



APPAREL EXPORT PROMOTION COUNCIL, GURGAON

AEPC/REG/EP/F&E/1162

October 31, 2017

CIRCULAR

SUB: AEPC's participation in "SOURCING at MAGIC" Las Vegas, U.S.A. (11 - 14 February, 2018)

Dear Member,

AEPC is participating in Magic Fair, Las Vegas to be held from 11 - 14 February, 2018, which will take place in Las Vegas Convention Centre, Las Vegas, Nevada, USA.

2. About Magic

SOURCING at MAGIC is North America's largest, most comprehensive sourcing event, reflecting the fashion supply chain at its most complete. Offering unmatched access to over 30 countries representing the world's most important markets, SOURCING at MAGIC showcases more than 1500+ exhibitors including apparel, accessories and footwear resources and 12,800 + attendees conveniently merchandised by country and category: contract and original design manufacturers; fabric, trim and component suppliers; and service and technology providers.

Exhibitors—from worldwide leaders to local U.S. suppliers—build business through exposure to thousands of sourcing executives, designers, merchandising managers and private label buyers.

MAGIC connects exhibitors to the global purchasing power of tens of thousands of men's, women's and children's apparel, accessories and footwear retailers.

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.

→ *For More details about the Magic Show, members may please visit the website of the fair authority at www.magiconline.com*

3. Venue & Date:

The venue for Sourcing Zone at Magic shall be in Las Vegas Convention Centre, 3150 Paradise Road, 89109 Las Vegas, Nevada, USA, Tel: +1(212)951.6722.

- ❖ Set up day 10th February, 2018
- ❖ show dates 11 – 14 February, 2018

4. USA apparel industry

USA is the largest importer of garments with imports of over USD 84031 million, **India's garment export to USA is USD 3823 million during 2016**, which amounts to around 4.6 % of USA's total garment imports from World.

USA's RMG Import from World and India					India's RMG Exports to USA in January-July, 2017 (In USD MN.)
	2014	2015	2016	% Change 2016/2015	
USA's RMG imports from world, (USD Mn.)	85727.0	89089.0	84031.1	-5.7	2382.5
USA's RMG imports from India, (USD Mn.)	3597.9	3869.1	3823.6	-1.2	

India's Share in USA's RMG imports from world, %	4.2	4.3	4.6	4.8	
Source: UN Comtrade, 2017					

5. The cost of the stall together with entire promotional expenses for 10'X10 SQFT booth (Approx) is costing AEPC approx Rs. 4.50 Lacs, after taking into consideration the Council's contribution, we are pleased to offer a booth of 10'X10' at Rs. 4.25 Lacs.

6. Participation Charges :

Particulars	Participation charges (Rs.)
Participation charges of approx 10' x 10' SQFT booth	Rs 4,25,000/-
Early bird discount until 30 th November, 2017 (If entire amount is paid)	Rs 10,000/-
Participation charges until 30 th November, 2017	Rs. 4,15,000/-
Participation charges after 30 th November, 2017	Rs 4,25,000/-

- (i) **Allotment of booths size of 1.5 x 2** : Wherein two exhibitors who wish to apply for 1.5 size booth, each exhibitor would pay AEPC an amount of Rs. 6,22,500/- for allotment of 1.5 booth (Rs. 4.15 lacs for one booth and Rs. 2,07,500/- for half booth) (on availing early bird discount). The two exhibitors will apply for 1.5 booth each collectively. ***The allotment of this type of triple booth category will be done in draw of lots basis.***
- (ii) For applying double booth, the exhibitor would pay AEPC an amount of Rs. 8.30 lacs (on availing early bird discount)
- (iii) After expiry of the date of availing early bird discount, the charges of booth shall be applicable as per cost of Rs. 4.25 lac per booth.
(No part payment will be accepted)

This does not include Airfare, Hotel expenditure and other related expenditures. Etc. No MAI / MDA grant has been approved for this fair.

