

# N W C

## NEW WORLD CRAFTS GUATEMALA

HANDMADE BY AGEXPORT

### 17th Edition

Organized by:



**AGEXPORT**  
HECHO A MANO





**N W C**  
NEW WORLD CRAFTS  
GUATEMALA  
HANDMADE BY AGEXPORT

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## SAVE THE DATE

March 5th and 6th, 2024

Casa Santo Domingo Hotel

Antigua Guatemala, Guatemala, C.A.

**N W C**  
NEW WORLD CRAFTS  
GUATEMALA  
HANDMADE BY ABLXIOE

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# NEW WORLD CRAFTS

The NWC Fair features handmade home decor items, gifts, fashion, and personal accessories, and is the most important event in Guatemala and Central America. It offers the best selection of handmade items with modern and contemporary designs inspired by artisanal traditions and the cultural richness of Guatemala. The fair serves as an accelerator for the e-commerce preparation process for exhibiting companies.



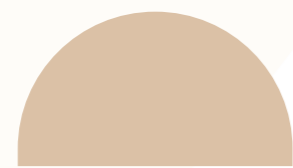
# EVENT PROFILE

01.

## DATE

March 5th and 6th

Hotel Casa Santo Domingo, Antigua Guatemala

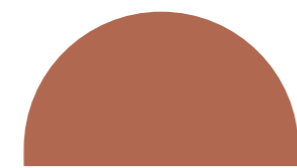


02.

## BOOTHS

+100 booths

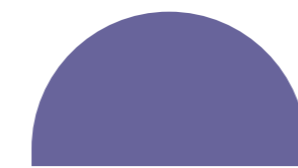
Guatemalan and other Central American Exhibitors



03.

## BUYERS

+100 International buyers



04.

## CONFERENCES

1 – 2 masterclass

Topics of interest for the artisanal sector



Q100  
General Public Admission



# BUYERS

The fair is the ideal platform to promote products to over 100 international buyers, with the goal of establishing commercial relationships and business opportunities.

Importers

Distributors

Merchandisers

Museum Shops

Boutiques

Designers

Interior Decorators

Hotels

Restaurants

Coffee Shops



# MAJOR MARKETS OF INTEREST

## B2B & B2C



United States

Canada

Mexico

Europe

Central America



Chile

Belize

Guatemala



# PROGRAM



## Day 0: Buyers' Tour

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Exclusive for buyers,  
artisanal visits for sector  
contextualization.

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March 4th

## Day 1: NWC Fair

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Inaugural ceremony, press  
conference, exhibition floor,  
conferences, and opening  
cocktail.

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March 5th

## Day 2: NWC Fair

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Exhibition floor, conferences,  
and closing cocktail.

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March 6th





## EXHIBITORS PROFILE

Companies involved in the production and/or marketing of artisanal and handmade products from Guatemala and Central America. Exporters and/or those with high export potential.



## Why should you visit the NWC Fair?

- Diversity of Handcrafted Products
- Direct Contact with Artisans
- Customization and Exclusive Design
- Cultural History and Tradition
- Promotion of Fair Trade
- Networking and Collaboration

We act as the bridge that empowers artisans, retailers, designers, and brands (SMEs) to sell their products in international markets.

Having a direct impact on over 5000 artisan families in the region.





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<https://nwc.export.com.gt/>