



APPAREL EXPORT PROMOTION COUNCIL, GURGAON

AEPC/REG/F&E/1146/2017

July, 24 2017

CIRCULAR

SUB: AEPC participates in INDIA TREND FAIR (ITF), Tokyo, Japan from 27-29 September, 2017

Dear Member,

1. Apparel Export Promotion council (AEPC) has decided to participate in **India Trend Fair, Tokyo, Japan**. The Japan India Industry Promotion Association (JIIPA) has scheduled to organize the 3rd edition of India Trend Fair in Tokyo, Japan from 27th to 29th September, 2017, offering a comprehensive platform to Indian Apparel manufacturers

India's RMG Exports to Japan & Top 5 RMG products

India's RMG Exports to Japan & Top 5 RMG products									
S. No.	Product code	Product label	Exports in USD Mn.			%	% Share		
			2014	2015	2016		Change	2014	2015
					RMG	210.9		183.6	183.4
		Top 5 products	92.7	80.4	77.9	-3.1	44.0	43.8	42.5
1	620630	Women's or girls' blouses, shirts and shirt-blouses of cotton (excluding knitted or crocheted ...	37.9	30.5	29.8	-2.5	18.0	16.6	16.2
2	620442	Women's or girls' dresses of cotton (excluding knitted or crocheted and petticoats)	23.5	21.4	17.7	-17.1	11.1	11.6	9.7
3	621142	Women's or girls' tracksuits and other garments, n.e.s. of cotton (excluding knitted or crocheted)	9.7	9.8	11.3	16.3	4.6	5.3	6.2
4	620520	Men's or boys' shirts of cotton (excluding knitted or crocheted, nightshirts, singlets and ...	13.6	10.4	9.6	-7.3	6.4	5.6	5.2
5	610910	T-shirts, singlets and other vests of cotton, knitted or crocheted	8.0	8.3	9.4	13.3	3.8	4.5	5.1

Source: UN Comtrade, 2017

Accordingly to above statistics, there is enormous potential exist for increasing India's textiles & garment exports to Japan. India and Japan have signed CEPA (Comprehensive Economic Partnership Agreement). This gives customs duty free imports of garments from India to Japan.

2. About ITF:

After extremely successful of first and second editions of India Trend Fair (ITF) which attracted a total number of 2404 & 2400 (approx.) professional visitors respectively. The India Trend Fair is an exclusive Business Matching Event which gives an opportunity to exporters to showcase their products and supply capabilities of value added products with special emphasis on the products designed to suit Japanese fashion trends and requirements. The visiting buyers would include manufacturers, wholesalers, trading companies, importers, select and specialist shops, department stores, volume and online retailers etc.

3. About JIIPA

Japan India Industry Promotion Association (JIIPA) is a Tokyo based NPO affiliated by Tokyo Metropolitan Government to promote trade between Japan & India.

4. Facilities planned for the Show:

Built in booth of around 9 SQM equipped with the following:

- 3 mt. x 3 mt. pre laminated partition with Octonorm system and 2.7 mts. of height
- Needle punch carpet
- Fascia board with company name
- Running garment-hanging rail of 9mtr. length
- 150 nos. of plastic hangers either all top/bottom garment
- Round table (one)
- Chairs (2 pcs)
- Dustbin (1 Pcs)
- Spot Light (6 Pcs)
- Power Socket (01 Pcs)

5. Value- added services planned for the show:

- Business-matching for apparel participants & to invite 3-5 buyers per exhibitor on daily basis.
- Engaging consultants / agents for follow-ups
- Bilingual website of the ITF 2017 to generate enquiries and disseminate the same among the participants

6. Following additional services are planned by the fair organizer to the participants:

- Working Lunch to all the participants on all three days during the fair
- Free services of interpreters for the participants
- High speed Wi-Fi facility on complimentary basis
- Visa recommendation letter
- Fair catalogue in Japanese & English language
- Advertising the trade fair extensively, and targeting potential buyers, designers.

