



## APPAREL EXPORT PROMOTION COUNCIL, GURGAON

AEPC:REG:F&E:2010:556

22.04.2010

### CIRCULAR

SUB: AEPC's participation in "SOURCING at MAGIC"  
Las Vegas, U.S.A. (16 – 19 August, 2010)

22<sup>th</sup> April, 2010

Dear Member,

AEPC is participating with 50 booths in Magic Fair, Las Vegas to be held from 16th to 19th August, 2010, which will take place in Las Vegas Convention Centre, Las Vegas, Nevada, USA.

#### About Magic

MAGIC is one of the largest, most comprehensive and cost effective Apparel Trade Event in United States and caters to 3500 exhibitors, 5000 brands and 100,000 attendees & is dedicated to contract manufacturing and private label business. The Sourcing Zone is 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 construct suppliers from the international manufacturing countries.

#### Venue & Date:

The venue for Sourcing Zone at Magic shall be 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 16<sup>th</sup> to 19<sup>th</sup> August, 2010

#### USA Apparel Industry

USA is the largest importer of garments with imports of over US \$ 82 billion. India's garment exports to USA is a little over US \$ 2,714 million during 2008-09 which amounts to around 25% India's total garment exports to World and 3.34% of USA's total garment imports from World.

There is a tremendous potential for increasing India's garment exports to USA.

USA's RMG Import Statistics					
<i>All figures in USD Millions</i>					
USA's RMG Imports		2005	2006	2007	2008
	<i>From World</i>	80071.00	82969.00	84851.00	82464.00
	<i>From India</i>	2678.30	2937.09	2815.23	2756.36
	<i>Our Share</i>	3.34	3.54	3.32	3.34
USA ranked 1 <sup>st</sup> among the India's Top RMG exporting destinations in 2008.					

**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 16 – 19 August, 2010.

**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 1,50,000/- *
Early bird discount upto 20 <sup>th</sup> May, 2010 (if entire amount is paid)	:	Rs 10,000/-
Participation charges upto 20 <sup>th</sup> May, 2010	:	Rs 1,40,000/- *
		(Rs. 1,54,420/- including service tax)
Participation charges after 20 <sup>th</sup> May, 2010	:	Rs. 1,50,000/- *
		(Rs 1,65,450/- including service tax)

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

\* Service Tax @ 10.30% shall be payable extra on the total participation charges.

**FACILITIES PROVIDED FOR 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 before 20<sup>th</sup> May, 2010.

### 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.

## LAST DATE

Last date for the receipt of the application at the below mentioned address, along with participation charges and application form duly filled in is 20<sup>th</sup> May, 2010 at AEPC office, Gurgaon.

Should you require any other information, please contact Mr. Sachin Gupta, Assistant Manager (Fairs & Exhibition), Apparel Export Promotion Council Apparel House, Institutional Area, Sector-44, Gurgaon-122 003, Haryana, (India) Tel: +91 124 2708156, 2708000-003 Mobile: +91 9971413865 Fax: +91 124 2708004  
E-mail: [sachin.gupta@aepecindia.com](mailto:sachin.gupta@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,

Sudeep Sarcar  
General Manager (Fairs & Exhibition)  
Phone: +91 124 2708082  
Mobile: +91 9810563234  
Fax: +91 124 2708004 / 05  
Email: [ssarcar@aepecindia.com](mailto:ssarcar@aepecindia.com)

Enclosure: Application Form

APPLICATION FORM FOR MAGIC SHOW

(On the company 's letterhead)

SOURCING AT MAGIC SHOW,  
Las Vegas, USA. 16 – 19 August, 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 2008-09 (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 USA 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 \_\_\_\_\_