

TOGETHER, FOR WOMEN. 06-08 MARCH, 2021











Post Show Report BWE 2021

Hall 1 & 3, HITEX Exhibition Cetre, Hyderabad





Supported by :





HYDERABAD



<u>Ivenue</u>



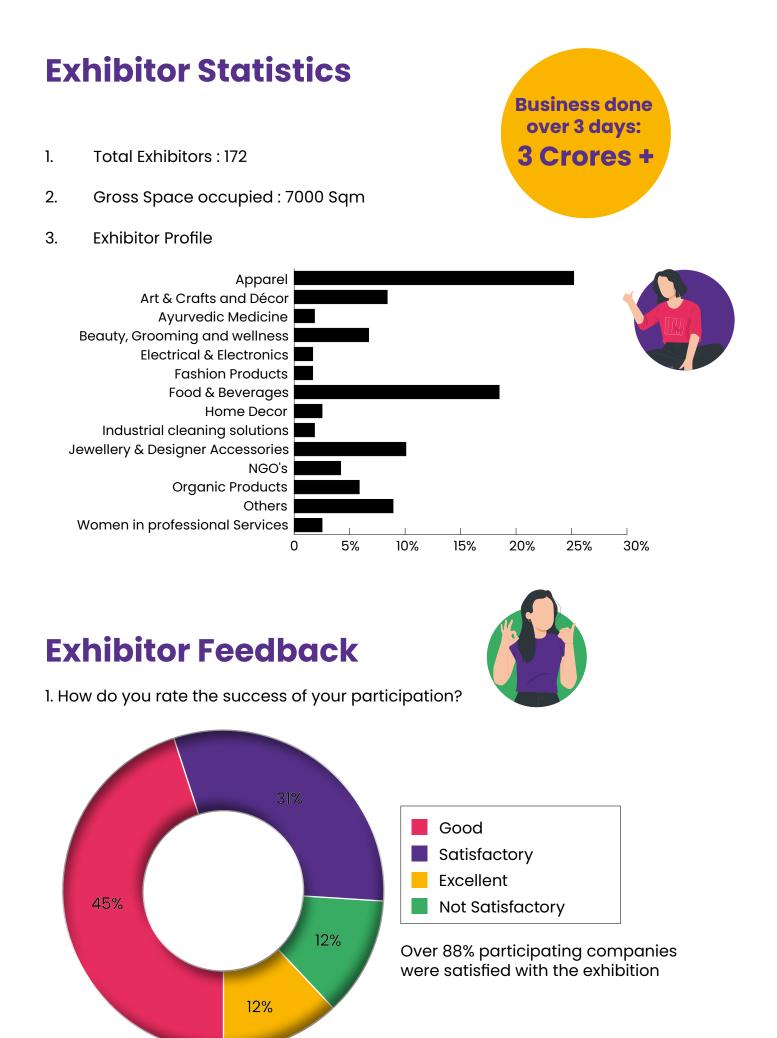


Post Show Report BWE 2021

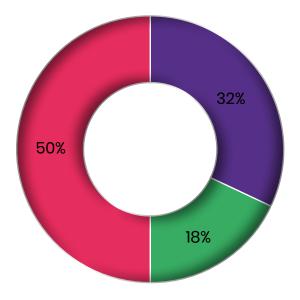
Together, For Women

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	a. No. of Exhibitors
	b. Space Occupied
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1	General Information Business Women Expo 2021
2	Date 06-08 March 2021
3	Venue Hall 1 & 3, HITEX Exhibition Centre, Hyderabad
4	Organizer COWE & HITEX
5	Co-Organizer FutureEx & Fifth Avenue
6	Supported By Govt. of Telangana TiE Hyderabad DICCI HYSEA SIDBI SCSC Hyderabad Runners



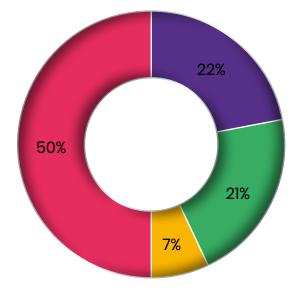
2. Did you meet your relevant customers?





BWE 2021 was successful in satisfying approx 82% of exhibitors with their respective category visitors

3. What's your reason for participation?

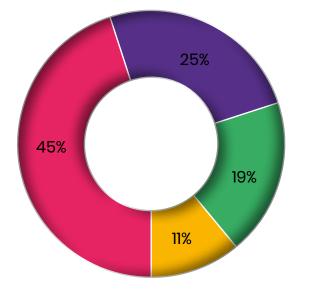


Business
Finding new c

- Finding new customers
 Networking
- Meeting Distributors

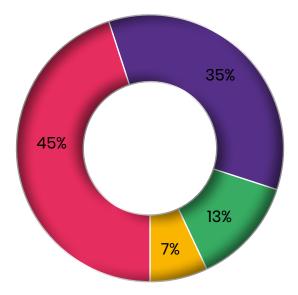
Post Lockdown, majority of the exhibitors wanted to bounce back and kick-start their businesses, BWE had given a perfect platform to restart.

