

CIRCULAR

Dear Sir,

Subject : Inviting participation in Indian Textile & Apparel Mega Show in Melbourne (12-13 November 2009) & Sydney (16-17 November 2009), Australia

Apparel Export Promotion Council, alongwith TEXPROCIL and textile and apparel related Export Promotion Councils shall be organizing **Textile & Apparel Mega Show** at Melbourne & Sydney, Australia from 12th 17th November, 2009. With a view to promoting Indian Textile & Apparel products in important pre-designated markets, the Govt of India is supporting such initiatives and TEXPROCIL will be making all the arrangements for this event. Similar such events were organized recently by AEPC in South Africa & Japan and by SRTEPC in Brazil & Argentina.

Australia –Huge Potential Market for India

Australia is a very attractive market for Indian Apparels. The export figures for readymade garment exports from India to Australia are given below:

2005	2006	2007	2008
US\$ 49.30 mn	US\$ 39.91 mn	US\$ 38.06 mn	US\$ 55.70 mn

Source: WTO/DGCIS

Venue and Dates

City	Venue	Dates
Melbourne	Melbourne Exhibition & Convention Centre	12 th & 13 th November 2009 (Thursday & Friday)
Sydney	Sydney Convention Centre	16 th & 17 th November 2009 (Monday & Tuesday)

Participation Fees

This is one of the Market Access Initiative (MAI) proposed events and the cost of the stall together with entire promotional expenses for 12 sq.mtrs should be approximately Rs.6.50 Lakhs to the Council. After taking into consideration the assistance from the Ministry and Council's contribution, we are pleased to offer a stall of 12 sq.mtrs. at Rs. 1.30 lacs. In addition, early bird discount of Rs. 10,000/- will be given to the participants who apply with 100% advance payment on or before 31st August, 2009.

Participation charges for 12 sq mtrs booth (at both the cities)	: Rs.1,30,000/-
Early bird discount until 31 st August, 2009 (with 100% advance payment)	: Rs.10,000/-
Participation charges until 31 st August, 2009	: Rs.1,20,000/-

Each booth would get following items

1. Carpet Flooring
2. Name fascia
3. Hangers
4. 3 no. of chairs
5. 1 no. waste paper basket
6. Spot lights
7. Hanger rails

Please note that, this fee does not include Airfare, Hotel expenditure, sending display material and other related expenditure. MDA grant will not be available since this event is already heavily subsidized.

Hiring the services of PR Agency in Australia

A PR agency is being appointed in Australia so as to coordinate the whole arrangement for the event, including pre event publicity in suitable Media, direct invites to importers & buyers, coordination with Fashion Designer etc.

Visit of Australian Fashion Designers to India

In order to have a first hand knowledge of the prevailing fashions in the Australian Industry, visit of Australian fashion designers to India in the month of September, 2009 will be organized so as to conduct a fashion & design forecast session and enable the participants to prepare samples to suit the market requirement.

Organising Fashion Show during the event

It is planned to organize Fashion shows in the Fair Venue during the event so as to give an opportunity to the participants to showcase their products on stage and get better exposure for their product range.

Guidelines for the allotment of booths:

- a. All the participants, who pay the full participation fee in time, would be considered for allotment of booths through draw-of –lot.
- b. The decision of Chairman (EP) on the recommendations of Committee would be final in case of any confusion/dispute.
- c. For the allotment of booths, where any vacancy arises after the draw of lot, the same would be subject to the discretion of the Council.
- d. No change in the booths, once allotted, would be entertained under any circumstances. The allotment of booths shall be as per the plan.

- e. A wait list of exporters shall be made whose participation is not confirmed after draw of lot.

Cancellation / withdrawal policy

In case of cancellation / withdrawal of participation by Members, part of the participation fee will be forfeited as follows:-

30 days prior to start of the event	-	25%
15 days prior to start of the event	-	50%
Less than 15 days	-	75%

You are requested to kindly send the participation fee by way of Demand Draft/Pay Order in favour of “**APPAREL EXPORT PROMOTION COUNCIL**” as per the above to **Addl. 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, Bangalore and Kolkata can also deposit the cheque at Local AEPC offices. All others may send the Demand Draft/Pay Orders to Gurgaon office.

Should you require any other information, please contact **Shri. Indrajit Banerjee, Executive (F&E)** Apparel Export Promotion Council, Apparel House, Institutional Area, Sector-44, Gurgaon, Haryana, **Tel: 00 91 124 2708160, Fax : 00 91 124 2708004-05 & 00 91 124 270 8190 Email: ibanerjee@aepcindia.com, slsharma@aepcindia.com.** The application form may be downloaded from our website www.aepcindia.com

Thanking you,

Yours faithfully,

**(VIJAY MATHUR)
DEPUTY SECRETARY GENERAL**

Enclosures: 1. Application Format

Application Form for Indian Textile & Apparel Mega Show in Melbourne (12-13 November 2009) & Sydney (16-17 November 2009), Australia

(On the company 's letterhead

Name of event for which participation is sought: **Indian Textile & Apparel Mega Show in Melbourne (12-13 November 2009) & Sydney (16-17 November 2009), Australia**

- 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 2008-09 (FOB in US \$) US \$ _____ Million
_____ 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 Willing to showcase your samples in fashion shows (If yes, please send 6 samples) to AEPC, Apparel House, Gurgaon by 15th Sept, 2009. _____
- 18 Any other information, you would like to mention. _____

