



## APPAREL EXPORT PROMOTION COUNCIL, GURGAON

AEPC:REG:F&E: 2011:

18<sup>th</sup> April, 2011

### CIRCULAR

**SUB: AEPC's participation in "SOURCING at MAGIC"  
Las Vegas, U.S.A. (21-24 Aug, 2011)**

**18<sup>th</sup> April, 2011**

Dear Member,

AEPC is participating with 50 booths in Magic Fair, Las Vegas to be held from 21<sup>st</sup> to 24<sup>th</sup> August, 2011, which will take place in South Hall of Las Vegas Convention Centre, Las Vegas, Nevada, USA.

#### About Magic

**MAGIC** is one of the largest, most compressive and cost effective Apparel Trade Event in United States and caters to 3500 exhibitors, 5000 brands and 100,000 attendees & dedicated to contract manufacturing and private label business. The Sourcing Zone is the destination for product development groups to find new trends, new niches and fashion "value added" and "commodity" vendors in one efficient, focused location during the largest apparel market week in the world.

The Sourcing Zone is a convenient space for retail buyers, global importers, licensees and brands to meet and conduct business with offshore manufacturers like India and contract suppliers from the international manufacturing countries.

Total number of exhibitors is around 900 (Indian Exhibitors 92, China 600, Pakistan 40, Bangladesh 17, and rest of the world like Mexico, Morocco, Egypt, Korea, Thailand, Taiwan etc)

#### Venue & Date:

The venue for Sourcing Zone at Magic shall be in **South Hall of Las Vegas Convention Centre**, 3150 Paradise Road, 89109 Las Vegas, Nevada, USA, **Tel:** +1(212)951.6722, **Email:** [nyamada@magiconline.com](mailto:nyamada@magiconline.com) and date shall be from 21-24 August, 2011.

#### USA apparel industry

USA is the largest importer of garments with imports of over US \$ 72 billion. **India's garment export to USA is US \$ 3159 million during 2010** which amounts to around 4.4 % of USA's total garment imports from World.

<i>USA's Import of Apparel From World and India</i>				<i>in USD</i>
		<b>2008</b>	<b>2009</b>	<b>2010</b>
<b>USA's RMG Imports</b>	<i>From World</i>	73099	64289	72525
	<i>From India</i>	3122	2886	3159
	<i>Our Share in %</i>	4.3	4.5	4.4

**Avail benefit in participation fee on account of MAI grant from Ministry of Commerce:**

The participation in the fair was earlier covered in MDA scheme offered by Ministry of Commerce, Govt. of India. However in order to further reduce the participation charges, the council had proposed for the MAI assistance from the government. On the basis of recommendations of the Ministry of Textiles, Ministry of Commerce has approved funding under Market Access Initiative (MAI) for the "Sourcing at Magic" fair in Las Vegas, United States of America from 21-24 Aug, 2011

**Payment schedule:**

**AEPC has decided to make a huge "INDIA PAVILION" at "Sourcing at Magic".**

Participation charges of a 10' x 10' SQFT booth : **Rs 1,35,000/-**

Early bird discount upto 20<sup>th</sup> May, 2011 : **Rs 10,000/-**  
(If entire amount is paid)

Participation charges upto 20<sup>th</sup> May, 2011 : **Rs. 1,25,000/-**

Participation charges after 20<sup>th</sup> May, 2011 : **Rs. 1,35,000/-**

*This does not include Airfare, Hotel expenditure and other related expenditures. MDA grant shall not be available since MAI grant is availed.*

**Facilities Provided in the fair:**

In the above mentioned participation charges, the Council shall be providing facilities of interpreter, overseas publicity, inland publicity, and publicity through signages, banners standees and space allocation in the priority area of "SOURCING at MAGIC" Fair.

**1) Booth Package: (Standard Booth - 10'x10')**

- Standard 8' (or 2.4 meter) high wall structure with wall panel.
- Four Hanging Bars & 100 Hangers
- Waste basket
- One table
- Three (3) black stack chairs
- One set of track light with three (3) fixtures each
- Standard Gray Carpet flooring

## 2) Match making facility:

Magic fair authority shall organize matchmaking program designed to connect buyers with exhibitors to facilitate business transactions and networking. The information will be sent out to all registered & qualified buyers before the show. MAGIC fair authority will set One to One appointment of the selected participants by the buyer.

The match making service starts 60 days before the show dates. To avail this benefit, an exhibitor must pay full participation charges with complete profile.

### 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. No change in the booths, once allotted would be entertained under any circumstances
3. The decision of Chairman, AEPC/Secretary General, AEPC would be final and binding in case of any clarification.

The participation is on **FIRST-CUM-FIRST SERVED (FCFS)** till all booths are sold.

### Waitlist:

In case, applications are over-subscribed, a waitlist will be maintained, which would be considered on FCFS basis. Applicants are advised to ensure that they possess necessary visa to enter USA. 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:

- 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.
- 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.
- 100% forfeiture in case of no show of the fair.
- Non-grant of relevant visa shall not qualify for any relief.
- Service tax paid shall not be refunded.

### Application form:

The blank application format is enclosed herewith for your ready reference.

Should you require any other information, please contact Mr. Ravish Srivastava, Manager (Fairs & Exhibition), Apparel Export Promotion Council Apparel House,

Institutional Area, Sector-44, Gurgaon-122003, Haryana, (India) Tel: +91 124 2708162,  
2708000-003, Mobile: +91 9818662371 Fax: +91 124 2708004  
E-mail: [ravish@aepecindia.com](mailto:ravish@aepecindia.com)

After receiving the filled in application form with payment, the show agreement for  
Sourcing at Magic and visa invitation letter format shall be sent.

**Thanking you,**

Yours Sincerely,  
**R.K. Sharma**  
**Director (Fairs & Exhibition)**  
**Phone: +91 124 2708026**  
**Mobile: +91 9899167235**  
**Fax: +91 124 2708004 / 05**  
**Email: [rksharma@aepecindia.com](mailto:rksharma@aepecindia.com)**

**Enclosure:** Application Form

**APPLICATION FORM FOR PARTICIPATION IN "SOURCING at MAGIC"  
Las Vegas, U.S.A. (21-24 August, 2011)**

**(On the Company's letterhead)**

**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  
2009-10 (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:

<b>S.NO.</b>	<b>PARTICULARS</b>	<b>YES</b>	<b>NO</b>
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	