

Subject: Inviting participation in 'Brand India' pavilion at Australian International Sourcing Fair from 22nd – 24th November, 2011

Dear Member,

As you are aware, the Council has been organising stand alone '**Brand India**' exhibitions for the last two years in Australia and this year the Council proposes to organize National Level Participation at the 'Brand India' pavilion in the 'Australian International Sourcing Fair' (AISF) with about 50 exhibitors. The AISF was held in Melbourne in 2010 and this year considering the good growth prospects for textiles in New South Wales and other adjoining states, the Fair is relocated to Sydney and this **three day event** will attract Trade visitors from all over Australia and New Zealand.

About Australian International Sourcing Fair 2011:

The AISF is the only textile and clothing exhibition for the Australia and New Zealand region. It provides an ideal networking platform for the buyers and sellers besides giving exhibitors the opportunity to showcase a wide range of products from textile, fashion and home interiors to other related products. For more details about the Fair, you can visit the event website: www.sourcingfair.com.au.

Considering that India and Australia are at an advanced stage of negotiations for a **Free Trade Agreement** and also with Australian buyers wanting to **reduce their over dependence on China**, this Fair provides the right opportunity for the Indian exporters to tap into the Australian textile market. The Council's own experience during the last two Brand India exhibitions was that Australian buyers being quality conscious are seriously looking at India to source good quality Textile & clothing products.

Fringe Activities in AISF:

The Fair hosts a number of key industry **seminars** which brings together international manufacturing & sourcing expert. Inform and educate the exhibitors/visitors on all the latest products, colours and **trends in demand** in Australia. Industry leaders will reveal successful supplying and sourcing strategies.

Benefits of Exhibiting at the 'Brand India' pavilion in AISF:

Exhibiting at the 'Brand India' pavilion in AISF gives an opportunity to place your business in front of thousands of qualified visitors including department stores, retail chains, importers, wholesalers, brand owners, designers and agents. You can

- * Associate with the '**Brand India**' **image** created successfully over last 2 years in Australia
- * Avail of the Council's **highly subsidized participating fee** as compared to going directly to AISF
- * Consolidate your position in the industry and region
- * Have **direct meetings with Australian buyers and decision makers**

Visitor Profile:

As the major international sourcing forum in Australasia, the AISF provides unparalleled access to meet major volume buyers across Australia and New Zealand.

There were over 3000 trade only visitors in 2010 and the following organisations were amongst them:

j) Retail / Department Stores:

K Mart, Target, Myer, Harris Scarfe, Country Road, Dimmeys, Joanne Mercer, Just Group, Lincraft, Sportsgirl, Bed Bath 'N' Table, Carpets Galore Floorworld, Colorado Group among many others

ii) Importers / Wholesalers:

Adidas, Australian Button Company, Australasian Leather, Australian Knitting Mills, Avanti Manchester, Bardot Clothing, Bisley Workwear, Cotton On Group, Diana Ferrari, Pacific Brands, Laura Ashley Australia, Peter Alexander, Ripe Maternity Wear, Rivers Australia, Strandbags Group, Lonsdale, The Scarf Company, Victoria Station, Yarra Trail, Textile House.

Product Profile:

The Australian International Sourcing Fair is the premiere sourcing event in Australia and New Zealand. It includes a diverse range of products including:

Home Textiles, All types of Fabrics, Denims, Yarns, Knitwear, Industrial fabrics, Handloom products, Ready Made Garments, Fashion Accessories, Handicrafts, Silk, Jute, Workwear, Urban Wear (Streetwear), Swimwear, Sportswear, Uniforms, Lingerie And Intimate Apparel, Couture & Special Occasion, Millinery And Headwear, Leather, Embroidery, Handbags, Footwear, sporting goods.

Advantages of a powerful marketing program:

Besides the Council's exhaustive direct marketing efforts, an extensive publicity campaign is being undertaken for "Brand India" all over Australia by the fair organisers. These include

- * Major public relations campaign in mainstream and trade media
- * Significant electronic direct marketing to all Australian and New Zealand textile & fashion, accessories and home wares buyers
- * Regular visitor electronic communications outlining features and new developments of the shows
- * Mailers inviting major buyers from the Australia and New Zealand region

Australia – Market with huge potential:

Total imports of T & C products in Australia during the year 2010 reached US \$ 6,866 million. Out of this, imports from India were only US\$ 243 million during that year.

Commodity	Total imports into Australia			Imports into Australia from India			% share 2010
	2008	2009	2010	2008	2009	2010	
Textiles & Clothing	6164.29	5672.84	6866.33	200.61	200.99	243.07	3.54%
Clothing	3873.89	3648.04	4550.93	63.29	74.10	90.17	1.98%
Textiles	2290.40	2024.81	2315.40	137.32	126.89	152.90	6.60%
Of which							
COTTON Textiles	751.20	684.99	823.21	73.04	73.17	83.96	10.20%
MMF Textiles	215.58	204.38	200.51	8.23	8.90	11.33	5.65%
SILK Textiles	180.97	173.50	205.03	18.63	14.71	15.98	7.79%
WOOL Textiles	278.83	214.19	248.93	18.18	16.19	21.68	8.71%
OTHERS Textiles	863.82	747.75	837.72	19.24	13.91	19.95	2.38%

(Source: Comtrade / GTIS)

- India's share in Australia's total import of T & C is only 3.54 %
- In the total textiles imports, cotton textiles constitute about 35.55%, MMF accounts for 8.63%, Silk 8.85% and wool 10.75%
- As far as import from India is concerned, cotton based textiles accounts for around 55%.
- Considering the miniscule presence of Indian suppliers of all type of Textile & Apparel (all fibres) in this market, there is a big scope to expand market share of India by undertaking effective marketing initiatives.

