



AEPC:REG:F&E:BSM-SA-2014

November 9, 2013

TRADE SHOW - SOUTH AFRICA

SUB: AEPC organizes India Clothing & Textile Trade Show in South Africa from 13 -18 March, 2014

Dear Member,

After the huge success of Buyer-Seller-Meets at South Africa in the last Seven consecutive years since 2007, AEPC is once again organizing a Trade Show in association with SRTEPC & TEXPROCIL at Cape Town & Johannesburg in South Africa from 13 -18 March 2014 with 70 booths at each venue. Ministry of Textiles & Ministry of Commerce has approved funding under Market Access Initiative for the **India Clothing & Textile Trade Show** in South Africa.

City/Venue	Date
Cape Town Hall 2, Cape Town International Convention Centre	13 -14 March, 2014 (Thursday/Friday) (From 09.00AM to 04.30PM)
Johannesburg Ballroom 1/40, Level 2, Sandton Convention Centre	17 -18 March, 2014 (Monday/Tuesday) (From 09.00AM to 04.30PM)

ECONOMY IN SOUTH AFRICA:

South Africa is the economic powerhouse of Africa with a gross domestic product (GDP) four times that of its southern African neighbours and comprising around 25% of the GDP of Africa. The country leads the continent in industrial output (40% of total output) and mineral production (45%) and generates most of Africa's electricity (over 50%). Its major strengths include its physical and economic infrastructure, natural mineral and metal resources, a growing manufacturing sector, and strong growth potential in the tourism, higher value-added manufacturing and service industries.

THE TEXTILE / CLOTHING INDUSTRY:

South Africa has a robust clothing industry. Clothing sales in SA are dominated by a number of retail houses, each with three or four store brands and each brand represented by a chain of over 100 stores within South Africa alone. The top seven chains account for roughly 70% of domestic market share. Some of the brands are also expanding into the rest of Africa.

WHO SHOULD PARTICIPATE ?

Exporters registered with AEPC and other textile EPC's can apply for participation in the **India Clothing & Textile Trade Show**. Members of AEPC can apply directly. Applicants from other EPC's can send their application with full participation fees, with **Demand Draft** payable in favour of **APPAREL EXPORT PROMOTION COUNCIL** (payable New Delhi/Gurgaon) through their respective EPC's. However, they may send advance copy of application to AEPC for information.

INVITING BUYERS:

In order to invite leading buyers/buying agents/representative of retail chain stores, the details of items of exports of your company would be sent to the Public Relation Agencies in advance for match making with the buyers. This is Council’s continuing **EP event since 2007**. Good buyers like Woolworths, Truworths, Foschini, Mr. Price, Platinum Group, EDCON, Guess, Edgars Sourcing Team, Jet Stores, Marianne Fassler, Perltext Agencies, Fleeceytext, Skye Clothing Group, Trubok, Stuttafords, Sweet Orr, Cape Union Mart, Toledo Clothing, PEP Stores, Exact, Ackermans, Markham, etc. have visited in the previous show.

RMG FIGURES:

India’s garment export to South Africa is depicted below.

RMG Imports Statistics				
<i>All figures in USD Millions</i>				
South Africa RMG Imports		2010	2011	2012
	<i>From World</i>	1248.1	1395.2	1450.00
	<i>From India</i>	60.3	73.1	66.10
	<i>Our Share (%)</i>	4.8	5.2	4.5
*Source: UNComTrade, 2013				

- South Africa Imported worth US\$ 1450 million apparel from world in 2012 which is 4 per cent higher compared to 2011.
- India accounted for 4.5 per cent share in total import of RMG in South Africa. India’s share in overall import from world has declined since 2007.
- Total import market size of South Africa is of US\$ 1.3 billion which has increased by 40 per cent from 2011.

Highlights:

- **South Africa is the largest consumer of clothing in the African market.**
- **India is their 2nd largest clothing import partner.**
- **Imports from India grew positively from the previous year.**

ABOUT DISHA, A COMMON COMPLIANCE CODE

- i) This scheme of Ministry of Textiles aims to make India the global benchmark for social compliance in apparel manufacturing and export. This would create awareness of compliance standards for garment exporters and understand the internationally accepted compliance standards.
- ii) Driving Industry towards Sustainable Human Capital Advancement (DISHA) is a first-of-its kind industry-owned and driven initiative and programme. Adopting multi-stakeholder approach, DISHA programme has developed a self-regulatory voluntary Common Code of Conduct (CCC) along-with a capacity building framework for guiding and supporting apparel manufacturers. The principal sponsor of DISHA programme is the Ministry of Textiles, Government of India. The Apparel Export Promotion Council (AEPC) is the principle implementation Partner.
- iii) The Council has received financial assistance from Ministry of Commerce & Industry, due to the initiative of Ministry of Textiles. Also we have received a directive from the Ministry of Textiles that for availing benefit of MAI / MDA grants by the manufacturer exporters and merchant exporters (who may be getting their manufacturing done by job workers or by supporting

manufacturers), will have to enroll Ministry of Textile's DISHA Programme (Driving Industry towards Sustainable Human Capital Advancement programme), which is organized by AEPC. The beneficiaries will have to pay a onetime enrollment fee of Rs.28,652/- including taxes for participating in AEPC's events where MAI / MDA grants of Ministry of Commerce is being used by the exhibitors.

