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**APPAREL EXPORT PROMOTION COUNCIL,**

AEPC: HO: F&E: PURE ORGIN:2018:

28th May, 2018

**CIRCULAR**

**SUB: AEPC’s participation in “PURE LONDON FAIR IN PURE ORIGIN SECTION”, to be held at Kensington Olympia, London, U K (22-24 July, 2018)**

Dear Member,

AEPC is participating in Pure London Fair, UK because of growing importance of United Kingdom as an independent souring region after Brexit (withdrawal of the United Kingdom from the European Union in June, 2016). Since UK is our third largest destination with important brands/retailers based out of UK.

1. **Apparel Industry of UK**

UK is our third largest destination with important brands/retailers based out of UK.

India exports garments of worth US$ 1226.1 million to UK, which accounts for 5.5% share in United Kingdom’s total garment imports. India’s garment export to UK is depicted below.

|  |  |
| --- | --- |
|  |  |
| **UK's RMG Imports** |  | | ***2015*** | ***2016*** | ***2017*** |
| ***From World*** | | 26530.2 | 24516.8 | 22233.4 |
| ***From India*** | | 1852.7 | 1595.8 | 1226.1 |
| ***Our Share (%)*** | | 7.0 | 6.5 | 5.5 |
| \*Source: UNComTrade,2018 | | |  |  |  |

UK is one of the most important export destination for readymade garments for India.

1. **About Pure London Fair, UK**

“Pure Origin” uniting manufacturers and buyers in London’s busiest fashion trade hub. Pure Origin is a part of Pure London Fair and is in the sourcing section of the Fair. Pure origin is the gateway for International manufacturers to break into the UK market. A market with strongest presence, within Europe, of multiple retailers and department stores that develop their own label ranges. Pure Origin will also be seen by brands as the ultimate destination to source new manufacturers.

Held in the heart of London alongside Pure London and Pure Man, Pure Origin will bring together all aspects of fashion sourcing and manufacturing under one spectacular roof. No need for travel to multiple destinations to find the people and products you need for great business. A curated selection of International manufactures, Textiles producers and while labels to showcase to a captive audience of premium UK and Global Buyers and Brands.

1. **Key Benefits**

* A convenient and cost effective way for buyers to meet with UK and International manufacturers.
* Pure Origin takes place next to the biggest UK fashion trade show, giving the opportunity to manufacturers to meet not only the best retailers but also UK and International brands.
* The UK retail market has the strongest presence of retailers, branded collections and industry growth within Europe.
* Taking place alongside the well-established “Pure London”.
* A stunning Central London Location uniting brands, retailers and manufactures in one place

1. **Venue & Date**

The venue for Pure London in Pure Origin Section shall be at Kensington Olympia, London, UK.

The fair is scheduled from 22nd to 24th July, 2018.

**5. Avail benefit in participation fee on account of MAI grant from Ministry of Commerce**

The cost of the stall together with entire promotional expenses for 9 SQM booth (Approx.) is costing AEPC is Rs. 4.50 Lakhs**,** after taking in to consideration the MAI assistance and Council’s contribution, we are pleased to offer a booth of 9 sq m at Rs.2.35 lakhs

**6. 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 a 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 the 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. The participating company should have turnover of less than Rs. 30 crores in the f.y. 2017-18. Also, the registration with AEPC should be at least 12 months old.MAI assistance shall be permissible to regular Director / partner / proprietor of the company. Assistance would not be available to exporter of foreign nationality or holding foreign passport. Reimbursement claim for air fare shall be filed with AEPC by the participating company within 90 days of return to India after participating in the fair, as per MAI guidelines.

