

AEPC: APH: F&E: 491: 2009

August 3, 2009

CIRCULAR

Sub:Interselection Fashion Fair, Paris, France

Dear Members,

AEPC is participating with ten booths in the “**INTERSELECTION FAIR**” to be held from 20th to 22th October, 2009, which will take place in the Capital of France, Paris at Port De Versailles.

ABOUT THE FAIR & FRENCH MARKET:

INTERSELECTION has more than 28 years of experience and it holds unique position in EUROPEAN Market. It provides a strategic response and boost potential by optimizing the dialogue between exhibitors and retailers. It is a unique opportunity to show cases the Women's wear for Spring/Summer-2010 and Winter 2009-2010 as well. In the previous Fair, 7000 buyers visited from all over the world. In all, 200 exhibitors from 22 countries had participated in the last fair.

Fair Schedule:

- 20-21 (Tuesday & Wednesday 9:00 A.M to 6:00 P.M
- 22 (Thursday) 9:00 A.M to 5:00 P.M

India's export of Readymade Garments to France during 2008-2009 was USD 720.00 approx. million. Interselection Fashion Fair gives the opportunity to develop new customer base, strengthen business relation, and analyze market needs and business-to-business partnership. The potential products of items exported to France are Ready to Wear (Menswear, Women's wear, Children's wear, Knitted and Accessories) like Trousers, Blouse, T-shirts, Shirts Men's/Boy's, jersey/pullover/cardigans, waistcoats & similar articles of cotton, knit/crocheted, Women's/girls' trousers/breeches of cotton, Women's/girls' skirts/divided skirts-cotton and Ladies Dress.

BUYERS' PROFILE:

GERMANY-As Moden, Giacomo, Kik-Textilien & Non Food Gmbh, Newyorker, PMD Moden Handels Gmbh (Pimkie) **AUSTRIA**-Steilmann, **BELGIUM**- Besco, Bluestores S.A., Carre NV , Cassis, Cora, Damart Tsd SA, Fabrimode NV Famco, Go Bel House, Granita, N. V Etn. J . BaLLIERE, NV Flander S Fashion, Paprika, Veritas Wesco NV, **CANADA**- Marie Claire, **DENEMARK**-Linda Lykke Accessoreies, TA Skandi Fashion APS, **SPAIN**-Cifd S A Venca, Cortefiel, Dang Dang S. A , in Situ, La Halle Iberia, La Tienda De Lolin Besa, Mercedes Romero, Musgo, **FINLAND**-Fantexca oy, Veljekset halonen oy, **FRANCE**-3 Suisses France, A l'aise Breizh, Achatvip, Afibel, Agnes B Andre, Antoine Et Lili, Armand Bizzbee, Bonobo, Groupe Beaumanoir, Intermarche, Jacqueline Rie Jean Bourget, Jennyfer, Jordann Lee, Julie Guerlande, Kiabi, Kick S La Blanche Porte, La Halle, Pimkie, Promod, Punto Bene, Quelle La Source, **IRELAND**-Decollage Ltd, Fashion Hse, M C Carthy Fashions Ltd., **ITALY**- Benetton, CMT SRL., **JAPAN**-Yatsuya stick Jewellery intl., **RUSSIA**- Barvik, **SWEDEN**-Ademarks Modecenter ab **NORWAY**- Amanda, **POLAND**-Bialcon Barbaba Chwesiuk, **U.K**- Bonbel Management, Chili Pepper Fashion, Joy etc.

FACILITIES:

The Council would be providing built up stall of 9 sq. m. with following facilities:

- 3 hanger rails / one shelf or 3 shelves / one hanger rail
- bridge light or Spot lights
- 100 hangers
- waste paper bucket
- coat stand
- furniture set : 1 table and 3 chairs
- carpet
- sign: 1 sign per stand
- entry passes for exhibitors
- 300 invitations per company
- entry in fair catalogue for each exhibitor
- entry in internet catalogue

Booth cost of 9 sqm. : Rs. 2,80,000/-

Cash support from AEPC : Rs. 50,000/-

Early Bird Discount : Rs. 10,000/-

(If payment made on or before 17th August, 2009)

Participation charges after discount : Rs. 2,20,000/-

Participation Charges after due date : Rs. 2,30,000/-

(After 17th August, 2009)

You are requested to kindly send the full participation fee by Demand Draft/ Pay Order in favour of Apparel Export Promotion Council (AEPC), Apparel House, Institutional Area, Sector-44, Gurgaon-122 003.

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 2008-09 would be eligible. The application would be subject to the total MDA guidelines Issued by the Ministry of Commerce from time to time. See www.aepcindia.com for complete guidelines.

Should you require any other information. **please contact Mr. Narasimha, Sr. Executive (F&E), Apparel Export Promotion Council, Apparel House, Institutional Area, Sector-44, Gurgaon-122 003 (Haryana), Tel: +91-124-2708159, Fax: +91-124-2708004 & 005, e-mail: narasimha.aepc@gmail.com & slsharma@aepcindia.com.** The application may be downloaded from our website www.aepcindia.com

Thanking you,

Yours faithfully,

(Sneh Lata Sharma)

Dy. Director

Enclosure:

1. Application Format

**APPLICATION FORM FOR INTERSELECTION FASHION FAIR,
PARIS, FRANCE-OCTOBER, 2009**

(On the company's letterhead)

Name of event for which participation is sought: **INTERSELECTION FASHION FAIR,
PARIS, FRANCE**
20th-22nd October, 2009

- 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 US \$ _____ Million
during 2007-08 (FOB in US \$)
- 12 Present production capacity (pcs/month) _____ 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 Major Countries of Exports _____
- 15 Major Brands & Fashion Labels _____
- 16 Any other information you would like to _____
mention _____