7. Important Dates:

- **Set-up / Move-in day** –26th September, 2017 (Tuesday)
- **Fair days** – 27th to 29th September, 2017 (Wednesday to Friday)
- **Move out** – 29th September, 2017
- **Time** – 10 AM to 6 PM (daily)

8. Venue

Venue	Date
Belle Salle Shibuya First Sumitomo Fudosan Shibuya First Tower, B1F,1-2-20, Higashi, Shibuyaku Tokyo, Japan	27th (wed.) to 29th (Fri.)Sep.'17

9. Eligibility for financial assistance under Market Access Initiative (MAI) scheme:

As per Notification no. 11/33/2015-E&MDA dated 22.01.2016 of Ministry of Commerce & Industry Department of Commerce (E&MDA) Division reg. eligibility for availing MAI grant with following conditions:

“a maximum of three participations in a particular trade fair/ exhibition would only be eligible for MAI assistance, i.e. members who have availed assistance three times (including past cases) for a particular fair / exhibition thereafter have to participate in that fair on their own. Further MAI funding support shall only be provided to a member for a maximum of two MAI events in a year.”

Further if the Council does not receive the MAI grant from the Ministry of Commerce, GOI, In that case, the exhibitors will have to pay full participation charges of Rs 2.90 lakhs without MAI assistance. In this case the exporter undertakes to pay the balance amount against Rs. 2.90 lakhs as such demand by AEPC within 7 days. The allotment of booth shall be subject to this condition

10. PARTICIPATION CHARGES :

The participation charges does not include air-fare or any other kind of personal expenses. (logistics etc.)

Particulars	Participation charges (Rs.)
Actual Cost per booth of (9 sqmtr.)	Rs. 2.00 lakhs
Early Bird Discount (If payment is made on or before 16 th August, 2017) Net payment after discount	Rs. 10,000/- Rs.1.90 lakhs
After elapsing Early Bird Discount (If payment received after 16 th August, 2017)	Rs. 2.00 lakhs

Note:- MAI grant for this event, is still to be released from Ministry of Commerce. After considering the MAI grant, the booth charges shall be Rs. 1.90 lac (with early bird discount) for 9 sqmtr. If the MAI grant is not released by the Ministry of Commerce, the participation charges would be Rs. 2.90 lakhs for single booth of 9 sqmtr. In the event, grant is not released, the exporter undertakes to pay the balance amount as such demand by AEPC within 7 days. The allotment of booth shall be subject to this condition.

The show is under MAI grant scheme of Ministry of Commerce and no MDA would be admissible for participating in the event. The participation charges does not include air-fare or any other kind of personal expenses. (food, logistics etc.)

Participation charges for additional booth in the same name :Rs. 2.90 lakhs (without MAI Grant)

Note: Companies applying for more than one booth in their sister concern's name will be allotted location anywhere in the Floor Plan as per allotment declared in draw of lots in the name of each company. Any request for allotment of booth adjacent to each other will not be accepted and booths will be allotted as per allotment declared in the draw of lots for each company.

11 MODE OF PAYMENT

- (I) Demand Draft or Pay Order in the name of "Apparel Export Promotion Council" (payable at Gurgaon or New Delhi) may be sent to Ms. Sneha Lata Sharma, Jt. Director (Fairs & Exhibition), Apparel Export Promotion Council Apparel House, Institutional Area, Sector-44, Gurgaon-122003, Haryana, (India) . **No part payment would be accepted under any circumstances.**
- (II) Payment can also be sent through **NEFT/RTGS** to the following account

BENEFICIARY: APPAREL EXPORT PROMOTION COUNCIL

SAVING A/C NO: 180401000020000

IFS CODE: IOBA0001804

BANK: INDIAN OVERSEAS BANK

ADDRESS: BRANCH – APPAREL HOUSE, SECTOR 44, INSTITUTIONAL AREA,
GURGAON – 122003

12 Catalogue Display:-

As per earlier practice, this time also, the Council is organizing a "Catalogue Display" during the show for small and medium enterprises who are incapable to participate in the fair due to financial constraints or any other reasons , they may present their catalogue , displaying their product file, photographs , company profile or any other informations which are important for buyers. Per company catalogue charges would be Rs. 4000/- (Rupees Four thousand only) which can be deposited by way of DD/PO only favouring "Apparel Export Promotion Council" . The catalogues shall be well placed in AEPC's booth for visitors during the show. The dead line for submitting the catalogue shall be 01.09.2017. Each party is restricted to send maximum 10 copies of their catalogues. The same can be sent alongwith covering letter addressed to Ms. Sneha Lata Sharma, Jt. Director (F&E), AEPC, Apparel House, Sector-44, Institutional Area, Gurgaon-122003.

13 GUIDELINES FOR ALLOTMENT OF THE BOOTHS:

1. All participants who have paid the full participation fee in time would be considered for allotment of booths through draw of lot.
2. No change in the booths, once allotted would be entertained under any circumstances
3. The decision of Chairman –EP (AEPC) would be final and binding in case of any clarification.
4. The participation is on **FIRST-CUM-FIRST SERVED (FCFS)** basis.

