

INTRODUCTION :

A NEW APPAREL SOURCING EVENT FOR EUROPE – DIRECT FROM ASIA

For its first ever trade exhibition in Europe, **ASIA APPAREL EXPO** will present a carefully-selected group of high-quality Asian companies with a wide range of products, covering mens, womens and childrenswear, fabric and textiles, as well as trimmings and accessories.

Over the past 25 years, Asian countries have developed a highly competent and versatile mass market manufacturing base. Today, six Asian countries account for 80% of Asia's apparel exports to Europe, America and Japan (China, Indonesia, Vietnam, Bangladesh, Sri Lanka and India).

ASIA APPAREL EXPO will bring together over 150 experienced suppliers from the world's largest clothing producing countries, China, India, Indonesia and Hong Kong and will be held at Messe Berlin, from Tuesday 21 – Thursday 23 February 2012.

ASIA APPAREL EXPO will offer Brand Manufacturers, Trading Companies, Wholesalers, Multiple Retailers, Chain Stores, Department Agents, Designers, Private Label; and Buying Offices a new **ASIAN SOURCING MARKET PLACE**, right in the heart of Europe in **BERLIN**.

Berlin has re-established itself as one of Europe's key trading and business meeting capitals. Centrally located, with easy access from both Western and Eastern Europe, Berlin has over 580 hotels providing 45,000 rooms, providing both buyers and exhibitions with value accommodation with a wide variety of accommodation costs.

Pre-registration is now available online and please contact us at cs@asiaapparelexpo.com for any further information.

CONNECT WITH ASIAN SUPPLIERS RIGHT IN THE HEART OF EUROPE IN FEBRUARY 2012

AEPC: REG: F&E: 2011
Dated: September 2, 2011



CIRCULAR

AEPC's Participation in Asia Apparel Expo – Berlin – 21st – 23rd February, 2012.

Dear Members,

AEPC is participating with 20 booths in the Asia Apparel Expo – Berlin to be held from 21st – 23rd February, 2012, at Messe Berlin Exhibition Grounds, Berlin, Germany.

ABOUT Asia Apparel Expo – Berlin:

A New Fair, More New Business Opportunities Catering the Market Demand

- Germany has long been the bellwether of fashion and accessories market ahead Britain, Italy, France and other Europe countries, accounting for an overwhelming annual retail sales of EUR\$55 billion.
- The ever-increasing demand for high quality but competitively priced Asian garment products by Europe market is offering all Asian suppliers ample business expansion opportunities.
- Its prominent calibre attracts buyers from adjacent East and North Europe such as Czech Republic, Romania, Hungary and Turkey, etc. The economic and consumption potential of such emerging risers in Eastern Europe are demonstrating their abilities to drive market demand which no Asian exporter can afford to miss

Distinctive Position

- It is a specialized sourcing event, and 100% dedicated to garments and textiles for "Asian Suppliers". An unique platform of balanced Asian elements that show of the same time under one roof.

- . The show will become the most convenient and cost-effective one-stop marketplace for the Europe buyers as they don't need to travel a great distance to Asian countries to do their sourcing.

Golden Timeslot

Concurrently run in Europe with the first Berlin Garment Show is a series of international trade fairs during the peak buying season. Buyers can flexibly arrange their schedule to visit, search and compare the latest products at the Berlin Garment Show.

Perfect Hub for Fashion Sourcing, Germany — Fashion Capital of Europe

Exhibits Profile

All kinds of clothing, fashion & clothing accessories, and garment related products.

MENS, WOMENS AND CHILDRENSWEAR

Menswear, Sportswear, Womens wear, Down wear, Babies and Children's wear, Denim wear, Casual wear

FABRICS AND TEXTILES

Basic Fabrics, Eco-Textiles, Novelty Fabrics, Nonwovens, Functional Fabrics,

TARGET TOP BUYERS

England -Arcadia, Monsoon, Burberry UK, Next, Debenhams, Primark, French Connection, Selfridges & Co, Harrods, Top Man, John Lewis, Top Shop, LIBERTY, Triumph International, Mark & Spencer, Warehouse. **Germany** - Bon Prix, Orsay GMBH, C&A, Otto, Charles Vögele Deutschland GmbH, PUMA AG Ernsting's Family, Tchibo, Esprit Europe GmbH, Ye Rehbein Imp-Und Exp. GmbH HUGO BOSS AG

