AEPC: REG: F&E: 1143: 2017
Dated: 03.04.2017

CIRCULAR

AEPC's Participation in Hong Kong Fashion Week
(Season-Spring/Summer)
10-13 July, 2017

Dear Members,

AEPC is participating in the Hong Kong Fashion Week scheduled from 10 – 13 July, 2017 at Hong Kong Convention & Exhibition Center, Hong Kong.

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.

1,202 exhibitors from 18 countries and regions and 13,285 buyers from 68 countries and 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

Target Buyers - Mega chain stores and major distributors, including Forward from Russia, HARDTOFIND from Australia, H&M from the Chinese mainland, Jaspal from Thailand, Adolfo Dominguez from Spain, TRICYCLE from South Korea, V-Mart Retail from India and World Co from Japan.

VENUE:

Hong Kong Convention & Exhibition Center, Wan Chai, Hong Kong

DATE:

10-13 July, 2017 (Monday, Tuesday, Wednesday and Thursday)

NO. OF BOOTHS:

AEPC has decided to take 25 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.)**
Actual Cost per booth of (9 sqmt.)	**Rs. 2,90,000/-**
Early Bird Discount (If payment is made on or before 15th May 2017)	**(Rs.10,000/-) Net payable with early bird discount is Rs. 2,80,000/-**
After Early Bird Discount (If payment received After 15th May 2017)	**Rs. 2,90,000/-**

(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:

BENEFITIARY: 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

CATALOGUE DISPLAY

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 information's which are important for buyers. Per company catalogue charges would be Rs. 4000/- which can be deposited by way of DD/PO/ RTGS only favouring "Apparel Export Promotion Council". The catalogues shall be well placed for visitors during the show. The dead line for submitting the catalogue shall be 15.05.2017. Each party is

restricted to send one copy of their catalogue. The same can be sent along with covering letter addressed to Mrs. Sneh Lata Sharma, Jt. Director (F&E), AEPC, Apparel House, Sector-44, Institutional Area, Gurgaon-122003.

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. System table
vii. 1 No. of modular system built-in lockable cabinet
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. The decision of Chairman, AEPC would be final, in case of any confusion/dispute.
4. The application would be considered on First-cum-First Served (FCFS) basis.

WAITIST

The participations on First-cum-first basis. In case, applications are received beyond 25 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 the 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. Non-grant of relevant visa shall not qualify for any relief.

APPLICATION FORM

The application form is attached herewith for your reference. The application may also be downloaded from our website www.aepcindia.in.

For further details, please contact:

1. Mr. Sneh Lata Sharma, Joint 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

2. Mr. Indrajit Banerjee (Fairs & Exhibition)
Apparel Export Promotion Council
Apparel House, Institutional Area, Sector – 44, Gurgaon – 122003, Haryana (India)
Tel : +91 124 2708100, Fax : +91 124 2708004
Email : ibanerjee@aepcindia.com

Post show obligation of the participant

The exporters shall submit response from duly filled in to AEPC representatives on 13th July, 2017 after the conclusion of the show.

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
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
10 – 13TH JULY 2017 AT HONG KONG
(On the company 's letterhead)

Name of event for which participation is sought : **HONG KONG FASHION WEEK 10 -13th July, 2017**

1. Name & Address of the firm :

2. Name of the Contact person with mobile No :

3. Proprietary/Partnership Pvt. Ltd. Co :

4. RCMC No. :

5. IEC No. :

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 No (s) with area code :

11. Fax No (s) :

12. E-Mail :

13. Manufacturers 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 2015-16 (FOB in US$) and major Countries of Exports : US$ _____ Million

17. Present production capacity (Pcs/Month) : _____Pcs. / Month

18. Major Brands & Labels :

19. Whether First Time to Hong Kong : YES / NO

20. 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	

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.*

24. Participants Charges :

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

Date:-

Signature : _____

Name : _____

Designation : _____

****