



**APPAREL EXPORT PROMOTION COUNCIL**  
**Apparel House, Gurgaon**

AEPC/F&E/ISEA/1176 /2018  
April 17, 2018

**CIRCULAR**

**Sub: AEPC invites applications for participation in International Sourcing Expo Australia (ISEA), Melbourne, Australia (20<sup>th</sup> – 22<sup>nd</sup> November, 2018)**

**Dear Members,**

The Council is once again participating in International Sourcing Expo Australia (ISEA) in association with **FIEO (Federation of Indian Export Organizations)**, where a huge 'India pavilion' shall be made to exhibit Apparel & Textiles Products manufactured in India. The fair profile is as follows.

**Fair profile**

As the major international sourcing forum in Australia, the ISEA provides unparalleled access to meet major volume buyers across Australia and New Zealand. International Sourcing Expo Australia enables participating exhibitors to connect with trade buyers at Australia's major face-to-face trade platform for international sourcing in apparel, fashion accessories, textiles, Leather and leather made products etc. ISEA will invite import houses, wholesalers, distributors, retailers and trade agents. Australia is one of the important trading partners of India. At present balance of trade is in favor of Australia and there is an immense potential to increase India's exports to this region.

**Dates: November 20 to 22, 2018 (Tuesday- Thursday )**  
**Time: 10 a.m. to 5 p.m.**  
**Venue: Melbourne Convention & Exhibition Centre, Melbourne, Australia**

**Participation Charges**

The event is covered under **Market Access Initiative (MAI) of the Ministry of Commerce & Industry, Govt. of India**. After taking into consideration, the assistance from Ministry, we are pleased to offer **highly subsidized participation fees :**

<b>Particulars</b>	<b>Participation charges (Rs.)</b>
<b>Cost per booth of (9 sqmt.)</b>	<b>Rs. 1,80,000/-</b>
<b>Early Bird Discount (If payment is made on or before 21<sup>st</sup> May, 2018)</b>	<b>(Rs.10,000/-) Rs. 1,70,000/-</b>
<b>After Early Bird Discount (If payment received After 21<sup>st</sup> May, 2018)</b>	<b>Rs. 1,80,000/-</b>

*(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.*

**Booth Package**

Participation Fees includes Standard built up stall of 9 Square Meters, having 3 Spotlights, Fascia-sign, 1 x 5 amp power point, 100 Plastic hangers, 6 Mtrs. hanger rails / 6m wall shelves, 1 Table, 2 Chairs, 1 Expo Cupboard, 1 waste paper bin, Public liability Insurance & Waste Removal Fee.

**Fringe Activities in ISEA**

The Fair will host a number of key industry seminars which will bring together international manufacturing & sourcing expert to inform and educate the exhibitors/visitors on all the latest products, colors and trends in demand in Australia. Industry leaders will reveal successful supplying and sourcing strategies.

**Visa**

AEPC will issue the visa recommendation letter to the participants.

**Refund Policy of AEPC**

The Participation charges are non-refundable in any case.

Interested members are requested to kindly send us their confirmation as per the Application Form enclosed along with the participation fee (**Non-Refundable**). The payment may be made by **Demand Draft** in the name of "Apparel Export Promotion Council" payable at Gurgaon/New Delhi **latest by 21<sup>st</sup> May, 2018** with duly filled-in application form to **Apparel Export Promotion Council, Fairs & Exhibitions Department., Apparel House, Institutional Area, Sector – 44, Gurgaon – 122 003.**

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

**Participation charges for additional booth in the same name: Rs. 2,90,000/- (without MAI Grant)**

**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.

**Guidelines For Allotment of the Booths**

- a. All participants who have paid the full participation fee in time would be considered for allotment of booths through draw of lots.
- b. The decision of **Chairman (EP)-AEPC** would be final in case of any clarification.
- c. No change in the booths, once allotted would be entertained under any circumstances.

**Waitlist**

In case, applications are over-subscribed, a waitlist will be maintained by AEPC which would be treated on FCFS basis. Applicants are advised to ensure that they possess necessary visa to enter Australia. No request for refund will be entertained by AEPC if for any reason whatsoever visa is not granted.

Should you require any other information, please contact **Mr. K.S. Bisht, Joint Director (F&E)**, Apparel Export Promotion Council, Apparel House, Institutional Area, Sector-44, Gurgaon, Haryana, **Tel: 0091-124-2708156, Mobile: 0091-9810527747, Fax : 0091-124-2708004 Email: kbisht@aepcindia.com**

Circular along with application form may also be downloaded from our website [www.aepcindia.com](http://www.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 with Annexure I

**APPLICATION FORM FOR ISEA, Melbourne, AUSTRALIA**  
**(On the Company's letterhead)**

Name of event for which participation is sought : **International Sourcing Expo AUSTRALIA**  
**(20 - 22 November, 2018)**

1. Name & Address of the firm :
2. RCMC no. of the Company :
3. Name of the Contact person with mobile No :
4. Proprietary/Partnership/ Pvt. Ltd. Co. :
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.N.	HS Code ( 6 digit level)	Product description

9. Year of establishment :
10. Telephone No (s) with area code :
11. E-Mail Nos. :
12. Manufacturers or Merchant Exporter :
13. Address of Manufacturing Unit :
14. Main items of production :  
 (Mentioned segment Knitted/Woven and specify product mix.) :
15. Total value of export of readymade Garments/  
 Textiles in the previous year 2017-18 (FOB in US\$) : US\$ \_\_\_\_\_ Million  
 And major Countries of Exports

16. Present production capacity (pcs/month) : \_\_\_\_\_ pcs / month
17. Major brands & labels :
18. Whether First Time to Australia : YES / NO

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 AUSTRALIA 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.N.	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).

22. Participants 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:

- 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.
- MAI subsidy will henceforth be provided to a member/company for a maximum of two MAI events in a financial year.

**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\_\_\_\_\_

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