



**CIRCULAR**

**AEPC's Participation in Hong Kong Fashion Week  
(Season-Spring/Summer 2018)  
09 - 12 July, 2018**

Dear Members,

AEPC is participating in the Hong Kong Fashion Week scheduled from 09 - 12 July, 2018 at Hong Kong Convention & Exhibition Center, Hong Kong.

**ABOUT HONG KONG FASHION WEEK:**

**Perfect Hub for Fashion Sourcing**

Hong Kong is Asia's fashion hub - it is a well-established production and sourcing centre. It is also home to a growing community of design talent. Hong Kong Fashion Week Fair is Biggest in Asia and second largest garment/fashion exhibition in the world & plays a key role in the city's fashion industry, enabling suppliers from around the world to promote their products and image to a global audience, as well as seek new business relationships and garner valuable industry intelligence HKTDC. Hong Kong Fashion Week for Spring/Summer is an unrivalled garment sourcing platform and style leader of Asia. It is the largest fair of its kind in Asia and has continued to bring the ultimate in style and value to trade visitors from all over the world.

**Targeting Top Buyers**

1097 exhibitors from 20 countries & regions and 12,000 buyers from 71 countries & regions shared the success of the fair.

Featured over 20 events including fashion parades, designers' collection shows, house shows, trend forecasting seminars, forums and networking events.

Renowned fashion labels visits KHFW – mega chain stores and major distributors such as the Czech Republic's ZOOT, Germany's Unito Fashion, Japan's Isetan, Russia's Melon Fashion Group, Taiwan's KERAIA, Thailand's The Mall Group, and the United Arab Emirates' JUST LOUNGE.

**VENUE:** Hong Kong Convention & Exhibition Center, Wan Chai, Hong Kong

**DATE:** 09 - 12 July, 2018 (Monday, Tuesday, Wednesday and Thursday)

**NO. OF BOOTHS:** AEPC has decided to take 30 Booths to make "INDIA PAVILION" in order to cater to the growing demands of the buying communities in Hong Kong.

**PARTICIPATION CHARGES AND LAST DATE:**

This is a right opportunity for you to participate in large apparel global market. The booth package and other details are as follows:

Particulars	Participation charges (Rs.)
Cost per booth of (9 sq.mt.)	Rs. 1,95,000/-
Early Bird Discount (If payment is made on or before 18 <sup>th</sup> May, 2018)	(Rs.10,000/-) Rs. 1,85,000/-
After Early Bird Discount (If payment received After 18 <sup>th</sup> May, 2018)	Rs. 1,95,000/-

*(Kindly note: Cheques are not acceptable). Payment can be made by bank draft / pay order only in favour of Apparel Export Promotion Council, payable at Gurgaon or New Delhi.*

Alternatively payment can be made through RTGS/NEFT to the following AEPC account:

**BENEFICIARY: APPAREL EXPORT PROMOTION COUNCIL**

**SAVING A/C NO: 180401000031007**

**IFS CODE: IOBA0001804**

**BANK: INDIAN OVERSEAS BANK**

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

**Participation charges for additional booth in the same name: Rs. 2,60,000/- (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.

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

As per Notification no. 11/197/2016-E&MDA dated 16.02.2018 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.”**

**Reimbursement of airfare:-**

**Further the Council has sent proposal to Dept. of Commerce for sanction of grant on account of reimbursement of airfare (economy class) if it is approved by Ministry of Commerce, accordingly, Partner/Director/Proprietor of participating firm/co. shall be eligible for reimbursement of airfare as per MAI guidelines under para 6.1 of the Market Access Initiative Scheme 2018 issued by the Ministry of Commerce from time to time.**

MAI assistance shall be permissible to regular employee/director/partner/proprietor of the company. Assistance would not be available to exporter of foreign nationality or holding foreign passport.

