



APPAREL EXPORT PROMOTION COUNCIL, GURGAON

AEPC/HO/F&E/1207/Feb – 2020
December, 2019

CIRCULAR

SUB: AEPC's participation in "SOURCING at MAGIC" Las Vegas, U.S.A. (04 – 07 February, 2020)

Dear Member,

AEPC is participating in Magic Fair, Las Vegas to be held from 04 – 07 February, 2020, which will take place in Las Vegas Mandalay Bay Convention Center, Las Vegas, USA.

1. 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 40 countries representing the world's most important markets, SOURCING at MAGIC showcases more than 1600+ factories, 3500+ exhibitors including apparel, high fashion accessories, high fashion jewellery, garments, RMG, fabrics and footwear resources and more than 35000+ 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, high fashion accessories, high fashion jewellery 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.

→ For More details about the Magic Show, members may please visit the website of the fair authority at www.magiconline.com

2. Fair Venue & Date:

The venue for Sourcing Zone at Magic shall be in Las Vegas Mandalay Bay Convention Center, Las Vegas, USA.

- ❖ Set up day 03rd February, 2020
- ❖ show dates 04th to 07th February, 2020

3. USA apparel industry

USA is the largest importer of garments with imports of over USD 86.8 billion, **India's garment export to USA is USD 4.0 billion during 2018**, which amounts to around 4.64 % of USA's total garment imports from World.

USA's RMG Import from World and India				
	2016	2017	2018	% Change
USA's RMG imports from world, (In USD Bn.)	84.0	83.6	86.8	3.8
USA's RMG imports from India, (In USD Bn.)	3.8	3.9	4.0	4.0
India's Share in USA's RMG imports from world, %	4.55	4.63	4.64	0.13
Source: UN Comtrade, 2019				

4. The cost of the stall together with entire promotional expenses for 10'X10 SQFT booth (Approx) is costing AEPC approx Rs. 4.70 Lacs, after taking into consideration the Council's contribution, we are pleased to offer a booth of 10'X10' at Rs. 4.35 Lacs.

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

Particulars	Participation charges (Rs.)
Cost per booth of (10' x 10' approx.)	Rs. 4,35,000/-
Early Bird Discount (If payment is made on or before 10 th January, 2020)	(-) Rs. 10,000/- Rs. 4,25,000/-
After Early Bird Discount (If payment received after 10 th January, 2020)	Rs. 4,35,000/-

(i) **Allotment of booths size of 1.5 x 2 :** Wherein two exhibitors who wish to apply for 1.5 size booth, each exhibitor would pay AEPC an amount of Rs. 6,37,500/- for allotment of 1.5 booth (Rs. 4.25 lacs for one booth and Rs. 2,12,500/-for half booth) (on availing early bird discount). The two exhibitors will apply for 1.5 booth each collectively. **The allotment of this type of triple booth category will be done in draw of lot basis.**

(ii) For applying double booth, the exhibitor would pay AEPC an amount of Rs. 8.50 lacs (on availing early bird discount).

(iii) After expiry of the date of availing early bird discount, the charges of booth shall be applicable as per cost of Rs. 4.35 lac per booth.

(No part payment will be accepted)

6. 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

BENEFITARY: APPAREL EXPORT PROMOTION COUNCIL

SAVING A/C NO: 180401000031002

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.

Please send UTR details at kbisht@aepcindia.com, if payment is made through RTGS/NEFT.

7. Facilities provided in the fair:

In the above mentioned participation charges, the Council shall be providing facilities of overseas publicity, inland publicity, publicity through signages, banners standees and space allocation in the priority area of "SOURCING at MAGIC" Fair.

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

- Name Fascia
- Carpet
- Power point
- 150 Hangers (Top/bottom)
- 6 spot lights
- 1 Table & 3 chairs
- Hanger rails 18 mtrs or shelves
- Waste Bin

8. Guidelines for allotment of the booths:

- All participants who have paid the full participation fee in time would be considered for allotment of booths through draw of lot.
- 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)** basis till all booths are sold.

9. 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.

10. 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 confirm 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.

11. Application form:

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

For seeking more details, please contact:-

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

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

Thanking you,

Yours Sincerely,

R.K. Sharma
Deputy Secretary General
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. (04 – 07 February, 2020)

(On the Company's letterhead)

Name of event for which participation is sought: "SOURCING at MAGIC" Las Vegas, U.S.A., (04 – 07 February, 2020)

1. Name & Address of the firm :
2. Name of the Contact Person with Mobile No. :
3. Proprietary/Partnership/ Pvt. Ltd. Co. :
4. PAN No. of Company :
5. Whether belong to MSME (Yes or No) :
6. GST No. of Company :
7. RCMC No. of the Company :
8. IEC No. of company :
9. CIN No. of Company :
10. DIN No. of Company Director :

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

S.N.	HS Code (6 digit level)	Product description

12. Year of establishment :
13. Telephone No (s) with area code :
14. E-Mail Nos. :
15. Manufacturers or Merchant Exporter :
16. Address of Manufacturing Unit :
17. Main items of production :
(Mentioned segment Knitted/Woven and specify product mix.)

18. Total value of export of readymade Garments/
Textiles in the previous year 2018-19 (FOB in US\$) : US\$ _____ Million
and major Countries of Exports

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

20. Major brands & labels :

21. Whether First Time to USA : YES / NO

22. 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 US visa	YES / NO

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

23 Participants Charges:

Pay order/ DD for Rs. _____ drawn on _____ payable at Gurgaon/ New Delhi. Please send UTR details at kbisht@aepcindia.com if participation charges are made through RTGS/NEFT.

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 : _____

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. 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.
8. Participants will be required to furnish complete information on orders booked, enquiries generated etc., in the form of Feedback form after the fair.
9. 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.

You are requested to kindly fill up the details given in application form and send it to us.

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_____
