

Press Release:

New Delhi, India –

As per the Ministry of MSME, Government of India guide line the Indian MSME delegation comprising 20 entrepreneurs led by Home Textile Exporters' Welfare Association (HEWA) President Anant Srivastava and its Director Vikas Singh Chauhan is going to participate in the Global Sourcing Pavilion in North Carolina, USA, from October 14 to 18, 2023

The Home Textile Exporters' Welfare Association (HEWA) is relentlessly working for the benefit and safeguarding interests of Small and Medium Exporters in Indian Textile sector.

The participation of the delegation in the Global Sourcing Pavilion in North Carolina, USA, is a part of the International Cooperation Scheme initiated by the Ministry of Micro, Small, and Medium Enterprises (MSME), Government of India.

The Ministry of MSME, Government of India has entrusted the Home Textile Exporters' Welfare Association (HEWA) with the responsibility of leading delegation of Indian MSME manufacturers and exporters from across the country.

'The High Point Market Week' will bring together a diverse of products range under one roof, including furniture, furnishings, textiles, and thereby attracting thousands of exporters, importers, wholesalers, and retailers from the US and various other countries worldwide. The primary objective of this event is to establish stable and sustainable trading relationships and cooperation while addressing the challenges posed by the post-COVID-19 period in the global supply chain. According to the Ministry of Commerce, Government of India, the USA remains one of India's largest trading partners.

HEWA President **Anant Srivastava** expressed his confidence that Indian exporters would showcase products of exceptional quality and design to the esteemed High Point Market Week Buyers and feel honoured that continuous support from Ministry of Micro, Small, and Medium Enterprises (MSME), Government of India will energize the entrepreneurs to realize the vision of promoting 'Make in Bharat' home textile products in foreign markets to achieve the ambitious goal of our Hon'ble Prime Minister Narendra Modi Ji of \$ 5 Trillion economy

HEWA Director Vikas Singh Chauhan expressed his gratitude to the Ministry of Micro, Small, and Medium Enterprises (MSME), Government of India, for entrusting HEWA with the responsibility of representing the MSME sector at the High Point Market Fair in North Carolina, USA. This opportunity empowers various MSME exporters, manufacturers, and women-led entrepreneurial initiatives.

New inquiries and orders received over the past two years indicate that 'Made in Bharat' products are getting popularity in the USA.

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