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

|  |  |
| --- | --- |
| **Particulars** | **Participation charges with MAI grant (Rs.)** |
| **Participation charges of 9 sq mtr booth** | **Rs. 2.35 lakhs** |
| **Early bird discount uptil 8th June, 2018** | **(Rs. 10,000/-) Rs. 2.25 lakhs** |
| **Participation charges after 8th June, 2018** | **Rs. 2.35 lakhs** |

1. ***Participation charges for additional booth with the same company name****:* ***Rs. 3.25 lakhs (without MAI grant) -*** *This does not include Airfare, Hotel expenditure and other related expenditures.*
2. Any request for allotment of booth adjacent to each other will not be accepted and booths will be allotted strictly as per allotment declared in the draw of lots for each company

***(No part payment will be accepted)***

**Explanatory 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.*

*Any request for allotment of booth adjacent to each other will not be accepted and booths will be allotted strictly as per allotment declared in the draw of lots for each company.*

**8. Payment Mode:**

1. Demand Draft or Pay Order in the name of “Apparel Export Promotion Council” (payable at Gurgaon or New Delhi) may be sent to **Mr. K S Bisht, Jt. Director** (Fairs & Exhibition), Apparel Export Promotion Council Apparel House, Institutional Area, Sector-44, Gurgaon-122003, Haryana, (India). Tel: +91 124 2708156 (D), 2708000-003, Mobile: +91 9810527747
2. **Payment can also be sent through NEFT/RTGS to the following account**

**BENEFITIARY**: APPAREL EXPORT PROMOTION COUNCIL

**SAVING A/C NO**: 180401000024000

**IFS CODE**: IOBA0001804

**BANK:** INDIAN OVERSEAS BANK

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

***Please note that no cheque payment will be accepted.***

**9. Facilities provided in the fair:**

In the above mentioned participation charges, the Council shall be providing facilities of overseas publicity, inland publicity, publicity through signage’s, banners standees and space allocation in the priority area of “Pure London in Pure Origin Section”.

Booth Package: (Items provided in 9 sq.mts Garment booth )

1. Name Fascia
2. Carpet
3. Power point
4. 100 Hangers
5. 3 spot lights (150W)
6. 1 Table & 2 chairs
7. 3 Rails
8. Waste Bin

**10. 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. The final allotment shall be on the basis of Draw of Lot which shall be done in the presence of the Exhibitors.
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 bear 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.

**11. 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 UK. No request for refund will be entertained by AEPC if for any reason whatsoever visa is not granted.

**12. Cancellation charges:**

T**he exporter who has applied for participation in the Fair, the 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 (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.
2. 100% forfeiture in case of no show of the fair.
3. Non-grant of relevant visa shall not qualify for any relief.

**13. Application form:**

The blank application format is enclosed herewith for your ready reference. The application may also be downloaded from our website www.aepcindia.com

Should you require any other information, please contact **:-**

1. **Mr. K S Bisht, Jt. Director** (Fairs & Exhibition), Apparel Export Promotion Council Apparel House, Institutional Area, Sector-44, Gurgaon-122003, Haryana, (India) Tel: +91 124 2708156(D), 2708000-003, Mobile: +91 9810527747 Fax: +91 124 2708004 E-mail: [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 PARTICIPATION IN “PURE LONDON”,UK**

**FROM 22-24 JULY, 2018**

**(On the company‘s letterhead)**

Name of event for which participation is sought : **“PURE LONDON IN PURE ORIGIN LONDON”, UK**

**(22-24 JULY, 2018)**

* 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** |
|  |  |  |
|  |  |  |
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|  |  |  |
|  |  |  |

* 1. Telephone Nos. with area code :
  2. E-mail IDs :
  3. Manufacturer or Merchant Exporter :
  4. Address of Manufacturing Unit :
  5. Main items of production :

(Mentioned segment knitted/woven and specify product mix.)

* 1. Total value of export of readymade garments/ textiles

in the previous year 2017-18 (FOB in INR) and major

Countries of exports : Rs.\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |
| --- | --- | --- |
| 15. Present production capacity (pcs/month) | : | **\_\_\_\_\_\_\_\_\_\_\_pcs. / month** |
| 16. Major brands & labels | : |  |
| 17. Whether First Time to UK | : | **YES / NO** |

**18. 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 UK visa | YES / NO |

**19. Have you earlier participated in this event with AEPC or any other Council / Organization?**

**If Yes, Year (s) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ No \_\_\_\_\_\_\_\_\_\_**

1. **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).***

1. **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:**

**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.**

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