



THE NATIONAL SMALL INDUSTRIES CORPORATION LTD. (NSIC)
(An ISO 9001:2015 certified Government of India Enterprise under the Ministry of MSME)

Participation in TURATHNA 2024: Egyptian Handicrafts Exhibition from 12-21 December 2024

Focus sector: Heritage products and Handicrafts

Applications are invited from MSMEs for participation in **TURATHNA 2024: Egyptian Handicrafts Exhibition, Cairo Egypt from 12-21 December 2024.**

TURATHNA 2024 aims to expand market opportunities for small handicraft producers, driving both B2B and B2C sales while preserving skilled jobs. Key focus areas include- Heritage Products and exclusive Handicraft items which represent India's rich art and culture.

🔗 For more information, please click here: [TURATHNA 2024](#)

Benefits of Participation for Indian MSMEs:

- **Market Expansion:** Access new customers and boost exports in the Egyptian and North African markets.
- **B2B Networking:** Forge partnerships and collaborations with Egyptian businesses.
- **Cultural Exchange:** Promote Indian handicrafts and strengthen cultural ties between nations.
- **Empowerment & Green Initiatives:** Support women-led businesses and eco-friendly initiatives in line with national goals.

Eligibility and Registration: MSMEs engaged in manufacturing heritage products and handicrafts, and interested to participate in **TURATHNA 2024** to explore business opportunities in Egypt in Heritage products and Handicrafts Sector, are invited to submit their details as per [ANNEXURE-I](#) by **November 15, 2024**.

Important Notes:

- **Selection Process:** Participants will be selected on a 'first-come, first-served' basis as maximum 3 MSMEs can be facilitated. Preference will be given to MSMEs who have acquired recognition/award or certification such as GI certification of their products.
- **Stall Details:** Selected MSMEs will be allocated a shared booth of 20 sqm for product display and business interactions.
- **Cost:** Stall charges are fully waived. All other expenses related to the participation such as- visa, airfare, freight, hotel accommodation etc. shall be borne by the MSME itself.

For more details, please contact:

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