



## APPAREL EXPORT PROMOTION COUNCIL, GURUGRAM

**AEPC/HO/EP/IFLS/2024-25**  
**September 11<sup>th</sup>, 2024**

### CIRCULAR

#### **Participation in “India Fashion & Lifestyle Show, Tokyo, Japan” (From 15<sup>th</sup> to 17<sup>th</sup> January, 2025)**

Dear Member,

AEPC is participating in India Fashion & Lifestyle Show, Tokyo, Japan, scheduled from 15th to 17th January, 2025, which will take place in Belle Salle Shibuya Garden, Tokyo, Japan **under MAI scheme**.

India Fashion & Lifestyle Show is an exclusive business matching platform, offering Indian exporters a unique chance to showcase their products and supply capabilities, with a focus on aligning with Japanese fashion trends and market demands. This prestigious event is expected to draw over 2,500 buyers and importers, including manufacturers, wholesalers, trading companies, specialty shops, department stores, and leading online and volume retailers. Recognized as a premier trade fair in Japan for Indian garments and home furnishings export industry, the three-day exhibition will feature Autumn/Winter 2025-26 collections, providing exhibitors with a valuable opportunity to engage with key players in the Japanese market and strengthen their international presence.

EXHIBITOR'S PROFILE	
Apparels & Clothing	Woven and Knitted Garments, Inner Cloths, Sweaters, Cardigans, Jackets, Casual Wears, High Fashion Garments, Occasional Wears, Sports Wears (Men's Wear, Women's Wear, Baby/Kids Wear)
Home Textiles	Made-ups, Cushion Covers, Bed Linen, Bed Covers, Interiors, Goods, Curtains, Towels, Decorative Articles, Floorings and Ethnic Craft
Fashion Accessories	Shawls, Stoles, Scarves, Mufflers, Socks, Leggings, Tights, Glovers, Ties, Hat etc.
Yarn, Fabric & Technical Textiles	

Japan holds a significant position in the global market for wool, wool-blended textiles, and other high-quality textile products. As India's largest trading partner in the Asian region, Japan offers a lucrative opportunity for Indian exporters.

The Comprehensive Economic Partnership Agreement (CEPA) between India and Japan further strengthens this relationship by allowing customs duty-free imports of garments from India into Japan, enhancing trade competitiveness. The India Fashion & Lifestyle Show, organized by the Japan India Industry Promotion Association (JIIPA), serves as a crucial platform to bolster trade ties between the two nations.

PARTICIPATION CHARGES		
Particular	Non-Subsidized Amount	Subsidized Amount
<b>9 SQM Booth</b>	<b>Rs. 3,30,000/-</b>	<b>Rs. 1,50,000/-</b>
10% Extra for Two Sides open Booth (Subject to availability of the booth)		
<b>Early bird discount Rs. 5000/- where payment received before 21.10.2024</b>		
9 SQM Booth includes, Carpet, Fascia Board with Company Name, Running Garment Hanger Rack of 1mtr length (9 pcs.) / Shelves (12) Hangers (150 Pcs.) Meeting Table (1 pc.) Chairs (2 pcs.) Spot Light (6 pcs.) Power Socket (1 pc.) Wi-Fi Dustbin – (1 pc.), complementary lunch during 3 days & admin charges etc.		

## REIMBURSEMENT OF AIRFARE (ECONOMY CLASS)

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

**scheme:** As per Notification no. K-11020/9/2021-E&MDA dated 19th July, 2021 of Ministry of Commerce & Industry, Department of Commerce (E&MDA) Division reg. eligibility for availing MAI grant with following conditions:

- As per MAI Guidelines, Partner/Director/Proprietor/Regular Officer on Senior Managerial Position of participating firm/company (with exports FOB value between Rs.50 lakhs to Rs. 50 Crores in preceding financial year) is eligible for reimbursement of actual airfare (Economy Class) upto a maximum ceiling of Rs.90,000/-. Non-MAI Exhibitor shall not be eligible for reimbursement.
- Participating companies must have completed 12 months of membership with EPC/FIEO.
- As per MAI guidelines, a company/firm can avail subsidy for maximum three MAI events in the same financial year either from FIEO/any EPC/grantee organizations and upto a maximum of three times (including past cases) for a particular event thereafter have to participate in that fair on their own.
- Claim forms duly filled and complete in all respects must be submitted to the AEPC within 45 days of return to India.

### REGISTRATION PROCESS:

Members are encouraged to take advantage of this exceptional opportunity to showcase their products and explore new business prospects in the Japanese market. To confirm your participation, please transfer **participation charges** and submit the completed Registration Form along with payment confirmation **by 21<sup>st</sup> October (Monday), 2024**. Please note that booth allocation will be done on a "**First Come, First Serve**" basis upon receipt of the participation fees.

