom industry of India plays a crucial role in the economic development as it employs over 4.3 million people both directly and indirectly, making it the second largest employment generator among the rural population, after agriculture. The Handloom sector also promotes women's empowerment as 77% of workforce in this sector comprises women. India's export of handloom products was valued at USD 343.69 million in FY19 as compared to USD 226.05 million (till November 2019) in FY20. The US was the major importer of Indian handloom products, with an estimated purchase of USD 93.94 million, followed by the UK, Italy and Germany at USD 17.77 million, USD 16.47 and USD 14.65 million, respectively.

While elaborating on the online Handloom Festival, Mr. Vijay Kalantri, Vice Chairman, MVIRDC WTC Mumbai said, "India has a distinct competitive advantage in Handlooms as is evident from the fact that the country is the second largest exporter of these products in the world. However, the pandemic has severely paralysed the ability of the artisans to produce, market, exhibit and sell handloom products. The resultant crash in business has serious consequences on the survival of these artists, weavers and their ancient techniques. This online exhibition is part of our efforts to create opportunities for these weavers in international market as well as helping the sustenance and revival of this timeless art."

The highlights of the virtual exhibition are webinars, buyer-seller meetings, export-oriented training programmes and workshops, silent auctions, exchange and collaborative programmes to showcase future trends in colours and designs. This virtual exhibition will provide opportunity for artists, weavers, micro-entrepreneurs including women SHGs, clusters and village industries to showcase khadi and handloom products. More than 100 exhibitors will showcase sarees, fabric material, shawls, stoles, dress material, mats, rugs, carpets along with home furnishing and other accessories from several states in India and overseas. Large number of buyers from nearly 330 World Trade Centers from 90 countries will interact with these exhibitors at this virtual exhibition to forge fruitful collaborations. Ends



Global Virtual Trade Exhibition on Handloom from October 17 – November 15, 2020



New Delhi, Oct 9 (KNN) To promote MSMEs, start-ups, and women entrepreneurs in textiles, fabrics & yarns, engineering, handlooms & handicrafts, khadi and handloom, world trade center mumbai in association with IAMKHADI foundation is organizing the first virtual exhibition under the worldtradeexpo.org platform titled - 'c'.

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First virtual trade expo of handlooms coming up

By [NT Desk](#) - 2020-10-12

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THE NAVHIND TIMES

Handloom is a traditional and timeless art form. The handloom fabric represents diverse cultural and historical lineages. It also reflects customs, mythologies and the artist's emotions. Each incomparable piece tells a unique story through plain fabrics, tribal motifs, geometric design and colourful dyes

The first virtual exhibition on handlooms, titled Handloom Festival- Redefining Tradition and Style for global audience, is scheduled to go live from October 17 to November 15, 2020 coinciding with 150 years of Mahatma Gandhi's birth anniversary. The exhibition will showcase khadi and handloom products and is being organised by the World Trade Center- Goa in collaboration with World Trade Center Mumbai.

Participation at the exhibition is very affordable at Rs 1,000+ GST per stall. Officials from WTC are looking for Goan's to participate and so far about 12 entrepreneurs from the state have registered for the exhibition.

The highlights of the virtual expo are webinars, buyer-seller meetings, export-oriented training programmes and workshops, silent auctions, exchange and collaborative programmes to showcase future trends in colours and designs. The virtual exhibition is expected to provide opportunity for artists, weavers, micro-entrepreneurs including women SHGs, clusters and village industries to showcase khadi and handloom products.

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PNI > Economy > Business

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Posted on October 8, 2020 by PNI Admin

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