



APPAREL EXPORT PROMOTION COUNCIL, GURUGRAM

AEPC/HO/EP/2021

Date: 27th July, 2021

CIRCULAR

SUB: AEPC's invites participation for participating in - Digital Trade Show of "Sourcing at Magic, Las Vegas, USA" scheduled to be held from 01st August to 30th September, 2021

Dear Member,

As you are aware that due to the corona pandemic and due to the inability to organize physical shows, Council has been organizing Digital shows/events as an alternative. After grand success of the recently concluded Digital Trade Show of current year held from 01st March to 01st May, 2021 with special focus on NAFTA REGION. We are pleased to announce the Digital Trade Show of "**Sourcing at Magic, Las Vegas, USA**" from **01st August to 30th September, 2021** for 8 weeks.

The show will be held live from 01st August to 30th September, 2021 for buyers to attend and seek Indian Exhibitors in readymade garments. It is a great and unique opportunity for the Member Exporters to associate with the show as an exhibitor to reach out to global buyers.

Platform	Digital Show
Dates	01 st August to 30 th September, 2021 (for 8 weeks)
Participation Charges	Rs. 1,55,000/- per company/ per booth
Key Highlights of the Show	
<ul style="list-style-type: none">➤ Verified buyers from all over the world with special focus on USA & other potential countries to be invited.➤ Anywhere any time the show will run on the website and will be accessed at web browser and mobile application including IOS and android using innovative interactive technology creating user friendly 3D immersive digital experience / environment.➤ The online platform is totally secured and all data related to products and buyers will be visible only to the exhibitor.➤ Unlimited Photos and Videos can be uploaded.➤ Product based search option for buyers.➤ Extensive promotion of the show and Indian Exporters through digital medium - web, social, e-mailers and more.➤ Dedicated matchmaking with buyers.➤ Live Chat & Video calling option facility with buyers to help easy interactions.➤ Reduced cost of participation vis a vis traditional format.➤ Webinars bringing speakers/experts to enhance knowledge and decision making.	

Exhibit Package:

- One (1) Company digital profile complete with image, brochures, videos, and presentations
- Unlimited collections and product pages
- Connect with buyers through direct messaging
- Lead generation and matchmaking opportunities
- Buyer connections and appointment setting
- Inquiry tracking, reporting and analytics
- On boarding and IT support
- B2B community platform
- Marketing and social media opportunities

NOTE: The Council is planning to submit a proposal for MAI Grant for this show and MAI Grant shall be refunded if approved to the extent of the amount received from MOC. The Council shall inform to the members if Sourcing at Magic Fair shall be held in physical form.

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.”

Participation Charges :

The participation charges for per company is Rs. 1,55,000/-.

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 **NEFT/RTGS** in the name of Apparel Export Promotion Council as per the details given below:

Name of the Beneficiary	Apparel Export Promotion Council
S.B. Account No.	180401000024000
Bank	Indian Overseas Bank Sector - 44, Gurgaon
IFS Code	IOBA0001804

** Please share the UTR details after transfer of participation charges.*

REFUND POLICY:

The participation charges are non-refundable in any case.

- ➔ AEPC reserves the right to select the participants. All participants who have paid the full participation fee would be considered. In case of default of any payment due from the participants, AEPC reserves the right to debar them from participation in the show /fair

and bring to the notice of appropriate authority. The decision of Chairman (EP) would be final and binding in case of any dispute.

Interested members may apply using following link :

[Click Here to Apply Online](#)

In case of any further details/queries, you may contact to:

1. Mr. S. Hari Krishnan, Additional Director (EP Department)
Mobile No.+91 9560472244 Tel:+91 0124-2708108(D)
E-mail: shari@aepcindia.com

And

2. Mr. J.S. Rana, Joint Director (EP Department)
Tel : +91 124 2708191, Mobile : +91 9910035722
Email : jsrana@aepcindia.com

You are requested to kindly provide duly filled application form with participation fee by way of NEFT/RTGS/DD in the name of APPAREL EXPORT PROMOTION COUNCIL" GURUGRAM.

Thanking you,

Yours faithfully,

(R. K. Sharma)
Dy. Secretary General

Enclosures: Application Form

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**APPLICATION FORM FOR PARTICIPATION IN DIGITAL TRADE SHOW
"SOURCING AT MAGIC" AT LAS VEGAS, USA
(01st August to 30th September, 2021)**

1. Company Name :
2. Address :
3. Telephone No. :
4. Mobile No. :
5. E-mail Address :
6. RCMC No. & Date :
Renewal fee paid (2021-22) : (Yes / No)
7. IEC Code :
8. PAN Number :
9. TAN Number :
10. GST Number :
11. CIN Number :
(required for only Private Limited Companies)
12. Status of Company
(Partnership/proprietor/Pvt. Ltd./Ltd. Co.):
13. Full name of the Director / Partner /
Proprietor with DIN number :
14. Whether belongs to MSME :
(Yes / No)
15. Whether belongs to (SC / ST/ OBC/
General) :
16. Export Performance during the last : 2020 - 21 :
Three years : 2019 - 20 :
: 2018 - 19 :

17. HS Code in respect of the products being promoted / marketed by exhibitor :
(At least 6 HS Codes should be given / In case of more than one HS Code use commas)

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

Participants Charges:

UTR Details of NEFT/RTGS No. _____ for Rs. _____

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 :_____