### 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, 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 made through NEFT/RTGS to the following account:  
**BENEFICIARY:** APPAREL EXPORT PROMOTION COUNCIL  
**SAVING A/C NO:** 180401000031006  
**IFS CODE:** IOBA0001804  
**BANK:** INDIAN OVERSEAS BANK  
**ADDRESS:** BRANCH – APPAREL HOUSE, SECTOR 44, INSTITUTIONAL AREA, GURUGRAM – 122003  
**No cheque payment will be accepted.**  
**Also please share the UTR Details in case of online payment.**

### **Guidelines for Allotment of the Booths:**

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

### **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 will obtain necessary visa to enter Japan. No request for refund will be entertained by AEPC if for any reason whatsoever visa is not granted.

### **Cancellation charges:**

Terms & conditions for withdrawal will be as follows:

- Rs. 25,000/- + GST charges will be forfeited if the exporter withdraws before the Draw of Lot.
- 100% forfeiture after Draw of Lot.

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

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

1. Mr. S. Hari Krishnan, Director (EP Department)  
**Mobile No.**+91 9560472244 **Tel:**+91 0124-2708108(D) / **E-mail:** [shari@aepcindia.com](mailto:shari@aepcindia.com)
2. Mrs. Neelam Seth, Joint Director (EP Department)  
**Mobile :** +91 9810505165 **Tel :** +91 124 2708177 (D) **Email :** [nseth@aepcindia.com](mailto:nseth@aepcindia.com)
3. Mr. P A Narasimhulu Deputy Director (EP Department)  
**Mobile :** +91 8860996470 **Tel :** +91 124 2708183 (D) **Email:** pnarasim.aepc@gmail.com

You are requested to kindly send duly filled application form with participation fee by way of Demand Draft/Pay Order/NEFT/RTGS in favour of APPAREL EXPORT PROMOTION COUNCIL" GURGAON. Similarly, exporters located at Mumbai, Ludhiana, Jaipur, Tirupur, Chennai and Bangalore can deposit the DD/Pay order at Local AEPC offices also. All others may send the Demand Draft/Pay Orders to Gurgaon office.

### **Post show obligation of the participant**

The exporters shall submit response form duly filled in to AEPC representative on 17<sup>th</sup> January, 2025 at Tokyo, Japan.

Yours Sincerely,

**(S. Hari Krishnan)**  
**Director (EP)**

**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

**PARTICIPATION IN INDIA FASHION & LIFESTYLE SHOW, TOKYO, JAPAN  
(FROM 15TH TO 17TH JANUARY, 2025)  
(On the Company's letterhead)**

1. **Company's Name** :
2. **Name of the Contact Person** :
3. **Designation** :
4. **Mobile No.** :
5. **Address with PIN No.** :
6. **City** :
7. **Telephone Number** :
8. **E-mail id** :
9. **Website** :
10. **RCMC No. & Date** : RCMC No. \_\_\_\_\_ Date \_\_\_\_\_  
(Renewal fee paid 2024-25: YES NO)  
Please Tick
11. **IEC Number** :
12. **PAN Number** :
13. **TAN Number** :
14. **GST Number** :
15. **CIN Number ( required for only Pvt. Ltd. Companies** :
16. **Status of Company (Please tick)** : **Partnership**  
: **Proprietorship**  
: **Pvt. Ltd.**  
: **Ltd. Company**

17. **Type of Company (Please tick)** : **Manufacturer**  
 : **Merchant Exporter**  
 : **Merchant Cum Manufacturer**

18. Whether belongs to MSME (please tick ) : **YES** **NO**

19 Name of Participant (Director / Partner / Prop./Regular Officer at Sr. Level ) with DIN No :

20 Whether belongs to (please tick) : **SC/ST**  
 : **GENERAL**  
 : **Women**

21	Export Performance during the last three years	: <b>2023-24</b>	
		: <b>2022-23</b>	
		: <b>2021-22</b>	

22	<b>HS Codes in respect of the products being promoted/marketed by exhibitor : (at least 6 HS Codes should be given)</b>		
	<b>S.No.</b>	<b>HS Code ( 6 digit level)</b>	<b>Product Description</b>
	1		
	2		
	3		
	4		
	5		
	6		

23 Main items of production :

24 Mention segment Knitted/Woven :

25 Present production capacity: : \_\_\_\_\_pcs. per month / No. of Machine\_\_\_\_\_

26 Major brands & Fashion labels :

27 Major Countries of Exports :

28 Have you exported to Japan before : **YES** **NO**

<b>29</b>	Export performance to Japan for the last three Years	<b>:2023-24</b>	
		<b>:2022-23</b>	
		<b>:2021-22</b>	

**30** Sustainability Certifications :.....  
:.....

**31** Please fill up the details of the Visiting 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 Japan Visa	:	<b>YES / NO</b>

**32** Have you participated in the same event previously with AEPC or any other Council / Organization? (with MAI support)

If Yes, Year(s) \_\_\_\_\_ Number of times: \_\_\_\_\_

**33** Have you participated in any other event under MAI assistance in 2024-25 with AEPC other EPC's/Commodity Board/ Trade Bodies?

YES	NO
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If yes, please give details:

S.No	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).*

**34. Participants Charges:**

Pay order/ DD for Rs. \_\_\_\_\_ drawn on

\_\_\_\_\_

payable at Gurugram /  
New Delhi OR (*in case  
online payment*):-

UTR Details : 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 three 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)/ Chairman- 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.

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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