



APPAREL EXPORT PROMOTION COUNCIL, GURUGRAM

AEPC/HO/EP/Pure London

Date: 4th January, 2021

CIRCULAR

SUB: AEPC's invites to participate in - Digital Trade Show of "Pure Origin by Pure London, UK" scheduled to be held from 23rd February to 1st April, 2021

Dear Member,

As you are aware that amidst the corona pandemic and the inability to organize physical shows, Council has been organizing Digital shows/events as an alternative. We are pleased to announce the Digital Trade Show of **"Pure Origin by Pure London, UK" from 23rd February, 2021 to 1st April, 2021.**

The show will be held live from 23rd February to 1st April, 2021 for buyers to attend and seek Indian Exhibitors in readymade garments and other floor coverings. Pure Origin is the gateway for International manufacturers to break into the UK market. A market with the strongest presence, with Europe, of multiple retailers and department stores that develop their own label ranges. Pure Origin will also be seen by brands as the ultimate destination to source new manufacturers.

Pure Origin is efficient, consistent & time savings & Pure Origin enables you to view the trends first.

Pure Origin takes place next to the biggest UK fashion trade show, giving the opportunity to manufacturers to meet not only the best retailers but also UK and International brands.

It is a great opportunity of International manufacturers & Textile producers to showcase to a premium audience of premium global buyers and brands:

Platform	Digital Show
Dates	23 rd February, 2021 to 1 st April, 2021
Participation charges (With MAI grant)	Rs. 85,000/- per company
Participation charges (without MAI)	Rs. 1,98,000/- per company
Key Highlights of the Show	
<ul style="list-style-type: none">➤ Verified buyers from all over the world with special focus on Europe 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. Product based search option for buyers.➤ Unlimited Photos and Videos can be uploaded.➤ 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.	

MAI Grant subsidy:

The actual cost of the participation in the Digital Trade Show pricing of UKP 2000 (Rs.1,98,000/-) per company (included the following exhibit packages). After taking into consideration of the MAI assistance, we are pleased to offer Rs. 85,000/- per participating company.

Exhibit Packages::

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

5. 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.”

REFUND POLICY:

The participation charges are non-refundable in any case.

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.

- ➔ AEPC reserves the right to select the participants. All participants who have paid the full participation fee in time 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 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 - <https://aepcindia.com/exhibitor-registration/>

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. K S Bisht, Joint Director (EP Department)

Tel : +91 124 2708156, Mobile : +91 9810527747, Fax : +91 124 2708004

Email : kbisht@aepcindia.com

Thanking you,

Yours faithfully,

R.K. SHARMA
DEPUTY SECRETARY GENERAL

Enclosures: Application Form

**APPLICATION FORM FOR PARTICIPATION IN DIGITAL TRADE SHOW
 "PURE ORIGIN" BY PURE LONDON, UNITED KINGDOM
 (23rd February to 1st April, 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

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18. Have you earlier participated in this event with AEPC or any other Council Organization ?

If Yes, Year (s) _____ No _____

19. Are you participating in any other event under MAI assistance in 2020-21 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
1.			
2.			
3.			

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

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 : _____

Disclaimer

1. The participation is on FIRST-CUM-FIRST SERVED (FCFS) basis.
2. Participants who have paid the full participation fee in time would be considered for participation in the Digital trade show.
3. The decision of Chairman-EP (AEPC) would be final and binding in case of any dispute.
4. MAI assistance for any participants shall be governed by the operational MAI guidelines issued by the Department of Commerce (i.e. maximum of three times participation (including past cases) for the particular event. Thereafter they shall not be eligible for the subsidy
5. MAI assistance is only provided to a participant company for a maximum of two MAI events in a year
6. In case of default of any payment due from the participants, AEPC reserves the right to debar them from participation in the show and bring to the notice of appropriate authority.

As you are aware the show 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_____