France - 3 Sussie, Galeries Lafayette, COLUMBIA SPORTSWEAR, Kiabi, Etam SA, Le Bon Marché,FRANCE S.A.S., PRINTEMPS PARIS. **Spain**- El Corte Inglés, Inditex, Emporio Moda Sposa, Massimo Dutti, Grupo Cortefiel, Vives Vidal. **Italy** - Coin, La Rinascente, DOLCE & GABBANA, Lotto Sport Italia S.p.A., Etam Italia S.r.l., SALEWA Sportgeraete GmbH

A Show Of Exclusive Edges

Value-for-money apparel and textile products from Asia are increasingly welcomed by European consumers amid a drastic change in their spending pattern especially after the global financial crisis.

Under current slow economic growth, enterprises should keep upbeat and stay competitive to reap long-term benefits, rather than resorting to passive mode for the sake of short-term savings and gains.

A critical breakthrough by providing a new and cost-effective platform exclusive for Asian exhibitors to expand their market reach in Europe. Asian exhibitors for many years have been hampered by poor booth location and expensive participation fees in many European shows, etc.

A show for Asian suppliers-only is set to differentiate itself from other similar garment trade shows, making it a unique marketplace for European buyers to source the best Asian products.

VENUE:

Messe Berlin Exhibition Grounds, Berlin, Germany

DATE:

21st – 23rd February, 2012 (Tuesday, Wednesday and Thursday)

NO. OF BOOTHS:

AEPC has decided to take 20 Booths to make "INDIA PAVILION" in order to cater to the growing demands of the buying communities in Germany.

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:

Basic Price per Standard booth (3mx3m): US\$3506 + Germany VAT (19%)

Particulars	Participation charges (Rs.)
Actual Cost per booth of (9 sqmt.)	Rs.2,00,000/-
AEPC support	Rs. 30,000/-
Early Bird Discount (If payment is made on or before 15th November 2011)	Rs. 1,60,000/-
After Early Bird Discount (If payment received After 15th November, 2011)	Rs. 1,70,000/-

(Kindly note: Cheques are not acceptable). Payment can be by bank draft / pay order only.)

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 2010-11 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.

BOOTH PACKAGE:

Items provided in 9 sq.mtrs Garment booth

Carpet Flooring, Name fascia, 150 Nos. hangers, 5 spot lights, 1 square table, 3 chairs, 1 mtr. Lockable cabinets, 5 mtr. Hanging rod, 6 mtr. Ceiling beam, Ironing facility, Waste bin and display racks of accessories exhibitors.

All other facilities would be available on a charge basis.

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 can deposit the payment by way of DD/Pay order to APPAREL EXPORT PROMOTION COUNCIL, Gurgaon office. Similarly, exporters located at Mumbai, Ludhiana, Jaipur, Tirupur, Chennai and Bangalore can deposit the DD/Pay order at Local AEPC offices. All others may send the Demand Draft/Pay Orders to Gurgaon office. Please note that cheques are not acceptable.

GUIDELINES FOR ALLOTMENT OF THE BOOTHS:

1. The name of the participants, who have paid the full participation charges on or before the draw of lot dates shall be considered for allotment of booths
2. No change in the booths, once allotted would be entertained under any circumstances.
3. The decision of SG/Chairman (EP) would be final and binding in case of any clarification.

WAITLIST

In case, applications are over-subscribed beyond 20 nos. participation, a waitlist will be maintained, and their participation would be considered on FCFS basis.

CANCELLATION CHARGES

Withdrawal will be subject to following:

1. 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.
2. 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.

3. There will be forfeiture of 65% of participation fee if no other exporter is on the wait list.
4. 100% forfeiture in case of no show of the fair.
5. The application would be considered on First-cum-First Served (FCFS) basis.
6. After draw of lot, withdrawal shall attract 100% forfeiture.

The application form is attached herewith. You are requested to kindly send duly filled application form with 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. Sneh 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 ASIA APPAREL EXPO – BERLIN - FEBRUARY 2012

(On the company 's letterhead)

Name of event for which participation is sought: **ASIA APPAREL EXPO – BERLIN**
21st – 23rd February, 2012

- 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 _____

