

Tex-Trends India 2011

2-4 February 2011
Pragati Maidan, New Delhi

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CASE STUDY

TEX TRENDS

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2nd – 4th February 2011

ABOUT TEX TRENDS 2011

Text-Trends India 2011 was an initiative by the Ministry of Textiles, Govt. of India with financial assistance under the Market Access Initiative (MAI) of Ministry Commerce & Industry Govt. of India. AEPC the largest export promotion council has been extended the task of lead agency to organize this exhibition along with other Textile Export Promotion Councils of India. It is a proactive effort to bring under one roof the diversity, tradition and colours that the Indian textile and handicrafts industry offer.

It was the biggest ever event on Indian Export Promotion Council together featuring over 900 exhibitors displaying diverse range of products from the entire length and breadth of the country



In association with



Export Promotion Council for Handicrafts



ALPCORD SCOPE AND UNIQUE HIGHLIGHTS

- ❑ Alpcord successfully placed our bid to organise the prestigious event by Ministry of Textiles – A proud achievement for us to win the Technical and Financial bid in competition with Major Exhibition Organisers
- ❑ Over 980 exhibitors participated, with more than 3500 visitors and 300 International buyers
- ❑ In Total 79 countries across the world participated and 20 Indian states had their presence in the event.

ALPCORD SCOPE AND UNIQUE HIGHLIGHTS

- ❑ Road shows were organised in over 10 cities to spread the word about the event and attract potential buyers and exhibitors
- ❑ RFP documentation process was run by Alpcord to select and manage all vendors such as Fabrication, Design Studio, AV, Security, Ushers, Onsite Registration, Catering, hotels, cultural program etc.
- ❑ Fashion Shows were conducted daily in halls which was a major attraction for the buyers and visitors.
- ❑ A professionally handled event very well appreciated by all.