**BOOTH PACKAGE:**

**Items provided in 9 sq.mtrs Garment booth/ 9 sq.mtrs. Accessory Booth**

- i. Carpet Flooring
- ii. Fixing of 1 no. of fascia (3mW x 0.34mH) with 1 set of sticker cut out company name and booth no.
- iii. 150 Nos. of hangers either all Top / Bottom garment hangers or (100 nos. normal Top Garment hangers and 50 Nos. of Clip hangers as per the requirement of the exhibitors)
- iv. Garment hanging rail (18 RM) for Garment booth or 18 wooden shelves for accessories booths. Exhibitors can have mix of rails & wooden shelves also.
- v. 1 No. of full body mannequin with European feature
- vi. 1 No. SYMA System table (0.7mW x 0.7mD x 0.75mH)
- vii. 1 No. of modular system built-in lockable cabinet (1mW x 0.5mD x 0.75mH)
- viii. 3 No. black leather chairs
- ix. 1 no. waste paper basket
- x. 6 Nos. of spot lights
- xi. 1 no. of 500 W max. square pin socket

**GUIDELINES FOR ALLOTMENT OF THE BOOTHS:**

1. The name of the participants, who have paid the full participation charges on or before the draw of lot date shall be considered for allotment of booths.
2. No change in the booths, once allotted would be entertained under any circumstances.

3. In case of default of any payment due from the participants, AEPC reserves the right to debar them from participation in AEPC's International fairs and bring to the notice of appropriate authority. The decision of Chairman (EP) would be final, in case of any confusion/dispute.

### **WAITLIST**

The participations would be on First-cum-first-serve basis. In case, applications are received beyond 30 nos., a waitlist will be maintained, and their participation would be considered on FCFS basis, if any vacancy arises.

### **CANCELLATION CHARGES**

*Withdrawal will be subject to following:*

1. 45% of participation charges will be forfeited if the exporter withdraws after confirmation of participation by the Council 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.
2. 100% forfeiture in case of no show of the fair.
3. The application would be considered on first-cum-first-serve (FCFS) basis.

### **APPLICATION FORM**

The blank application form is attached herewith for your reference. The application may also be downloaded from our website [www.aepcindia.com](http://www.aepcindia.com).

**For further details, please contact:**

**1. Mr. K S Bisht, Joint Director (Fairs & Exhibition)**

Apparel Export Promotion Council

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

Tel : +91 124 2708156, Mobile : +91 9810527747, Fax : +91 124 2708004

Email : [kbisht@aepcindia.com](mailto:kbisht@aepcindia.com)

You are requested to kindly send duly filled application form with participation fee by way of Demand Draft/Pay Order in favour of APPAREL EXPORT PROMOTION COUNCIL" GURGAON. Similarly, exporters located at Mumbai, Ludhiana, Jaipur, Tirupur, Chennai and Bangalore can deposit the DD/Pay order at Local AEPC offices. All others may send the Demand Draft/Pay Orders to Gurgaon office. Please note that cheques are not acceptable.

Thanking you,

Yours faithfully,

**(R. K. SHARMA)**  
**SR. DIRECTOR (F&E)**  
[rksharma@aepcindia.com](mailto:rksharma@aepcindia.com)  
**Mobile No. 9899167235**

***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*

Enclosures: Application Form

**APPLICATION FORM FOR HONG KONG FASHION WEEK**  
**09 – 12 JULY 2018 AT HONG KONG**

**(On the company 's letterhead)**

Name of event for which participation is sought: **HONG KONG FASHION WEEK (09 - 12 July, 2018)**

