

APPAREL EXPORT PROMOTION COUNCIL, **GURGAON**

AEPC: REG: F&E: 488:2010
Dated: March 10th, 2010

CIRCULAR

**AEPC's Participation in Hong Kong Fashion Week Spring/Summer – 2010,
5 – 8 July, 2010.**

Dear Members,

AEPC is participating with 85 booths in the Hong Kong Fashion Week to be held from 5th to 8th July, 2010, which will take place in Hong Kong Convention & Exhibition Center, Hong Kong.

ABOUT HONG KONG FASHION WEEK:

Entering its 17th year, **HKTDC Hong Kong Fashion Week for Spring/Summer** has evolved into one of the world's biggest and most glamorous fashion industry events of its kind. Each year, leading designers and suppliers from the Asia-Pacific region and around the world gather to connect with the most influential trade buyers in the industry through Fashion Week. The Spring/Summer 2009 edition boasted an impressive 1,164 exhibitors from 24 countries and regions with record breaking **23,873** buyers visited the fair.

A total of 69 buying missions were organized, bringing in 2,196 selected buyers from all over the world. Among them were buying representatives from well-known fashion brands, leading chain stores and distributors, including PAS Group (Australia), Pretty Girl Fashion Group (Australia), Marie-Claire (Canada), Paul Brial (France), ECRU (France), Idee+Spiel (Germany), Esprit (Germany), Mukai Co. Ltd (Japan), Wacoal Corporation (Japan), Adolfo Dominguez (Spain), Mango (Spain), Al Jeaidi Fashion (United Arab Emirates) and The Lady of the House (United States of America) etc.

Visitor attendance was equally enthusiastic. Thousands of visitors from around the world visited the fair, with the Chinese mainland remained as the top visiting country. Other top visiting countries included Japan, Philippines, United States of America, Korea, Taiwan, Australia, Thailand, Singapore and Canada.

The HKTDC also invited 1,698 new buyers to attend the fair under the HKTDC Buyer Sponsorship Programme, 87.51% of whom were from emerging markets. Pre-arranged meetings had been organised for these new buyers to visit local exhibitors and business contacts.

HKTDC Hong Kong Fashion Week for Spring/Summer 2010 is a marketing opportunity that you can't afford to miss.

VENUE:

Hong Kong Convention & Exhibition Center, Hong Kong

DATE:

5 – 8 July, 2010 (Monday, Tuesday, Wednesday and Thursday)

NO. OF BOOTHS:

AEPC has decided to make "INDIA PAVILION" with 85 booths in order to cater to the growing demands of the buying communities in Hong Kong.

PARTICIPATION CHARGES AND LAST DATE:

This is a right opportunity for you to participate in large apparel fair organized at Hong Kong. The booth package and other details are as follows:

Cost per booth of approx. 9 Sq. Mtr. : Rs. 2,10,000/-**

Early bird discount if entire amount is paid by 15th April, 2010 : Rs. 10,000 (If participated in any one HKFW in 2009 or 2010)

Early bird discount if entire amount is paid by 15th April, 2010 : Rs. 5,000 (If not participated in 2009 or 2010)

After 15th April, 2010, no discount would be admissible.

**** SERVICE TAX @ 10.30% WOULD BE PAYABLE EXTRA ON THE TOTAL PARTICIPATION CHARGES.**

BOOTH PACKAGE:

Items provided in 9 sq.mtrs Garment booth

- i. Carpet Flooring
- ii. Fixing of 1 no. of fascia (3mW x 0.34mH) with 1 set of sticker cut out company name and booth no.

- iii. 150 Nos. of top Garment hangers or (100 nos. normal Top Garment hangers and 50 Nos. of Clip hangers)
- iv. 4 Nos of system built-in garment hanging rack (6mL) (for easy accommodation of hangers)
- v. 1 No. of full body mannequin with European feature
- vi. 1 No. SYMA System table (0.7mW x 0.7D x 0.75mH)
- vii. 1 No. of modular system built-in lockable cabinet (1mW x 0.5mD x 0.75mH)
- viii. 3 No. black leather chairs
- ix. 1 no. waste paper basket
- x. 6 Nos. of spot lights of 100W each
- xi. 1 no. of 500 W max. square pin socket

For Accessory booth, following will be provided in place of sl. no. iii) and iv) in addition to all other items:

3. 4 nos. of modular system built-in hanging rack (1m)
4. Providing 8 Nos of wooden shelf

The application form is attached herewith. You are requested to kindly send the participation fee by way of Demand Draft/Pay Order in favour of **APPAREL EXPORT PROMOTION COUNCIL” GURGAON** address to **MRS. SNEH LATA SHARMA, Deputy Director, A.E.P.C., Apparel House, Institutional Area, Sector – 44, Gurgaon – 122 003.**

The exporters of Delhi/ Gurgaon can also deposit the payment by way of cheque to APPAREL EXPORT PROMOTION COUNCIL, Gurgaon office. Similarly, exporters at Mumbai, Ludhiana, Jaipur, Tirupur, Chennai and Bangalore can also deposit the cheque at Local AEPC offices. All others may send the Demand Draft/Pay Orders to Gurgaon office. Post dated cheques are not acceptable.

