

Virtual Trade and Exhibition Platform by World Trade Center, Mumbai MSMEs, Start-ups and Women Entrepreneurs

The High Commission of India in Dar es Salaam is pleased to inform you that World Trade Center (WTC) Mumbai has developed a 'Virtual Trade and Exhibition' platform – www.wetrade.org to promote micro, small and medium enterprises (MSMEs), Start-Ups and Women Entrepreneurs. This online platform offers greater returns on investment with competitive cost of participation, enhanced online presence, high reach and allows engagement with the targeted visitors and buyers. This substantially outperforms traditional physical exhibition format.

At present, two exhibitions i.e. **Handicraft Expo and Healthcare & Wellness Expo** are running on this platform where more than 200 exhibitors are showcasing 1000+ products and services. The upcoming exhibition includes International Home & Interior Show will start from 4th May 2021 and would be available for 3 months.

This is an excellent opportunity for MSMEs companies to collaborate and enhance trade opportunities through www.wetrade.org.

Tanzanian stakeholders in MSMEs, Start-ups and Women Entrepreneurs, interested to participate are requested to participate at this **Virtual Trade and Exhibition Platform** from the comfort of their home/office.

For any further enquiries, Mr. Anil Velde, DGM – Trade Promotion and Marketing, WTC may be contacted by sending an email at anil@wtcmumbai.org.