

TRADE SHOW - SOUTH AFRICA

SUB: AEPC organizes India Clothing & Textile Trade Show in South Africa from 23-28 Feb., 2012

Dear Member,

After the huge success of Buyer-Seller-Meets at South Africa in the last **SIX** consecutive years since 2006, AEPC is once again organizing a Trade Show at Cape Town & Johannesburg in South Africa from 23-28 February, 2012 with 50 booths at each venue. Ministry of Textiles & Ministry of Commerce has approved funding under Market Access Initiative for the **India Clothing & Textile Trade Show** in South Africa.

Country	Date
South Africa - Cape Town International Convention Centre, Cape Town	23-24 Feb., 2012 (Thursday/Friday) (From 10.00AM to 06.00PM)
South Africa - Sandton Convention Centre, Johannesburg	27-28 Feb., 2012 (Monday/Tuesday) (From 10.00AM to 06.00PM)

ECONOMY IN SOUTH AFRICA:

South Africa is the economic powerhouse of Africa with a gross domestic product (GDP) four times that of its southern African neighbors and comprising around 25% of the GDP of Africa. The country leads the continent in industrial output (40% of total output) and mineral production (45%) and generates most of Africa's electricity (over 50%). Its major strengths include its physical and economic infrastructure, natural mineral and metal resources, a growing manufacturing sector, and strong growth potential in the tourism, higher value-added manufacturing and service industries.

THE TEXTILE / CLOTHING INDUSTRY:

South Africa has a robust clothing industry. Clothing sales in SA are dominated by a number of retail houses, each with three or four store brands and each brand represented by a chain of over 100 stores within SA alone. The top seven chains account for roughly 70% of domestic market share. Some of the brands are also expanding into the rest of Africa.

WHO SHOULD PARTICIPATE ?

Exporters registered with AEPC and other textile EPC's can apply for participation in the **India Clothing & Textile Trade Show**. Members of AEPC can apply directly. Applicants from other EPC's can send their application with full participation fees, in the shape of **Demand Draft** payable in favour of **APPAREL EXPORT PROMOTION COUNCIL** (payable New Delhi/Gurgaon) to respective EPC's. However, they may send advance copy of application to AEPC for information.

INVITING BUYERS:

In order to invite leading buyers/buying agents/representative of retail chain stores, the details of items of exports of your company would be sent to the Public Relation Agencies in advance for the invitation of buyers. This is Council's continue EP event since 2006. Good buyers like Woolworths, Truworths, Foschini, Mr. Price, Platinum Group, EDCON, Guess, Edgars Sourcing Team, Jet Stores, Marianne Fassler, Perltext Agencies, Fleeceytext, Skye Clothing Group, Trubok, Stuttafords, Sweet Orr, Cape Union Mart, Toledo Clothing, PEP Stores, Exact, Ackermans, Markham, etc. have come to the show.

RMG FIGURES:

India's garment export to South Africa is depicted below.

RMG Imports Statistics						
<i>All figures in USD Millions</i>						
South Africa RMG Imports		2007	2008	2009	2010	%Change 2010/2009
	<i>From World</i>	895.8	895.0	966.6	1248.1	29.12
	<i>From India</i>	51.0	50.3	51.1	60.3	18
	<i>Our Share (%)</i>	5.7	5.6	5.3	4.8	

*Source: UNComTrade,2011

- South Africa Imported worth US\$ 1248 million apparel from world in 2010 which is 30 per cent higher what it imported in 2009.
- India accounted for 4.8 per cent share in total import. India's share in overall import from world has declined since 2007 however in 2010 apparel import in South Africa increased by 18 per cent from India.
- Total import market size of South Africa is of US\$ 1.2 billion which has increased by 40 per cent from 2007.
- Major apparel supplier to South Africa is China, India, Mauritius, Bangladesh and Malawi. China is dominant supplier and accounts almost 70 per cent share and India accounts 6 per cent share.

Highlights:

- **South Africa is the largest consumer of clothing in the African market.**
- **India is their 2nd largest clothing import partner.**
- **Imports from India grew positively from the previous year.**

CONCESSIONAL PARTICIPATION CHARGES AND LAST DATE:

The cost of approx. 9 sq.mtrs stall together with entire promotional expenses shall cost Rs. 5.40 Lac. to AEPC. However, after taking into consideration the MAI assistance from the Ministry of Commerce, Govt. of India, the cost of 9 sq.mtrs stall has come down.

