Aid to Artisans
Las Vegas Market
Summer 2018
This summer, Aid to Artisans, in partnership and of the Las Vegas Market, held its second "Training Entrepreneurs in Artisan Markets" (TEAM) initiative. ATA’s TEAM initiative provides a unique opportunity for entrepreneurship of artisan-based businesses. A one-stop-shop for innovative companies looking to enter the US retail market, TEAM combines one-on-one preparation and training, booth space during the fastest growing trade show in the US, and provides industry experts to coach throughout the duration of the show. CEO, Carola Mandelbaum stated "We believe in the mission of the Las Vegas Market and it’s potential for growth. Creative Learning/Aid to Artisans is proud to be a partner in this important initiative and we look forward to a long and productive collaboration that empowers artisan entrepreneurs around the world."

Through this on-site mentoring program, summer 2018 TEAM featured entrepreneurs such as Carola Ruiz, from Azure Jewelry Mexico, and Muhayo Alieva, founder of Bibi Hanum, Uzbekistan (pictured below). Read more about Azure Jewelry and Bibi Hanum ➔

**AZURE JEWELRY**
**MEXICO**

The clean, contemporary designs of Azure Jewelry is the work of Carlos Ruiz. Based in Mexico City, Carlos began 15 years ago, boot strapping his business, and now exports his handcrafted work to galleries and museums in Europe, Canada, the US and Central America. Each piece has its own story and inspiration and many of his pieces are limited additions because, says Carlos, "we truly believe everyone is different and unique. Despite age or gender, there shouldn’t be lines, rules or categorization when it comes to wearing a piece of our beautiful jewelry." Azure Jewelry exhibited in Las Vegas for the first time with Aid to Artisan’s TEAM initiative, featuring a broad range of their contemporary and eclectic collections.

**BIBI HANUM**
**UZBEKISTAN**

Bibi Hanum™ is a socially responsible enterprise creating fashion apparel and accessories using traditional hand-woven silk cotton ikat fiber. Both founder and artistic director, Muhayo Alieva’s mission is to provide economic opportunities for women while preserving Uzbekistan’s rich cultural and ethnographic heritage. The results are an extraordinary collection of high fashion, both in apparel and home décor. Muhayo Alieva states “attending Las Vegas Market with Aid to Artisan’s TEAM is a great opportunity for Bibi Hanum to increase exposure to the US wholesale customers and to facilitate business interactions with potential partners.”

TEAM in Winter 2019

Would you like to be an exhibitor in one of the top-ranked and fastest growing US trade shows for gifts and home décor? As a small artisan-based organization, does doing so seem beyond your reach? Do you have market-ready products but don’t know how to find your way into the US retail market? If these are familiar questions, then Aid to Artisans has the answer. Join ATA’s TEAM at the 2019 winter Las Vegas Market from January 25-30, 2019!

ATA’s partnership with the Las Vegas Market enables us to offer TEAM exhibitors a special industry training & tradeshow package for only $2,500. For more information about this opportunity please click HERE.