

**CIRCULAR**

**Sub: AEPC's participation in INTERMODA,MEXICO  
19<sup>TH</sup> – 22<sup>ND</sup> JANUARY, 2010**

**ABOUT INTERMODA:**

**INTERMODA** is the biggest and most important fashion exhibition show in Mexico and Latin America and is aimed at the professionals of the fashion and textile industries. It was established in the city of Guadalajara, Mexico for last 25 years.

**INTERMODA** has consolidated its presence in the market, creating space in which major brands of fashion and textile industries are present. Held biannually for a period of four days, **INTERMODA** is the meeting place for intense activities of more than 650 exhibitors. The event draws buyers from all over Mexico and international markets.

**INTERMODA** has gained transnational focus due to its success and have established new business opportunities with countries like Argentine, Colombia, Peru, Chile, USA and India among others. The fair showcase Menswear, Women wear, Children's wear, Textiles items and Accessories for the Spring – Summer collection for the year 2010.

**OBJECTIVE:**

**INTERMODA's** main objective is to maintain a long term stable business relationship with all sectors of the fashion in Mexico, especially by increasing the quality and quantity of attendees and buyers at the event.

**RMG Figures:**

In LAC region, Mexico is an important market. The exports of garments to Mexico in the year 2008 were \$71.14 Million and in the year 2007, it was \$63.72 Million. There was an increase of 11.64% in the year 2008 as compared to the year 2007.

Most significant items of import from India were Men's or Boys' Shirts, Knitted or Crocheted (6105) and T-Shirts, Singlets, Tank Tops Etc, Knit or Crocheted (6109) in case of knit items; and Women's or Girls' Blouses, Shirts Etc Not Knit Etc (6206) and Women's or Girls' Suits, Ensemble Etc, Not Knit Etc (6204) in case of woven items. Import value of 6105 was US \$ 15 million while that of 6109 was US \$ 12 million in 2007, while their respective share was 29% and 23% . There was an increase in the import value of these items to the tune of 41% and 12% respectively during 2006-07.

**VENUE:**

**The venue would be INTERMODA Guadalajara, Mexico.**

**DATE:**

**19-22 January 2010 (Tuesday, Wednesday, Thursday and Friday)**

**NO. OF BOOTHS:**

AEPC has decided to make "INDIA PAVILION" with 15 booths in order to cater to the growing demands of the buying communities in Mexico.

**PARTICIPATION CHARGES AND LAST DATE:**

This is a right opportunity for you to participate in large apparel market of Mexico. The booth package and other details are as follows:

Cost per booth of 9 Sq. Mtr	:	Rs.1,00,000/-
Discount by AEPC	:	Rs. 15,000/-
Nett cost per booth	:	Rs. 85,000/-

MDA will be admissible as per the MDA norms.

Last date for the receipt of the application would be 30.11.2009. No part payment will be accepted.

**BOOTH PACKAGE :**

Aluminum Frames, White melamine walls, table, chairs, (Hanging bars) or racks, Signboard, Sign, Flag, Red Carpet, 500 volt electrical power, 24 hours a day security, Visitor registration services and control, Company information in Exhibitor's directory.

**INVITING FASHION DESIGNERS FROM MEXICO:**

In order to develop good collection for the show, AEPC has taken an imitative to invite Fashion Designer from Mexico in the month of December 2009.

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 Mr. R.K. SHARMA, APPAREL EXPORT PROMOTION COUNCIL" as per the above to 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. Post dated cheques are not allowed.

**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 alphabetical order.
2. The decision of SG/Chairman (EP) would be final in case of any clarification.
3. No change in the booths, once allotted would be entertained under any circumstances.

**WAITLIST**

In case, applications are over-subscribed beyond 15 nos. participation, a waitlist will be maintained, which would be treated on FCFS basis. Applicants are advised to ensure that

they possess necessary visa to enter Mexico. No request for refund will be entertained by AEPC if for any reason whatsoever visa is not granted.

### **CANCELLATION CHARGES**

The exporter who has applied for participation in the Fair, the withdrawal will be subject to 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.
- E. The application would be considered on First-cum-First Served (FCFS) basis.

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, +919810527747 Fax : 00 91 124 2708004-05 & 00 91 124 270 8190 Email: [slsharma@aepecindia.com](mailto:slsharma@aepecindia.com)** The application form may be downloaded from our website [www.aepecindia.com](http://www.aepecindia.com)

**Thanking you,**

**Yours faithfully,**

**Sudeep Sarcar  
General Manager ( F & E )  
Mob: + 9810563234**

**APPLICATION FORM FOR INTERMODA FAIR**

**(On the company 's letterhead**

Name of event for which participation is sought: **INTERMODA, Mexico, 19<sup>th</sup> -22<sup>nd</sup> January, 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. Co. \_\_\_\_\_
- 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 2007-2008 (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 \_\_\_\_\_  
\_\_\_\_\_
- b) Whether valid Mexico VISA is available YES \_\_\_\_\_ TO APPLY \_\_\_\_\_
- 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 \_\_\_\_\_
- 18 I will attend the presentation of Mexican Fashion designer YES  NO   
(Please tick ✓)
- 19 Application for MDA is attached