14 WAITLIST:

In case, applications are over-subscribed, a waitlist will be maintained, which would be considered on FCFS basis. Applicants are advised to ensure that they possess necessary visa to enter Japan. No request for refund will be entertained by AEPC, for any reason whatsoever including non receipt of visa.

15 CANCELLATION CHARGES:

The exporter who has applied for participation in the Fair, the withdrawal will be subject to following:

- (i) **45% of the participation charges will be forfeited if the exporter withdraws after confirmation of participation by the Council (after receiving of the payment confirmation receipt) and other exporters on wait list confirms their participation. There will be forfeiture of 65% of participation fee if no other exporter is on the wait list.**
 - 100% forfeiture in case of no show of the fair.
 - Non-grant of relevant visa shall not qualify for any relief.

16 APPLICATION FORM

The blank application format is enclosed herewith for your ready reference.

For seeking more details, please contact:

Sneh Lata Sharma, Jt. Director (Fairs & Exhibition)

Apparel Export Promotion Council

Apparel House, Institutional Area, Sector – 44, Gurgaon- 122003, Haryana (India)

Tel: +91 124 2708150, Mobile: +91 9899993817, Fax: +91 124 2708004

Email: slsharma@aepcindia.com

Sudhir Kumar, Asstt. Director (Fairs & Exhibition)

Apparel Export Promotion Council

Apparel House, Institutional Area, Sector-44, Gurgaon-122 003, Haryana (India)

Tel: 0124-2708135, Mobile: +91 9599281250 E-mail: sdahiya@aepcindia.com

17 Post show obligation of the participant

The exporters shall submit response form duly filled in to AEPC representatives on 29th September, 2017 at Tokyo, Japan.

Yours Sincerely,

R K Sharma

Sr. Director (Fairs & Exhibition)

Phone: +91-124-2708026/8134, Fax: +91-124-2708004/05

Email: rksharma@aepcindia.com

***Disclaimer:** AEPC will not be responsible for the turnout of buyers/buying agents for any BSM/fair/show, etc. The Council will have no liability whatsoever for any kind of refund or payment in this regard. The Council shall not be responsible for booking of hotels, clearance of samples at the customs, for getting VISA & on certain complementary services provided by AEPC and organizational inability of fair organizers & other service providers.*

Enclosure: Application Form

APPLICATION FORM
FOR INDIA TREND FAIR (ITF),Tokyo, Japan,27-29, September, 2017

(On the company's letterhead)

Name of event for which participation is sought:**INDIA TREND FAIR(ITF), Tokyo, Japan, 27-29 Sep'17**

1. Name and Address of the firm :
2. Name of the contact person with mobile no. :
3. Proprietary/ Partnership/Pvt. Ltd. Co. :
4. **RCMC No. of the Company** :
5. **IEC No. of Company** :
6. **CIN No. of Company** :
7. **DIN No. of Company Director** :
8. **HS Codes of garment samples carrying by exporter:**

(at least 6 HS Codes should be given)

S.No.	HS Code (6 digit level)	Product description

9. Year of establishment :
10. Telephone Nos. with area code :
11. Fax No. (s) :
12. E-mail IDs :
13. Manufacturer or Merchant Exporter :
14. Address of Manufacturing Unit :

15. Main items of production :
(Mentioned segment knitted/woven and specify product mix.)
16. Total value of export of readymade garments/ textiles
in the previous year 2016-17 (FOB in INR) and major
Countries of exports : Rs. _____
17. Present production capacity (pcs/month) : _____ **pcs. / month**
18. Major brands & labels :
19. Whether First Time to Japan : **YES / NO**
- 20 No. of employees :
21. Please fill up the details of the Representatives in the following format:

1	Name as appearing in Passport	
2	Passport Number	
3	Date of Issue	
4	Date of Expiry	
5	Date of Birth	
6	Place of Birth	
7	Place of Issue	
8	Whether has valid Japan visa	YES / NO

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22. Participants Charges:

Pay order/ DD for Rs. _____ drawn on _____
payable at Gurgaon/ New Delhi

23. I hereby undertake to pay the balance amount as such demand by AEPC within 7 days, in case the MAI grant is not released by Ministry of Commerce for a total booth cost of Rs. 2.90 lakhs for 9 sqmtr.

Date: -

Name:- _____

Designation _____

Signature