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.) FOR DISHA MEMBERS	Participation charges (Rs.) FOR NON-DISHA MEMBERS
Actual Cost per booth of (9 sq mtr.)	Rs.1,65,000/-	Rs 1,93,652/-
Early Bird Discount (If payment is made on or before 27 th January, 2014)	(Rs.10,000/-) Rs. 1,55,000/-	(Rs.10,000/-) Rs 1,83,652/-
After Early Bird Discount (If payment received After 27 th January, 2014)	Rs. 1,65,000/-	Rs. 1,93,652/-

(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

Since, this project is under Marketing Access Initiative Scheme (MAI), exhibitor will not be eligible to claim Marketing Development Assistance(MDA). The participation charges cover only the booth cost at both the places and other expenses on airfare/boarding/lodging will be borne by the exhibitor themselves.

Each participant would be provided with a built-up booth of approx 9 SQM. It would have besides one table and 3 chairs, 150 hangers, 9 mtr. hanger rail or Shelves, spotlights, name fascia, waste basket etc.

Other benefits

AEPC has made arrangements for tea/coffee to the buyers and working-lunch to the participants on the Buyer Seller Meet days. In addition to this, the Council has also made the arrangements for a Lorry, which would accommodate two suitcases of garment collections each exporter for transporting them from Cape Town to Johannesburg. This will help in hassle-free travel between Cape Town to Johannesburg.

MOVE-IN & MOVE-OUT TIME BY THE PARTICIPANTS

The participants should set-up their stalls between 3.00 PM to 8.00 PM on 12 March, 2014 at Cape Town and on same timings at Johannesburg on 16 March, 2014. Similarly, the participants would be required

to move-out at 5.00 PM on 14 March, 2014 at Cape Town and on same timings at Johannesburg on 18 March, 2014.

CANCELLATION CHARGES :

The exporter who will apply for participation in the show, the withdrawal will be subject to the following:

- A. 25% of participation charges will be forfeited if the exporter withdraws before the participation is confirmed by the Council and other participant on the wait list confirms their participation. However, the forfeiture will be 35% of participation fees, in case, there is no other participant on the wait list.
- B. 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.
- C. 100% forfeiture in case of no show of the fair.
- D. Non-grant of relevant visa shall not qualify for any relief.

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, AEPC/Secretary General, AEPC would be final and binding in case of any clarification.

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

The last date for the receipt of the application along with participation charges is 31.1.2014 at AEPC Office, Gurgaon. However, early bird discount will be available upto 27th January, 2014.

APPLICATION FORM : The blank application format is attached herewith for your ready reference.

Should you require any other information, please contact:

Mr. Somnath Kundu
Apparel Export Promotion Council
Apparel House, Institutional Area,
Sector-44, Gurgaon-122 003, Haryana, (India)
Tel: 0124-2708129, (M) +91 9810647566 Fax: 0124-2708004,
E-mail: skundu@indiaapparelfair.com

You are requested to kindly send the participation fee by way of Demand Draft/Pay Order in favour of "APPAREL EXPORT PROMOTION COUNCIL" as per the above to, A.E.P.C., Fair & Exhibition Department, Apparel House, Institutional Area, Sector - 44, Gurgaon - 122 003.

The exporters of Delhi/Gurgaon can also deposit the payment by way of Demand Draft/Pay Order to APPAREL EXPORT PROMOTION COUNCIL, Gurgaon office. Similarly, exporters at Mumbai, Ludhiana, Jaipur, Tirupur, Chennai, Bangalore and Kolkata can also deposit the Demand Draft/Pay Order at Local AEPC offices. All others may send the Demand Draft/Pay Orders to Gurgaon office.

Yours Sincerely,

(R K SHARMA)
Director (F&E)
(M) +91 9899167235
Email: rksharma@aepecindia.com

Encl.: 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 TRADE SHOW IN SOUTH AFRICA
(On the Company's letterhead)
India Clothing & Textile Trade Show in South Africa on 13-18 March, 2014**

PART-I

1. Name & Address of the firm : _____

- Name of the Contact person : _____
2. Proprietary/Partnership Pvt. Ltd. Co. : _____
3. Year of establishment : _____
4. Telephone No./Mobile No. with area code : _____
5. Fax No(s) : _____
6. E-Mail Nos. : _____
7. Manufacturers or Merchant Exporter : _____
8. Address of Manufacturing Unit : _____

9. Main items of production : _____
(mentioned segment Knitted/Woven and
Specify product mix.
10. Total value of export of readymade : _____
Garments/Textiles in the previous year
(FOB in US\$) and major : US\$_____ Million
Countries of Exports
11. Present production capacity (pcs/month) : _____ pcs / month
And lead time
12. Major brands & labels : _____

PART II

Please tick:

S.NO.	PARTICULARS	YES	NO
1	Full-Package garment manufacturers (Packed Shipment Exporter)		
2	Sufficient experience in Garment Exports		
3	A proven experience with high street retailers		
4	Vertically integrated plant with CMT, finishing etc.		
5	Whether your Technicians are able to understand and interpret techsheets and do you employ technically qualified staff in quality & product Deptt.		

PART- III

Please fill up the details of the Representative in the following format;

1	Name appearing in Passport	
2	Passport No.	
3	Date of Issue	
4	Validity	
5	Date of Birth	
6	Place of Birth	
7	Place of Issue	

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complementary services provided by AEPC and organizational inability of fair organizers & other service providers.

Signature
(Name/Designation)
Company's stamp