1. Name & Address of the firm :
2. Name of the Contact person with mobile No. :
3. Proprietary/Partnership/ Pvt. Ltd. Co :
4. GST No. of Company :
5. RCMC No. of the Company :
6. IEC No. of Company :
7. CIN No. of Company :
8. DIN No. of Company Director :
9. Telephone No (s) with area code :
10. E-Mail Nos. :
11. Manufacturers or Merchant Exporter :
12. Address of Manufacturing Unit :
13. Main items of production (Mentioned segment Knitted/Woven and specify product mix.) :
14. Total value of export of readymade Garments / Textiles in the previous year 2017-18 (FOB in US\$) and major Countries of Exports : US\$ \_\_\_\_\_ Million
15. Present production capacity (Pcs/Month) : \_\_\_\_\_Pcs. / Month
16. Major Brands & Labels :
17. Whether First Time to Hong Kong : YES / NO

18. HS Codes in respect of the products being promoted/marketed by exhibitor (at least 6 HS Codes should be given)

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


**19. 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 Issue	
7	Whether has valid Hong Kong visa	YES / NO

**20. Have you earlier participated in this event with AEPC or any other Council/Organization ?**  
**If Yes, Year (s) \_\_\_\_\_ No \_\_\_\_\_**

**21 Are you participating in any other event under MAI assistance in 2018 - 19 with other EPC's/Commodity Board/ Trade Bodies? YES / NO**

If yes, please give details:

S.No.	Name of the Event/Country	Date of event	Name of the EPC's/Commodity Board/ Trade Bodies
1.			
2.			
3.			

*Disclaimer: As Annexure – I (It's mandatory to fill up and be attach with the application form as its' a part of application form).*

**Participation Charges :-**

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

This is to certify that all information provided by me is correct to the best my knowledge and agree to abide by the same.

**Date: -**

**Signature of Authorized Signatory**\_\_\_\_\_

**Name & Designation:**\_\_\_\_\_

**Company Seal :** \_\_\_\_\_

**Note:**

- 1) As per MAI guideline, an exhibiting company/member can avail MAI assistance up to a maximum of three times (including past cases) for a particular event. Thereafter they shall not be eligible for the subsidy.
- 2) MAI subsidy will henceforth be provided to a member/company for a maximum of two MAI events in a financial year.

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**Annexure - I**

**Disclaimer**

1. The participation is on FIRST-CUM-FIRST SERVED (FCFS) till all booths are sold.
2. All participants who have paid the full participation fee in time would be considered for allotment of booths through draw of lot.
3. No change in the booths, once allotted would be entertained under any circumstances.
4. The decision of Chairman-EP (AEPC) would be final and binding in case of any dispute.
5. The space allotted to the approved participants is to be exclusively used by them for display of their exhibits as approved by AEPC. Subletting of space is not permissible. Violation of this clause may lead to cancellation of space allotted, forfeiting of space rent, security, deposit and cancellation of grant etc., paid to AEPC and debarring the participation from the future participation in AEPC's events.
6. AEPC will not be responsible for the turnout of buyers/buying agents for any Exhibition/fair/show/BSM etc. AEPC will have no liability whatsoever for any kind of refund or payment in this regard.
7. MAI Assistance shall be permissible to regular employee/director/ partner/proprietor of the company. Assistance would not be available to exporter of foreign nationality or holding foreign passport.
8. The representative would come back to India after the Event/Fair is over and would submit the proof of his/her departure/arrival, wherever necessary.
9. 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.
10. Participants will be required to furnish complete information on orders booked, enquiries generated etc., in the form of Feedback form after the fair which is required by the Ministry as you are entitled for the grant/subsidy.
11. In case of default of any payment due from the participants, AEPC reserves the right to debar them from participation in AEPC's International fairs and bring to the notice of appropriate authority.

As you are aware the event has been subsidized under MAI grant of the Ministry of Commerce, Government of India. You are requested to kindly fill up the details given in application form and send it to us as the information is desired by the Ministry of Commerce.

**DECLARATION**

We have studied the disclaimer for participation carefully and agree to abide by the same.

Date & Place:

Signature of Authorized signatory\_\_\_\_\_

Name & Designation\_\_\_\_\_

Company Seal\_\_\_\_\_

