

AEPC: REG: F&E: 2011
Dated: February 17, 2011

CIRCULAR

**AEPC's Participation in Hong Kong Fashion Week Spring/Summer 2012,
04th – 07th July, 2011.**

Dear Members,

AEPC is participating with 80 booths in the Hong Kong Fashion Week to be held from 04th – 07th July, 2011, at Hong Kong Convention & Exhibition Center, Hong Kong.

ABOUT HONG KONG FASHION WEEK:

Perfect Hub for Fashion Sourcing

Hong Kong is Asia's fashion hub - it is a well-established production and sourcing centre that is also home to a growing community of design talent. HKTDC Hong Kong Fashion Week for Spring/Summer (Biggest in Asia and second largest garment/fashion exhibition in the world) plays a key role in the city's fashion industry, enabling suppliers from around the world to promote their products and image to a global audience, as well as seek new business relationships and garner valuable industry intelligence.

Impressive Growth

The 2010 edition of the fair displayed excellent results. Almost 1,300 exhibitors took part - an 11% increase over the previous edition. 23,272 buyers from 89 countries and regions came through the doors over the four days of the fair, eager to get a jump on the 2011 spring/summer season and source finished garments, designer collections, fashion accessories and raw materials.

Hong Kong Fashion Week for Spring/Summer 2010 drew in 23,272 trade buyers from 92 countries and regions around the world, of which 12,812 were from Hong Kong and 10,460 were from overseas. The Chinese mainland, Europe and USA remained on the top of chart of International visiting countries this year. Other top visiting countries/continents included Australia, Middle East, Central & South America and Africa.

Targeting Top Buyers

HKTDC, the fair organizer, implements a marketing campaign that gets the word out around the globe about the effectiveness of Hong Kong Fashion Week for Spring/Summer. High-quality buyers from department stores, chain stores, independent retailers, buying groups and distributors factor in this fair as one of their key sourcing channels

Following the success of the 2010 fair, the Hong Kong Fashion Week for Spring / Summer will continue to play a major role in the region's garment industry and serve as the best sourcing venue for garment in Asia.

Ensure that you are a part of this effective sourcing platform by booking your space today!

Asia's biggest fashion event returns in a whirl of stylish excitement. **HKTDC Hong Kong Fashion Week** is the second largest fashion fair in the world, and most important regional trading hub for the industry. In 2010 the fair hosted **over 1,700 exhibitors from 24 countries & regions** and drew **more than 21,000 buyers from 92 countries & regions**.

HKTDC Hong Kong Fashion Week for Spring/ Summer 2012 is a marketing opportunity that you can't afford to miss.

VENUE:

Hong Kong Convention & Exhibition Center, Hong Kong

DATE:

04th – 07th July, 2011 (Monday, Tuesday, Wednesday and Thursday)

NO. OF BOOTHS:

AEPC has decided to take 80 Booths to make "INDIA PAVILION" in order to cater to the growing demands of the buying communities in Hong Kong.

PARTICIPATION CHARGES AND LAST DATE:

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

Particulars	Participation charges (Rs.)
Cost per booth of 9 sqm.	Rs. 2,10,000
Early Bird Discount (If payment is made on or before 15 th April, 2011)	(Rs.10000/-) Rs. 2,00,000/-

NOTE: PART PAYMENT IS NOT ACCEPTABLE.

LAST DATE

Last date for receipt of the application with full payment is 15th April, 2011.

BOOTH PACKAGE:

Items provided in 9 sq.mtrs Garment booth

- i. Carpet Flooring
- ii. Fixing of 1 no. of fascia (3mW x 0.34mH) with 1 set of sticker cut out company name and booth no.
- iii. 150 Nos. of top Garment hangers or (100 nos. normal Top Garment hangers and 50 Nos. of Clip hangers)
- iv. 4 Nos of system built-in garment hanging rack (6mL) (for easy accommodation of hangers)
- v. 1 No. of full body mannequin with European feature
- vi. 1 No. SYMA System table (0.7mW x 0.7D x 0.75mH)
- vii. 1 No. of modular system built-in lockable cabinet (1mW x 0.5mD x 0.75mH)
- viii. 3 No. black leather chairs
- ix. 1 no. waste paper basket
- x. 6 Nos. of spot lights of 100W each
- xi. 1 no. of 500 W max. square pin socket

Items provided in 9 sq.mtrs Accessory booth

In place of sl. no. iii) and iv) above following will be provided in addition to all other items:

- iii. 4 nos. of modular system built-in hanging rack (1ml)
- iv. Providing 8 Nos of wooden shelf

You are requested to kindly send the participation fee by way of Demand Draft/Pay Order in favour of “**APPAREL EXPORT PROMOTION COUNCIL**” **GURGAON** address to **MRS. SNEH LATA SHARMA**, Joint 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 and Bangalore 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 acceptable.

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 draw of lot.
2. The name of the participant shall be considered for draw of lot only after receipt of full participation charges.
3. No change in the booths, once allotted would be entertained under any circumstances.
4. The decision of SG/Chairman (EP) would be final and binding in case of any clarification.

WAITLIST

In case, applications are over-subscribed beyond 75 nos. participation, a waitlist will be maintained, which would be considered on FCFS basis.

CANCELLATION CHARGES

Withdrawal will be subject to following:

- i. 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.
- ii. 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.
- iii. 100% forfeiture in case of no show of the fair.
- iv. The application would be considered on First-cum-First Served (FCFS) basis.
- v. After draw of lot, withdrawal shall attract 100% forfeiture.

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 2009-10 would be eligible. **MDA assistance is not available, in case export is nil or negligible in the preceding year** , 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.

Note: The Last date of submission of MDA application is 15th June, 2011

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 **APPAREL EXPORT PROMOTION COUNCIL” GURGAON**. Should you require any other information, **please contact Mrs. Sneha Lata Sharma, Joint Director (F&E), Apparel Export Promotion Council, Apparel House, Institutional Area, Sector-44, Gurgaon-122 003 (Haryana), Tel: +91-124-2708150, Fax: +91-124-2708004 & 005, e-mail: slsharma@aepcindia.com**. The application may also be downloaded from our website www.aepcindia.com

Thanking you,

Yours faithfully,

(R. K. SHARMA)
DIRECTOR(F&E)
rksharma@aepcindia.com
Mobile No. 9899167235

Enclosures: Application Form

APPLICATION FORM FOR HONG KONG FASHION WEEK- JULY 2011

(On the company 's letterhead)

Name of event for which participation is sought: **HONG KONG FASHION WEEK**
04th – 07th July, 2011

- 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 2009-10 (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 Any other information you would like to mention _____

Additional