Explanatory Note: Any request for allotment of booth adjacent to each other will not be accepted and booths will be allotted strictly as per allotment declared in the draw of lots for each company.

7. Payment Mode:

- (i) Demand Draft or Pay Order in the name of "Apparel Export Promotion Council" (payable at Gurgaon or New Delhi) may be sent to **Mr. K S Bisht, Jt. Director** (Fairs & Exhibition), Apparel Export Promotion Council Apparel House, Institutional Area, Sector-44, Gurgaon-122003, Haryana, (India)
Tel: +91 124 2708156 (D), 2708000-003, Mobile: +91 9810527747 Fax: +91 124 2708004
- (ii) Payment can also be sent through NEFT/RTGS to the following account
BENEFICIARY: APPAREL EXPORT PROMOTION COUNCIL
SAVING A/C NO: 180401000020000
IFS CODE: IOBA0001804
BANK: INDIAN OVERSEAS BANK
ADDRESS: BRANCH – APPAREL HOUSE, SECTOR 44, INSTITUTIONAL AREA, GURGAON – 122003

Please note that no cheque payment will be accepted.

8. Catalogue Display:-

The Council is organizing a "Catalogue Display" during the show for small and medium enterprises who are incapable to participate in the fair due to financial constraints or any other reasons, they may present their catalogue, displaying their product profile, photographs, company profile or any other information which are important for buyers. Per company catalogue charges would be Rs. 4000/- which can be deposited by way of DD/PO/ RTGS only favouring "Apparel Export Promotion Council". The catalogues shall be well placed in AEPC's booth for visitors during the show. The deadline for submitting the catalogue shall be 15.01.2018. Each party is restricted to send one copy of their catalogue. The same can be sent along with covering letter addressed to Mr. K S Bisht, Jt. Director (F&E), AEPC, Apparel House, Sector-44, Institutional Area, Gurgaon-122 003.

9. Facilities provided in the fair:

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

- **Booth Package: (Standard Booth – approx 10'x10')**

- (a) Name Fascia
- (b) Carpet
- (c) Power point
- (d) 150 Hangers (Top/bottom)
- (e) 6 spot lights
- (f) Table & 3 chairs
- (g) Hanger rails 18 mtrs or Shelves
- (h) Waste Bin

10. 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. No change in the booths, once allotted would be entertained under any circumstances
3. **The decision of Chairman-EP (AEPC) would be final and binding in case of any dispute.**

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

11. 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.

12. Cancellation charges:

The exporter who has applied for participation in the Fair, the withdrawal will be subject to following:

- (i) 45% of the participation charges will be forfeited if the exporter withdraws after confirmation of participation by the Council (after receiving of the payment confirmation receipt) 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.
- (ii) 100% forfeiture in case of no show of the fair.
- (iii) Non-grant of relevant visa shall not qualify for any relief.

13. Application form:

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

Should you require any other information, please contact :-

- (a) **Mr. K S Bisht, Jt. Director** (Fairs & Exhibition), Apparel Export Promotion Council, Apparel House, Institutional Area, Sector-44, Gurgaon-122003, Haryana, (India) Tel: +91 124 2708156(D), 2708000-003, Mobile: +91 9810527747 Fax: +91 124 2708004 E-mail: kbisht@aepcindia.com
- (b) **Mr. R P S Negi, Deputy Director** (Fairs & Exhibition), AEPC Mob.: +91- 9868513092 Tel: +91 124 2708143(D) E-mail: rnegi@aepcindia.com

14. STRATEGY FOR HS CODE WISE PROMOTION OF GARMENT

Garment export products under top 18 items where India can increase its share (Sl. No.1 to 6), top 18 HS lines where the India market share is low (Sl. No. 7 to 11) and HS lines where China has offloaded exports in the year 2015 over 2014 (Sl. No. 12 to 18). Sl. No. 1 to 6 are the products where China have already offloaded into 2015 over 2014.

