



APPAREL EXPORT PROMOTION COUNCIL, GURGAON

AEPC/REG/EP/F&E/1147

June 9, 2017

CIRCULAR

SUB: AEPC's participation in "SOURCING at MAGIC" Las Vegas, U.S.A. (13-16 August, 2017)

Dear Member,

AEPC is participating in Magic Fair, Las Vegas to be held from 13-16 August, 2017, which will take place in Las Vegas Convention Centre, Las Vegas, Nevada, USA.

2. About Magic

SOURCING at MAGIC is North America's largest, most comprehensive sourcing event, reflecting the fashion supply chain at its most complete. Offering unmatched access to over 41 countries representing the world's most important markets, SOURCING at MAGIC showcases more than 1500+ exhibitors including apparel, accessories and footwear resources and 80,000+ attendees conveniently merchandised by country and category: contract and original design manufacturers; fabric, trim and component suppliers; and service and technology providers.

Exhibitors—from worldwide leaders to local U.S. suppliers—build business through exposure to thousands of sourcing executives, designers, merchandising managers and private label buyers.

MAGIC connects exhibitors to the global purchasing power of tens of thousands of men's, women's and children's apparel, accessories and footwear retailers.

The Sourcing Zone is a convenient space for retail buyers, global importers, licensees and brands to meet and conduct business with offshore manufacturers like India and contract suppliers from the international manufacturing countries.

3. Venue & Date:

The venue for Sourcing Zone at Magic shall be in Las Vegas Convention Centre, 3150 Paradise Road, 89109 Las Vegas, Nevada, USA, Tel: +1(212)951.6722.

- ❖ Set up day 12th August, 2017
- ❖ show dates 13-16 August, 2017

4. USA apparel industry

USA is the largest importer of garments with imports of over USD 84031.1 Mn. **India's garment export to USA is USD 3823.6 Mn. during 2016**, which amounts to around 4.6 % of USA's total garment imports from World.

United States's RMG Import from World and India				
	2014	2015	2016	% Change 2016/2015
United States's RMG imports from world, (USD Mn.)	85727.0	89088.7	84031.1	-5.7
United States's RMG imports from India, (USD Mn.)	3597.9	3870.3	3823.6	-1.2
India's Share in United States's RMG imports from world, %	4.2	4.3	4.6	4.7

Source: UN Comtrade, 2017

5. Avail benefit in participation fee on account of MAI grant from Ministry of Commerce (grant yet to be released):

The cost of the stall together with entire promotional expenses for 10'X10 SQFT booth (Approx) is costing AEPC approx Rs. 4.50 Lakhs, after taking in to consideration the MAI assistance and Council's contribution, we are pleased to offer a booth of 10'X10 at Rs. 3.30 lakhs

6. 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 4.50 lacs per booth without MAI assistance. In this case the exporter undertakes to pay the balance amount against Rs. 4.50 lakhs as such demand by AEPC within 7 days. The allotment of booth shall be subject to this condition.

7. Participation Charges :

Particulars	Participation charges with MAI grant (Rs.)
Participation charges of approx 10'x10' sqft booth	Rs. 3.30 lakhs
Early bird discount upto 30th June, 2017	Rs. 10,000/-
Participation charges upto 30th June, 2017	Rs. 3.20 lakhs
Participation charges after 30th June, 2017	Rs. 3.30 lakhs

(i) **Participation charges for additional booth with the same company name : Rs. 4.50 lakhs (without MAI grant)**

(ii) **Allotment of booths size of 1.5 x 2 : Wherein two exhibitors who wish to apply 1.5 size booth may take one booth each at MAI price of Rs. 3.20 lakhs and one booth at normal price of Rs. 4.50 lakhs. The allotment of this type of triple booth category will be done in draw of lots basis.**

Each exhibitor would pay AEPC an amount of Rs. 5.45 lakhs for allotment of 1-1/2 booth (Rs. 3.20 lakhs for normal booth and Rs. 2.25 lakhs for full price half booth). The two exhibitors will apply for 1.5 booth each collectively.

(iii) **This does not include Airfare, Hotel expenditure and other related expenditures. MDA grant shall not be available since MAI grant is availed.**

(iv) **After expiry of the date of availing early bird discount, the charges of booth shall be applicable as per cost of Rs. 3.30 lakhs per booth. (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:

- (i) 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 Fax: +91 124 2708004
- (ii) Payment can also be sent through NEFT/RTGS to the following 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

Please note that no cheque payment will be accepted.

9. 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 information 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 in a separate booth for visitors during the show. The dead line for submitting the catalogue shall be 31.07.2017. Each party is restricted to send one copy of their catalogue. The same can be sent along with covering letter addressed to Mr. K S Bisht, Jt. Director (F&E), AEPC, Apparel House, Sector-44, Institutional Area, Gurgaon-122003.

10. 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 "SOURCING at MAGIC" Fair.

- **Booth Package: (Standard Booth – approx 10'x10')**

- (a) Name Fascia
- (b) Carpet
- (c) Power point
- (d) 150 Hangers (Top/bottom)
- (e) 6 spot lights
- (f) 1 Table & 3 chairs
- (g) Hanger rails 18 mtrs or Shelves
- (h) Waste Bin

11. 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 dispute.**

The participation is on **FIRST-CUM-FIRST SERVED (FCFS)** till all booths are sold.

12. 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 USA. No request for refund will be entertained by AEPC if for any reason whatsoever visa is not granted.

13. 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.
- (ii) 100% forfeiture in case of no show of the fair.
- (iii) Non-grant of relevant visa shall not qualify for any relief.

14. Application form:

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

Should you require any other information, please contact :-

(a) 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

(b) Mr. Sudhir Dahiya, Asstt. Director (Fairs & Exhibition), AEPC Mob.: +91- 9599281250 Tel: +91 124 2708135(D) E-mail: sdahiya@aepcindia.com

The application form may be downloaded from our website www.aepcindia.com

Thanking you,

Yours Sincerely,

R.K. Sharma
Sr. Director (Fairs & Exhibition)
Phone: +91 124 2708026
Mobile: +91 9899167235
Email: rksharma@aepcindia.com

Enclosure: Application Form

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.

**APPLICATION FORM FOR PARTICIPATION IN "SOURCING at MAGIC"
Las Vegas, U.S.A. (13-16 August, 2017)**

(On the Company's letterhead)

Name of event for which participation is sought : -
"SOURCING at MAGIC" Las Vegas, U.S.A. ,(13-16 August, 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. 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 No (s) with area code :
11. Fax No (s) :
12. E-Mail Nos. :
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 2016-17 (FOB in INR) : Rs. _____
and major Countries of Exports

17. Present production capacity (pcs/month) : _____ pcs. /month

18. Major brands & labels :

19. Whether First Time to USA : 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 Birth	
7	Place of Issue	
8	Whether has valid US visa	YES / NO

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21. 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. 4.50 lakhs for 10'x10' size booth.

Date: -

Name: _____

Designation _____

Signature