4. How do you rate the overall organization of the event?





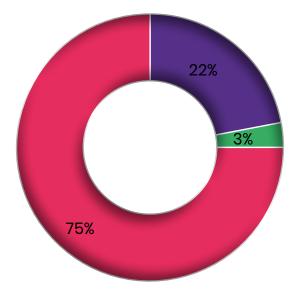
With infrastructural facilities at HITEX Exhibition Centre at par with international standards and with dedicated and trained staff, the service delivery levels leave a lasting impression on Exhibitors and visitors 5. What is your primary channel of information about the BWE 2021?



Internet / Social Media
Associations
Print Media
Others

Withchanging trends towards marketing strategy, importance of Social media, internet has grown exponentially.

6. Would you be interested to participate next year?



Yes
No
Not Sure

With over 75% of exhibitors showing their intent to participate the exhibition next year, BWE 2022 can be much bigger and better.

List of Exhibitors (HITEX)



SB CREATIONS BY DIVYA GUPTA , NEW DELHI	ANU CHAUHAN
SMALL INDUSTRIES DEVELOPMENT BANK OF INDIA (SIDBI)	ANUHA FOOD PRODUCTS PVT LTD
101 FLYING SECRETS	AQUA SUTRA TECHNOLOGIES LLP
27 FLAVOURS	AUSHAPUR FOODS
A&B BY ALEKHYA & BHAVANA	AWESOME SCREENS
AARNA SILVER JEWELRY	BANDHAN BOUTIQUE
AFROUN – INSTANT BEVERAGES	C 2 DESIGN STUDIO
AMC INDIA	CATCHUP TRENDS DOT COM
AMEYA PRINTS	CLOVE DENTAL
ANGEL BAKERS	СММ
ANGELS BOUTIQUE	YOUR FOOT DOCTOR

COCOTANG MAHATHI PICKLES COWE HELPDESK MAHILA VUAYAM CROSSFLEXI MANCHALA ASHOK JEWELLERS CUPCAKIN AROUND MASMARA DECORS & GARDEN SERVICES MAXWORTH HEALTH MATE DESI CAKES MILLENNOVA FOODS DESI CAKES MILLENNOVA FOODS DEVAKSHI CREATIONS MTR FOODS PVT LTD DIGITAL DISPLAY MY FOOD SPEET DILETTO & PAPYRUS NAVA KISAN AGRI FARMS PVT LTD DUPART - THE DESIGN STUDIO HYDROPONIC URBAN FARMING EARTHICA NIMS TRADITIONS DUPART - THE DESIGN STUDIO HYDROPONIC URBAN FARMING EARTHICA NIMS TRADITIONAL HANDCRAFTED SOAPS FARM O'CLOCK ONE STOP SOLUTIONS FOTILO FILMS PVT LTD OSHA ORGANICS FOTILO FILMS PVT LTD OSHA ORGANICS FOTILO FILMS PVT LTD OVATA FOUNDATION FROMVEDAS PELL POOLA JADA GOLD KARAT FINE JEWELLERY BY RITU MODI PHOTOMAMA GOLDEN GROCERIES THE GOLDEN BAKE PINWHEELZ HOME DÉCOR GOLDEN GROCERIES THE GOLDEN BAKE PINAKAPANI TRAVEL SOLUTIONS GOLDEN GROCERIES THE ORY
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KASHMIR JEWELLERY DEN SHIVA BABA NATURAL FOODS
KNOW THE COST SHRUTHAM
KOFFEE KREATIONS SIX YARDS PLUS
LAKSHMI HOME FABRICS SKY ORGANICS
LEARNING SPACE FOUNDATION SOAP-O-HOLIC

SONA ENTERPRISE	THE ALCHEMIST THEORY
SONA NATURALS	THIRSTY PELICAN (BY TETON)
SREE CREATIONS	TIE HYDERABAD TIE WOMEN
STALLION FURNITURE STUDIO	TRISHA CREATIONS
SUMMERS.IN	TRISHA TRENDS
SUPERS. JEWELRY	TVAKTRA
SURAX COSMETICS PVT LTD	ULTIMATE DÉCORS
SWEET CRUMB CAKES	UNBOX YOUR THEME
TEAS AND FIGS	VAATZ CLOTHING COUTURE ART
THAMARRA CLOSET	VENICA HERBAL PRODUCTS

Visitor Statistics

Total No. of visitors: 8000+

Profile of Visitors:

- HNI's
- Corporates
- Facility Managers
- Purchase Head from Hospitals
- Restaurants and Hoteliers
- Dealers & Distributors
- Individual buyers



Concurrent Event: Concurrent to the exhibition, several activities were planned and organized.