1.To focus on world top 18 garment products and to improve export performance of following products:-

S No.	HS Code	Description
1	620520	Men's/Boy's shirts, of cotton, not knitted
2	620443	Women's/Girl's dresses, of synthetic fibres, not knitted
3	620640	Women's/Girl's blouses and shirts, of manmade fibres, not knitted
4	610510	Men's/Boy's shirts, of cotton, knitted
5	611120	Babies garments, cotton, knitted
6	620630	Women's/Girl's blouses and shirts, of cotton, not knitted

Note: Above six products are already offloaded by China in 2015 over 2014.

1.To focus from top 18 garment products from India and to improve export performance.

S No.	HS Code	Description
7	620442	Dresses of Cotton
8	610520*	Men's & Boy's shirts of MMF
9	610831	Night dress & Pyjama of Cotton
10	610711*	Underpants & briefs of Cotton
11	620920*	Babies garments of Cotton

Note: Products already offloaded by China in 2015 over 2014.

1.To focus on products which are offloaded by China in 2015

S No.	HS Code	Description
12	610452	Womens/girls skirts, of cotton, knitted
13	610432	Womens/girls jackets, of cotton, knitted
14	610433	Womens/girls jackets, of synthetic fibres, knitted
15	621050	Womens/girls garments nes, of impregnatd, ctd,cov,etc, textile woven fab
16	610333	Mens/boys jackets and blazers, of synthetic fibres, knitted
17	621040	Mens/boys garments nes,made up of impreg,ctd,cov,etc,textile woven fab
18	610462	Womens/girls trousers and shorts, of cotton, knitted

The application form may be downloaded from our website www.aepcindia.com

Thanking you,

Yours Sincerely,

R.K. Sharma
Sr. Director (Fairs & Exhibition)
Phone: +91 124 2708026
Mobile: +91 9899167235
Email: rksharma@aepcindia.com

Enclosure: Application Form

***Disclaimer:** AEPC will not be responsible for the turnout of buyers/buying agents for any BSM/fair/show, etc. The Council will have no liability whatsoever for any kind of refund or payment in this regard. The Council shall not be responsible for booking of hotels, clearance of samples at the customs, for getting VISA & on certain complementary services provided by AEPC and organizational inability of fair organizers & other service providers.*

**APPLICATION FORM FOR PARTICIPATION IN "SOURCING at MAGIC"
Las Vegas, U.S.A. (11 - 14 February, 2018)**

(On the Company's letterhead)

Name of event for which participation is sought : -
"SOURCING at MAGIC" Las Vegas, U.S.A., (11 – 14 February, 2018)

-
1. Name & Address of the firm :
 2. Name of the Contact person with mobile No :
 3. Proprietary/Partnership Pvt. Ltd. Co. :
 4. RCMC No. of the Company :
 5. **IEC No. of company** :
 6. **CIN No. of Company** :
 7. **DIN No. of Company Director** :

8. **HS Codes of garment samples carrying by exporter :**

(at least 6 HS Codes should be given)

S.No.	HS Code (6 digit level)	Product description

9. Year of establishment :
10. Telephone No (s) with area code :
11. Fax No (s) :
12. E-Mail Nos. :
13. Manufacturers or Merchant Exporter :
14. Address of Manufacturing Unit :
15. Main items of production :
(Mentioned segment Knitted/Woven and specify product mix.)
16. Total value of export of readymade Garments/
Textiles in the previous year 2015-16 (FOB in US\$) : US\$ _____ Million
and major Countries of Exports
17. Present production capacity (pcs/month) : _____ pcs. /month
18. Major brands & labels :
19. Whether First Time to USA : YES / NO

20. Please fill up the details of the Representatives in the following format:

1	Name as appearing in Passport	
2	Passport Number	
3	Date of Issue	
4	Date of Expiry	
5	Date of Birth	
6	Place of Birth	
7	Place of Issue	
8	Whether has valid US visa	YES / NO

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Date: -

Name: _____

Designation _____

Signature
