



APPAREL EXPORT PROMOTION COUNCIL, GURUGRAM

AEPC/REG/EP/2021  
22<sup>nd</sup> November, 2021

CIRCULAR

**SUB: AEPC's participation in "SOURCING at MAGIC"  
Las Vegas, U.S.A. (13 - 16 February, 2022)**

Dear Member,

AEPC is participating in Magic Fair, Las Vegas to be held from 13 - 16 February, 2022, which will take place in LAS VEGAS CONVENTION (LVCC) 3150 Paradise Road, Las Vegas, NV 89109, 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+ exhibitors including apparel, accessories and footwear resources and 35,000+ 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.

→ For More details about the Magic Show, members may please visit the website of the fair authority at [www.magiconline.com](http://www.magiconline.com)

**2. Venue & Date:**

The venue for Sourcing Zone at Magic shall be in Las Vegas Convention Center, North Hall, 3150 Paradise Road, 89109 Las Vegas, Nevada, USA, Tel: 702-892-0711; Toll-Free: 877-847-4858

- ❖ Set up day 12<sup>th</sup> February, 2022
- ❖ show dates 13 - 16 February, 2022

**3. USA apparel industry**

USA is the largest importer of garments with imports of over USD 71165.7 million, **India's garment export to USA is USD 3201.6 million during 2020**, which amounts to around 4.5 % of USA's total garment imports from World.

USA's RMG Import from World and India				
	2018	2019	2020	% Change 2020/2019
USA's RMG import from World, (USD Mn.)	86696.6	87384.5	71165.7	-18.6
USA's RMG import from India, (USD Mn.)	4023.8	4255.1	3201.6	-24.8
India's Share in USA's RMG import from world, %	4.6	4.9	4.5	-7.6
Share of Apparel import as total import into USA	3.3	3.4	3.0	-13.3
<i>Source: UN Comtrade, 2021</i>				

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

On the basis of recommendation of the Ministry of Textiles, Ministry of Commerce has approved funding under Market Access Initiative (MAI) for the "Sourcing at Magic" fair in Las Vegas, United States of America from 13 - 16 February, 2022. The cost of the stall together with entire promotional expenses for 10'X10 Sq.Ft. booth (Approx) is costing AEPC approx Rs. 5.15 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. 3.50 Lakhs .\*

**Eligibility for financial assistance under Market Access Initiative (MAI) scheme:**

As per Notification no. K-11020/9/2021-E&MDA dated 19<sup>th</sup> July, 2021 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 would propose 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, regular director / partner / proprietor / regular officer of the company on senior managerial position of participating firm/co. shall be eligible for reimbursement of airfare as per MAI guidelines under para 6 (ii) of the Market Access Initiative Scheme 2021 issued by the Ministry of Commerce from time to time.

MAI assistance shall be permissible to regular director/ partner/proprietor / regular officer of the company on senior managerial position. Assistance would not be available to exporter of foreign nationality or holding foreign passport.

**Non-MAI Exhibitor shall not be eligible for reimbursement.**

**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. 3,60,000/-
Early Bird Discount (If payment is made on or before 01 <sup>st</sup> December, 2021)	(-) Rs. 10,000/- Rs. 3,50,000/-
After Early Bird Discount (If payment received after 01 <sup>st</sup> December, 2021)	Rs. 3,60,000/-
Without MAI Grant (per booth)	Rs. 5,15,000/-

Since the project is under MAI scheme approved by Ministry of Commerce, only one booth would be allotted to one company at discounted price of Rs. 3.50 lakhs (under early bird scheme). However, if any company wants to purchase additional booth in the same name, then the additional booth may be given at normal price of Rs. 5.15 lakhs (without MAI grant).

**For applying double booth, the exhibitor would pay AEPC an amount of Rs. 8.65 lakhs (on availing early bird discount) with MAI Grant.**

**(i) After expiry of the date of availing early bird discount, the charges of booth shall be applicable as per cost of Rs. 3.60 lakhs 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 Gurugram or New Delhi) may be sent to **Mr. S. Hari Krishnan, Addl. Director** (EP Department), Apparel Export Promotion Council, Apparel House, Institutional Area, Sector-44, Gurugram-122003, Haryana, (India)  
Tel: +91 124 2708108 (D), 2708000-003, Mobile: +91 95604 72244 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:** 180401000031002  
**IFS CODE:** IOBA0001804  
**BANK:** INDIAN OVERSEAS BANK  
**ADDRESS:** BRANCH - APPAREL HOUSE, SECTOR 44, INSTITUTIONAL AREA, GURUGRAM - 122003  
*Please note that no cheque payment will be accepted.*

## 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 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 (depending upon Covid norms)
- (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

## 8. Guidelines for allotment of the booths:

1. All participants who have paid the full participation fee on 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) / Chairman (AEPC) would be final and binding in case of any dispute.
4. The participation is on **FIRST-CUM-FIRST SERVED (FCFS)** till all booths are sold and the allotment of stalls shall be done through draw of lot basis.

## 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 application format (with Annexure I) is enclosed herewith for your ready reference. The application may also be downloaded from our website [www.aepcindia.com](http://www.aepcindia.com)

Interested members may also apply using following link :

[Click Here to Apply Online](#)

**For seeking more details, please contact:-**

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

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

Thanking you,

Yours Sincerely,

**(Tamanna Chaturvedi)**  
**Dy. Secretary General**

**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 February, 2022)**

**(On the Company's letterhead)**

1. Company's Name :
2. Name of the Contact Person with Mobile No. :
3. Address :
4. Telephone Number :
5. E-mail Address :
6. RCMC No. & Date  
(Renewal fee paid 2021-22) : Yes / No
7. IEC Number :
8. PAN Number :
9. TAN Number :
10. GST Number :
11. CIN Number (required for only Pvt. Ltd. Companies) :
12. Status of Company (Partnership / Proprietor / Pvt. Ltd. / Ltd. Co.:
13. Manufacturer / Merchant Exporter :
14. Whether belongs to MSME (Yes / No) :
15. DIN No. of Company Director / Partner / Proprietor  
with Name :
16. Export Performance during the last three years : 2020-21 :  
2019-20 :  
2018-19 :

17. 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

18. Main items of production :
19. Mention segment Knitted/Woven :
20. Present production capacity : \_\_\_\_\_ pcs. /month
21. Major brands & Fashion labels :
22. Major Countries of Exports :
23. Whether First Time to USA : YES / NO

**24. Please fill up the details of the Representative 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

**25. Have you earlier participated in this event with AEPC or any other Council / Organization ?**  
If Yes, Year (s) \_\_\_\_\_ No \_\_\_\_\_

**22. Are you participating in any other event under MAI assistance in 2021 - 22 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

**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 Gurugram/ New Delhi

OR

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

Date..... Name of Bank.....

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.

**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 director/ partner/proprietor / regular officer of the company on senior managerial position. Assistance would not be available to exporter of foreign nationality or holding foreign passport. **Non-MAI Exhibitor shall not be eligible for MAI reimbursement of airfare as well.**
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\_\_\_\_\_

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