COWE INDIA Excellence Awards 2020-2021: Confederation of Women Entrepreneurs (COWE) organized an award program to recognize and award the exceptional women entrepreneurs. The award was given by Hon. MoS for Home Affairs Gol, Shri Kishan Reddy Gangapuram, Government of India. Over 40 entrepreneurs were nominated for the awards.

TiE Women Launch: TiE Hyderabad's TiE Women 2021 was formally launched at Business Women Expo on March 7th. This event was graced by Chief Guest Hon. MoS for Home Affairs Gol, Shri Kishan Reddy Gangapuram, Government of India along with TiE Hyderabad's President Mr Manohar Reddy, Vice President Mr Suresh Raju, TiE Women Chapter lead and Board of Director Ms Rashida Adenwala, and TiE Chapter Charter Members among other dignitaries. The launch was also graced by TiE Women Co-Chair Ms Dharti Arvind Desai, who joined virtually.

FEMPRENEUR 2021: Confederation of Women Entrepreneurs (COWE) Organized a Business Idea Competition to promote entrepreneurial instincts amongst women. The winners of the competition were awarded by Shri Gangula Kamalakar, Minister for BC Welfare, Food & Civil Supplies & Consumables, Government of Telangana and Shri Jayesh Ranjan, IAS, Principal Secretary to Govt. of Telangana, Industries & Commerce (I&C) & ITE&C Department, Telangana State.

Lifestyle & Bridal Fashion Show: A fashion event was organized on 7th March by one of the co-organizer of the event Fifth Avenue Event Management which was endorsed by fashion celebrities and leading fashion designers.

Seminar on WOMEN ENTREPRENEURS: Experiences, challenges and opportunities During Covid-19 and beyond organized by Social Cause on 8th March was graced by leading and eminent personalities of the society.



GLIMPSES FROM THE EVENT

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A SA-PHEB ST. CAN



దేశ గారవం మహిళల చేతుల్లోనే..

ఆర్పు రంగాల్లోనూ నారు కమ పార్టకు ఆర్పుతంగా పోషిస్తున్నారు ఆధినల దర్జక కోపం సమధ్రవంతమై రుల్లలు తెర్పార కిషనరిశ్రీ

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ఇతరులకు ఉపాధి కర్నించే స్తాయికి ఎదగారి



ఈనాడు. హైదరాబాద్, పూరాపూర్, స్పూనేటుడే: నలుసరిక ఉద్ గాలు కర్మించే స్థాయికి ఎదగాలనే లక్ష్మంతో యువత ముందురు సాగ ఇది మంత్రి గంగుల కమలాకర్ జగ్నాడు. మాతాపూర్లోని హైటెక్కిర పిజిటెస్ ఇమిస్ ఎక్సోపోలో అదివారం సాదుల్యరం పెమ్(సెమ్మార్-530 పిరిట కళాశాల విద్యార్థురులు వ్యాపార ఆరోచనం పోటీలు సర్పరిక పిరిట కళాశాల విద్యార్థురులు వ్యాపార ఆరోచనం పోటీలు సర్పరిక నారు. ధాన్యం పిలకే కి.మార్కుడేపీకి)న చారుకల్పవ చేసిన ఇంజికీరిం అది సంపత్నకు దిద్యార్థుడు, కీపిళ్ సాయిజలేఖ్య కరిష్య, జి.పి బ్యయి డి.మోసర మాడు ప్రదర్శివరు, అదే కళాశాల విద్యాప్రసు అనే శ్వది, దివ్యలు కోల్ కపోయి ప్రొతికెచ్చద సింగ్ బహించుక గెటువుకున్నారు. రాష్త పరిశ్రమం శాం ముజ్యకార్మదర్శి అయేషరంజి సీపడుబ్యాత జాతీయ అధ్యర్థురాలు సి.సౌదామిన పాల్గొన్నారు.

Date : 08/03/2021 EditionName : GREATER



Centre plans to toughen laws for women safety



KISHAN: ALL PS TO HAVE WOMEN RECEPTIONISTS

DC CORRESPONDENT HYDERABAD, MARCH

HYDERARD, MARCH 7 Union minister of state for home G. Kishan Reddy has stated that women reception-ists are being appointed at all police stations across the country. This is to encourage women not to hesitate in approaching police stations with their problems. Kishan Reddy made this announcement while inaugu-rating Business Women Expo-2021 at Hitex in Mathapur on Sunday in the run-up to the International Women Stay on Monday. He presented the COWE Excellence. Awards 2020-21 to vomen who excelled

Monday. He presented the COWE Excellence Awards. 2020-21 to women who excelled in various fields. The minister maintained that the tradition of respect-ing and worshipping women exists only in India. He recalled Upanishads which, he said, say that Gods are found where women are worshiped. Statling that women are a cos-mic force, Kishan Reddy reminded the audience that we pray to women in the form of Go Mata, Bhu Maata and Nadi Manta. He pointed out that before Gods come the Sita Rama and Parvati Parameswara. He praised women solidiers who, he point-ed out, fought on India's hor-ders even in freezing cold. The minister soid avenes

ed out, fought on India's hor-dors even in freezing cold. The minister said women constitute 50 per cent of the population in society. They are now standing on an equal foot-ing with men in all walks of life. "God has given all powers to women. So, there is a need to encourage women in busi-ness sector too," he stated.