GUIDELINES FOR ALLOTMENT OF THE BOOTHS:

1. All participants who have paid the full participation fee in time would be considered for allotment of booths through draw of lot.
2. The name of the participant shall be considered for draw of lot only after receipt of full participation charges.
3. No change in the booths, once allotted would be entertained under any circumstances.
4. The decision of SG/Chairman (EP) would be final and binding in case of any clarification.

WAITLIST

In case, applications are over-subscribed beyond 85 nos. participation, a waitlist will be maintained, which would be considered on FCFS basis.

CANCELLATION CHARGES

Withdrawal will be subject to following:

- i. 25% of participation charges will be forfeited if the exporter withdraws before the participation is confirmed by the Council and other participant on the wait list confirms their participation. However, the forfeiture will be 35% of participation fees, in case, there is no other participant on the wait list.
- ii. 45% of the participation charges will be forfeited if the exporter withdraws after confirmation of participation by the Council and other exporters on wait list confirms their participation. There will be forfeiture of 65% of participation fee if no other exporter is on the wait list.
- iii. 100% forfeiture in case of no show of the fair.
- iv. The application would be considered on First-cum-First Served (FCFS) basis.
- v. After draw of lot, withdrawal shall attract 100% forfeiture.

MDA Grant

Market Development Assistance (MDA), as announced by the Ministry of Commerce and as amended from time to time, would be applicable. As per the new MDA Guidelines, all exporters having export turnover of less than Rs.15 Crore in the year 2007-08 would be eligible.

Note: The Last date of submission of MDA application is 10th June, 2010

The application would be subject to the total MDA guidelines issued by the Ministry of Commerce from time to time. To know more about MDA Scheme, **contact Mrs. Sneh Lata Sharma, Deputy Director (F&E)**. Should you require any other information, please contact **Mrs. Sneh Lata Sharma, Deputy Director (F&E)** Apparel Export Promotion Council, Apparel House, Institutional Area, Sector-44, Gurgaon, Haryana, **Tel: 00-91-124-2708150, 00-919899993817 Fax : 00-91-124-2708004-05 Email: slsharma@aepecindia.com** The application form may also be downloaded from our website www.aepecindia.com

Thanking you,

Yours faithfully,

**(SUDEEP SARCAR)
GENERAL MANAGER (F&E)**

Enclosures: Application Form

APPLICATION FORM FOR HONG KONG FASHION WEEK- JULY 2010

(On the company 's letterhead)

Name of event for which participation is sought: **HONG KONG FASHION WEEK**
5 – 8 JULY, 2010

- 1 Name & Address of the firm _____
Name of the Contact person _____
Along with Mobile _____
- 2 AEPC Registration No. & date _____
- 3 Proprietary/Partnership / Pvt. Ltd company _____
- 4 Year of establishment _____
- 5 Telephone No (s) _____
- 6 Fax No (s) with areas code _____
- 7 E-mail Nos. _____
- 8 Manufacturers or Merchant Exporter _____
- 9 Address of Manufacturing Unit _____
- 10 Main items of Production _____
(Indicate for which products you will like to meet buyers) _____
- a) Mention Segment Knitted/Woven _____
- b) Main product (Limit to 2 Products) _____
- c) Other Products (Limit to 2-3 product only) _____
- d) Kindly specify (Gents/Ladies /Girls/Boys/ Children, _____
Infants wear) _____
- 11 Total value of export of readymade garments during US \$ _____ Million
2007-08 (FOB in US \$) _____ Pcs/Month
- 12 Present production capacity (pcs/month) _____
- 13 Name & designation of the Representatives who would be _____
attending the fairs provide Passport No., Date of Birth, _____
Place of Birth, Date of issue, validity _____
- 14 Principle existing markets of the Company _____
- 15 Major Buyers & Fashion Labels _____
- 16 Major Buyers & Fashion labels in the visiting countries _____
- 17 Any other information you would like to mention _____

Additional