Table 2: Top 10 suppliers of T&C to Australia				
Country	Million \$			% Change
	2008	2009	2010	2010/2008
Total Imports	6164.29	5672.84	6866.33	11.39
China	3873.30	3640.98	4542.09	17.27
India	200.61	200.99	243.07	21.17
New Zealand	249.54	193.28	221.78	-11.12
United States	174.94	154.93	192.26	9.90
Bangladesh	37.69	86.89	125.48	232.90
Italy	140.02	110.91	121.32	-13.35
Thailand	98.41	90.78	117.90	19.81
Indonesia	93.22	87.07	106.39	14.13
Hong Kong	124.85	91.73	103.72	-16.92
Pakistan	96.65	80.64	98.64	2.06

(Source: Comtrade / GTIS)

- As seen from Table 2, India has moved from a No. 3 ranking in 2008 to No. 2 ranking in 2009 and 2010.
- India has grown at a healthy 21% in 2010 over 2008, since the launch of 'Brand India' Show in 2009.

Venue and Dates:

- Sydney Convention & Exhibition Centre, Sydney
- 22 to 24 November 2011 (Tuesday, Wednesday and Thursday)

Participation Fees:

This is one of the approved events under Market Access Initiative (MAI) of the Ministry of Commerce. After taking into consideration the assistance from the Ministry and Council's contribution, we are pleased to offer **subsidized participation fees for a standard stall of 12 sq.mtrs (or multiples thereof)**. In addition, early bird discount of Rs. 10,000/- will be given to the participants who apply with 100% advance payment on or before 30th June 2011.

Participation fees for 12 sq mtrs booth: Rs. 1,10,000/-

**Early Bird Discount of Rs.10,000/- (with 100% advance payment)
(on or before 30th June, 2011 – Participation fees will be Rs.1,00,000/-)**

Participation fees for 12 sq mtrs booth will be Rs 1,10,000 after 30th June, 2011.

Participation fees includes standard built up stall of 12 Sq. Mtrs., 2 x 120 w spotlights, Fascia sign, 1 x 5 amp power point, 1 table and 2 chairs, 1 lockable cupboard, 1 metre of clothes rail, 3 x 1 metre of flat or sloping shelf.

One mannequin will be provided to garment exhibitor.

One double bed will be provided to bed linen exhibitor.

3 additional shelves and 2 mtrs additional hanger rails will be provided to fabric exhibitor.

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 under MAI scheme.

Guidelines for the allotment of booths:

All the participants who pay the full participation fee in time would be considered for allotment of booths through draw-of-lot / alphabetical order.

1. The decision of Chairman / ED, TEXPROCIL would be final in case of any confusion/dispute.
2. For the allotment of booths, where any vacancy arises after the draw of lot, the same would be subject to the discretion of the Chairman / ED TEXPROCIL.
3. No change in the booths, once allotted would be entertained under any circumstances. The participation is on FIRST-COME-FIRST SERVED (FCFS) basis.

Application Form:

Exporters registered with TEXPROCIL and other Textile & Apparel EPCs can apply for participation in this event. Members are requested to send their application to respective Councils with full participation fee by way of Demand Draft / Cheque in favour of "**The Cotton Textiles Export Promotion Council**" (payable at Mumbai).

Interested Members are requested to fill up the Application Form and fax over 022-2363 2914 (or) e-mail to: mktg@texprocil.org

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	: 100%

Should you require any other information, we will be glad to answer the same.

For further details please contact:

Mr. Shailesh Martis, Deputy Director / Mr. Sanjay Rane, Deputy Director

Tel: 022-2363 2910 to 12 / Fax: 022-2363 2914

TEXPROCIL - Mumbai

APPLICATION FORM FOR PARTICIPATION IN
'Brand India' pavilion at Australian International Sourcing Fair
from 22nd – 24th November, 2011
(On the Company's letter-head)

1. Name & Address: _____

- Name of the Contact person : _____
2. Proprietary/Partnership Pvt. Ltd. Co: _____
3. Year of establishment : _____
4. Telephone & Cell No.(s) with area code : _____
5. Fax No(s) : _____
6. E-Mail id. : _____
7. Website : _____
8. Manufacturers or Merchant Exporter : _____
9. Address of Manufacturing Unit : _____
& Corporate Office _____
10. Main items of production : _____
(indicate for which products you will
like to meet buyers)
11. Total value of export : _____
in the previous year (FOB) US\$ _____ Million
12. Principle markets of the company : _____
13. Major buyers & Fashions lables : _____
14. Major Buyers & Fashion labels : _____
in Australia
15. New to Australian market (Yes/ No) : _____
16. Name of the EPC through which : _____
Application is made
17. For Visa recommendation letter, provide following details :
Name appearing in Passport:
Passport No. : _____
Date of Birth : _____
Date of Issue : _____
Date of Expiry : _____
Place of Issue : _____
18. Any other information you would : _____
like to mention

(Additional information may please be attached)