బారత్ల్లోనే మహిళలకు గౌరవం, విలువ ఉంది **కేංద్ర సహాయ మంత్రి కిషన్**రెడ్డి

persong pers pass, proved, మార్పి?: ప్రవందంలో మహిళుకు గొరవం, విలువ ఉందంటే ఆధి మన భారతలోనేనని, ఆందుకనే మన కిళ్ళు భారత మాత అందామని కేంద్ర సాగ్రమ శాఖ వనిశమ మంత్ర గివస్తిర్ర సాగ్రమ్ శాఖ వరిశమ మంత్ర గివస్తిర్ర సాగ్రమ్లారు. కర్ని రవాల్ వహిళలు అద్భ తందా రాజిస్తున్నారు పెర్పిను అమారయామ పైట్రెలో జరిగిన ఓ కార్యకమంలో ముఖ్య అదింగా హాత్ర వచివ రంగాల్లో పడిత మంత్రిం మహిళలు చేర్చికి పొర్పారు ప్రధానం వేళింగు ఈ సందర్భంగా అవవ మాట్రవతిళ మహిళలు పరిశ్రిత్వంగాల్లో పడిళలు ప్రశిశ్చ హిందాల్లుగా అవవ మాట్రవతిళ మహిళలు మరిళాప్పారు. పైలు కర్యుమేత మమిళల్ మహిళల్ ఎవ్వడ ప్రధానం తిర్పలు కూడా చేరిళిల్ ఎవ్వడ ప్రధానం తిర్పలు కూడా చేరిళిల్లో ఎవ్పడ పరిశాలు తిర్పలు కూడా చేరిళిల్లో ఎవ్పడ పరిశాలు తిర్పలు కూడా చేరిళిల్లో ఎవ్పడ పరిశాల తిర్పలు కూడా మహిళల్ జ్యాద్, తిరి వద్దిక భాతాలో 70శాకు మహిళబర్గిం, 39 కర్మ ఆద్రేక మన దేశార్పు ధారత మాత అంటామని కేంద్ర పోవు శాజ నహామ మంత్రి కిషన్రికి

RACE. ENGAGE, ENPOWER.

కరెద్దర్శ జర్మామన్నారు. మహిశం అర్మిగ కోసం 12కోల్ల వ్యక్తిగత బయిరెట్స్ గెల్లెమనా పేళంలో 80వల మందికి 24 వర్ కోళ్య శ్రా 10 2020 505 2020 2020 720 2050 55 2050 195000 2735 195200 20050 3756 100 SO 005 BBT there and 6055 800 2 million de

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TS GIVES UTMOST PRIORITY TO WOMEN: GANGULA

DC CORRESPONDENT HYDERABAD, MARCH 7

Civil supplies minister Gangula Kamalakar reiterat-Gangula Kamalakar reiterat-ed that Telangana government society's progress is possible only through women's em-powerment. All necessary steps are being taken in this regard, he declared. The minister assured women

steps are being taken in this regard, he declared. The minister assured women that his BC Welfare and Civil Supplies departments will stand by women entrepre-neurs struggling to market their products. He felt a woman's nature of naturally saving and taking leadership at family level will make them stronger in taking up bigger roles in days to come. Kamalakar lauded services of COVA (Confederation of Voluntary Associations), which are exclusively for women entrepreneurs. In this regard, he asked COVA to ask encourage its women entre-preneurs to take advantage of TRS government's exclusive automotive park in Kallakal industrial area.

industrial area.

moustrial area. "Today's students are tomor-row's entrepreneurs. I congrat-ulate all students who participated in competitions organised by COVA," the mi-nister said. He asked women to use marketing mentoring and use marketing, mentoring and legal services provided by the confederation to become good entrepreneurs. IT principal secretary Jayesh Ranjan also participat-od in the function

ed in the function.





Guest:





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GLIMPSES OF STALLS / MEET





SEE YOU IN 2022!!!

We, Team HITEX thank you all the exhibitors, visitors, delegates, speakers, Co-organizers, officials from supporting associations and media personnel for making this event a huge success.

The next edition of Business Women Expo shall be organized during International Women's Day week.



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