

TO MEMBERS OF THE COUNCIL**Re : Invitation for participation in Combined Mega Textile & Clothing Exhibitions in Argentina & Brazil during March 2010**

Considering success of the Council's Mega Textile & Clothing Exhibitions held in Brazil & Argentina on during April 2009, we are pleased to inform you that the SRTEPC is organizing follow-up Combined Mega Textile & Clothing Exhibitions at Buenos Aires, Argentina and in Sao Paulo, Brazil during the last week of March 2010. These Mega Exhibitions are funded under the Market Access Initiative (MAI) Scheme of the Government of India and supported by the Ministries of Textiles and Commerce & Industry.

Fashion Show in Argentina

In this connection, the Council is also organizing the participation of members in BAAM Fashion Week in Buenos Aires, Argentina. The objective for holding the Fashion Show in Argentina, which is the Fashion Capital of Latin America is to showcase the capability and strength of the Indian Textile / Clothing Industry among our target buyers in Argentina. During the Fashion Show, to make a positive impact on the Indian collections among the visitors, the Council will use three Indian Fashion Designers : **Mr.Manish Malhotra, Ms.Anita Donge & Mr.Nachiket Barve** alongwith a leading Argentine Fashion Designer. SRTEPC in co-ordination with AEPC / TEXPROCIL and with the active guidance of the Embassy of India, will organize the participation of Indian companies in the Fashion Show. Therefore, all those members interested in showcasing their exclusive range of fabrics through this Fashion Show in Argentina, are requested to send three sets of swatches at the earliest but not later than 6th January 2010 directly to the Council for ensuring their onward delivery to the concerned Designers for their initial feed-back. An amount of Rs.15,000/- will be charged for participation in the Fashion Show.

The Salient features of the Mega Textile Shows are follows :

1. Dates of the Exhibition in Argentina : 24 & 25th March, 2010
2. Dates of the Exhibition in Brazil : 29 & 30th March, 2010
3. Move in day by Exhibitors from Buenos Aires to Sao Paulo : 26th March to 28th March, 2010.
4. Member Exporters of SRTEPC and other Textiles EPCs can participate in the above events.
5. Total number of stalls : 50
6. Event Management Companies are being appointed at both the places for extensively publicizing the events and making necessary other arrangements.

Markets with Huge Potential

Latin America is a focus area with huge potential for export expansion of textiles, as Indian exporters are less familiar with these markets. Among the LA countries, Brazil and Argentina hold the highest potential for increase in exports of textiles and clothing from India. Though Brazil and Argentina import textiles worth Rs.16,800 crores and Rs.7,100 crores respectively; India's share in these markets is negligible at 12% & 6% respectively. Hence there is tremendous scope for increasing India's exports of textiles to these markets and the Mega Shows are meant to achieve this objective.

Growing exports of MMF textiles

Indian exports of man-made fibre textiles to Brazil have witnessed tremendous growth from Rs.199 crores in 2004-05 to Rs.560 crores in 2008-09. Yarn constitutes the bulk of the exports. Exports of fabrics and made-ups have also registered growth. Exports to Argentina have also risen from Rs.37 crores in 2004-05 to Rs.138 crores in 2008-09. Yarn and fibre are the major items of exports; followed by made-ups and fabrics.

Participation fees

The amount of participation Fees for both Argentina & Brazil are being worked out in co-ordination with the concerned Indian Missions / Consulate and with the respective Event Management Agencies in both the countries, and as soon as we work out specific amounts of participation fees, we shall inform you the same immediately. Meanwhile, all those who are interested in participating for both the countries or in one of these two countries, can kindly send us an advance token payment of Rs.50,000/- by a Cheques/DD drawn in favour of "The Synthetic & Rayon Textiles Export Promotion Council, Mumbai". The balance amount can be paid as soon as we finalize the amounts of participation in the exhibitions.

Selection of participation

The companies, who are members of different Textile Export Promotion Councils including SRTEPC will be considered for participation in the Exhibitions on First-Come-First-Served basis. As the Shows are Combined Exhibitions involving members of various Textile Export Promotion Councils, the booths available are limited, and accordingly, members interested in participation in the Exhibitions are requested to confirm their participation in the above-mentioned exhibitions by sending the initial token payment of Rs.50,000/- at the earliest. Further information about the Exhibitions will be communicated to you in due course.

Awaiting your immediate response.

Yours faithfully,
SMITA BHARADWAJ
EXECUTIVE DIRECTOR

Encl : Application Form

APPLICATION FORM

**THE SYNTHETIC & RAYON TEXTILES EXPORT PROMOTION
COUNCIL**

Resham Bhavan, 78, Veer Nariman Road, Mumbai – 400 020 at the earliest. Phone :
22048797, 22048690, Fax : 22048358, 22810076, E-mail : srtepc@vsnl.com ,
web : www.synthetictextiles.org

Mega Indian Textile & Clothing Exhibitions in Brazil & Argentina

Date:

Dear Sir,

We are glad to confirm our participation in the Combined Mega Textile Exhibition in Argentina from 24th to 25th March, 2010 and in Brazil from 29th to 30th March, 2010.

Argentina

Brazil

Accordingly, an advance amount of participation fee of Rs.50,000/- is sent herewith to confirm our participation. The balance amount of participation fee will be paid as soon as we are informed about the same by the Council.

Company :

Address :

Phone : _____ Mobile :

Fax :

E-Mail : _____ Website :

Name & Designation
of Representative/s :

Products :

Signature : _____ Name :

Designation : _____ Company Seal :

(Please send this "Application Form" to Shri E. L.Paulo, Director & Secretary, The Synthetic & Rayon Textiles Export Promotion Council, E-mail : ds@srtepc.org ; srtepc@vsnl.com, Fax : 22048358, 22810076)

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