

**CIRCULAR**

**Sub: AEPC's participation in MAGIC (SOURCING ZONE),  
LAS VEGAS, USA, February 16-18, 2010**

**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 1,00,000 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.

**The venue would be Las Vegas Convention Centre (North Hall), Las Vegas, Nevada.**

The USA is India's largest importer today with approximately 30% of India's textile and clothing exports going to the US market. According to OTEXA, exports from India to USA during the period January'09 to August'09 were USD 2043.83 millions. Substantial growth has been achieved in Nightwear, T-Shirts, Trousers, Under-Garments & Ladies Dresses. Further, USA market offers excellent opportunity in cotton man-made fiber garments besides garments of silk, wool and other garments & Accessories.

**AEPC has decided to make "INDIA PAVILION" of 20 booths in order to cater to the growing demands of the buying communities.**

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

<b>Cost per booth of 9 sq.m.</b>	<b>:</b>	<b>Rs. 2,00,000/-</b>
<b>Early bird discount</b>	<b>:</b>	<b>Rs. 25,000/-</b>
<b>Cost per booth</b>	<b>:</b>	<b>Rs. 1,75,000/-</b>
<b>(if payment made on or before 21.12.2009)</b>		
<b>Cost per booth (without early bird discount):</b>		<b>Rs. 2,00,000/-</b>
<b>After 21.12.2009.</b>		

**Booth Package :( Standard Booth – 10’x10’)**

- Standard 8` (or 2.4meter) high hardwall with white coated plywood panel.
- 08 Hanging Bars/ shelves & 100 plastic Hangers
- Waste basket
- One table
- Three (3) chairs
- 04 track lights
- Carpet flooring
- One electrical outlet

**CANCELLATION CHARGES :**

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

- A. 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.
- B. 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.
- C. 100% forfeiture in case of no show of the fair.
- D. Non-grant of relevant visa shall not qualify for any relief.

You are requested to kindly send the participation fee by way of Demand Draft/Pay Order in favour of “**APPAREL EXPORT PROMOTION COUNCIL**” as per the above addressing to **Mr. R. K. Sharma, Addl. 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, Bangalore and Kolkata can also deposit the cheque at respective local AEPC offices. All others may send the Demand Draft/Pay Orders to Gurgaon office.**

Market Development Assistance (MDA), as announced by the Ministry of Commerce and as amended from time to time, would be applicable. The Council has requested to include this event for MDA assistance. **For USA, maximum amount of Rs. 80,000/- is eligible (if export performance is Rs. 15 crores or less in 2008-09)** The application would be subject to the total MDA guidelines Issued by the Ministry of Commerce from time to time.

Should you require any other information, please contact **Shri. K S Bisht, Asst. Director (F&E)** Apparel Export Promotion Council, Apparel House, Institutional Area, Sector-44, Gurgaon, Haryana, **Tel: 00 91 124 2708158, +919810527747 Fax : 00 91 124 2708004-05 & 00 91 124 270 8190 Email: [kbisht@aepcindia.com](mailto:kbisht@aepcindia.com)** The application form may be downloaded from our website also [www.aepcindia.com](http://www.aepcindia.com)

Thanking you,

Yours faithfully,

(Sudeep Sarcar)  
General Manager-F&E  
(M)+919810563234

**APPLICATION FORM FOR MAGIC SHOW**

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

Name of event for which participation is sought: **SOURCING AT MAGIC SHOW, Las Vegas, USA, February 16-18, 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 2008-2009 (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 \_\_\_\_\_
- 18** Whether you will avail MDA YES \_\_\_\_\_ NO \_\_\_\_\_  
(If yes, please submit duly filled Annex.-V) \_\_\_\_\_

**NOTE: FOR MDA QUALIFICATIONS:**

- 1. ANNEX.- V SHOULD BE SUBMITTED TO THE COUNCIL BEFORE 14 DAYS FROM THE DATE OF DEPARTURE.**
- 2. HAVING COMPLETED 12 MONTHS MEMBERSHIP WITH CONCERNED EPC.**
- 3. FOB VALUE FOR THE LAST FINANCIAL YEAR NOT EXCEEDING MORE THAN RS. 15 CRORES.**

**For further details please refer our website: [www.aepcindia.in](http://www.aepcindia.in)**