Participation charges of 9 sq.mtrs. booth	:	Rs. 1,50,000/-
Early Bird discount (upto 15.12.11)	:	Rs. 15,000/-
Amount payable (upto 15.12.11)	:	Rs. 1,35,000/-
Amount payable (after 15.12.11)	:	Rs. 1,50,000/-

Demand Draft or Pay order in the name of "Apparel Export Promotion Council"

(Kindly note: Cheques are not acceptable)

Since MOC has given a financial support of Rs. 3.00 lac. per booth, no other financial assistance shall be given like MDA etc. The cost of Air travel and Hotel expenses shall be borne by exhibitor.

CANCELLATION CHARGES :

The exporter who will apply for participation in the Fair, the withdrawal will be subject to the following:

- A. 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.
- B. 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.
- C. 100% forfeiture in case of no show of the fair.
- D. Non-grant of relevant visa shall not qualify for any relief.

GUIDELINES FOR THE ALLOTMENT OF BOOTHS:

1. All the participants who pay the full participation fee in time would be considered for allotment of booths on **FCFS basis**.
2. The decision of SG ,AEPC would be final in case of any confusion/ dispute
3. For the allotment of booths, where any vacancy arises after the allotment on **FCFS basis**, the same would be subjects to the discretion of the Secretary General-AEPC/Chairman AEPC.
4. No change in the booths, once allotted would be entertained under any circumstances.

The last date for the receipt of the application along with participation charges is 15.12.2012 at AEPC Office, Gurgaon.

APPLICATION FORM : The blank application format is attached herewith for your ready reference.

Should you require any other information, please contact:

Mr. K S BISHT, Dy. Director (F&E)

Apparel Export Promotion Council

Apparel House, Institutional Area,

Sector-44, Gurgaon-122 003, Haryana, (India)

Tel: 0124-2708158, (M) +91 9810527747 Fax: 0124-2708004-005, E-mail: kbisht@aepecindia.com

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, A.E.P.C., Fair & Exhibition Department, Apparel House, Institutional Area, Sector - 44, Gurgaon - 122 003.

The exporters of Delhi/Gurgaon can also deposit the payment by way of Demand Draft/Pay Order to APPAREL EXPORT PROMOTION COUNCIL, Gurgaon office. Similarly, exporters at Mumbai, Ludhiana, Jaipur, Tirupur, Chennai, Bangalore and Kolkata can also deposit the Demand Draft/Pay Order at Local AEPC offices. All others may send the Demand Draft/Pay Orders to Gurgaon office.

Yours Sincerely,

(R K SHARMA)

Director (F&E)

(M) +91 9899167235

Email: rksharma@aepecindia.com

Encl.: Application Form

APPLICATION FORM FOR PARTICIPATION IN MEGA SHOW IN SOUTH AFRICA

(On the Company's letterhead)

India Clothing & Textile Trade Show in South Africa on 23-28 Feb., 2012

PART-I

1. Name & Address of the firm : _____
 Name of the Contact person : _____
2. Proprietary/Partnership Pvt. Ltd. Co. : _____
3. Year of establishment : _____
4. Telephone No.(s) with area code : _____
5. Fax No(s) : _____
6. E-Mail Nos. : _____
7. Manufacturers or Merchant Exporter : _____
8. Address of Manufacturing Unit : _____
 : _____
9. Main items of production : _____
 (mentioned segment Knitted/Woven and
 Specify product mix.
10. Total value of export of readymade : _____
 Garments/Textiles in the previous year
 2010-11 (FOB in US\$) and major US\$ _____ Million
 Countries of Exports
11. Present production capacity(pcs/month) : _____ pcs / month
 And lead time
12. Major brands & labels : _____

PART II

Please tick:

S.NO.	PARTICULARS	YES	NO
1	Full-Package garment manufacturers (Packed Shipment Exporter)		
2	Sufficient experience in Garment Exports		
3	A proven experience with high street retailers		
4	Vertically integrated plant with CMT, finishing etc.		
5	Whether your Technicians are able to understand and interpret techsheets and do you employ technically qualified staff in quality & product Deptt.		

PART- III

Please fill up the details of the Representative in the following format;

1	Name appearing in Passport	
2	Passport No.	
3	Date of Issue	
4	Validity	
5	Date of Birth	
6	Place of Birth	
7	Place of Issue	