



APPAREL EXPORT PROMOTION COUNCIL, GURUGRAM

AEPC/HO/WHO'S NEXT/EP 2026-27

Dated: October 28, 2026

AEPC's PARTICIPATION IN "WHO'S NEXT SOURCING & SOLUTIONS" AT PARIS, FRANCE" (From 16th to 18th January, 2027)

Dear Member,

Apparel Export Promotion Council (AEPC) is participating in Who's Next Sourcing & Solutions at Paris, Porte de Versailles to be held from 16th to 18th January, 2027 at Paris, France.

1. About Who's Next Sourcing & Solutions:

Who's Next is the leading event for fashion and lifestyle professionals in Europe. Since 1994, the trade show has brought together the latest women's ready-to-wear collections, accessories, jewellery, beauty and lifestyle products.

A place for celebration, creative inspiration and lasting professional connections, Who's Next brings together all the international players in the fashion ecosystem twice a year at the Parc des Expositions - Porte de Versailles in Paris.

Here are the categories to be displayed at Who's Next -

Women's wear - Knits / Woven / Leather including Casual Wear, Beach Wear, Evening Wear, Active Wear, Outer Wear.

Scarves

Bags

Lingerie

Wearable accessories - Hats, Gloves, socks

Home Textiles

Footwear

Kids wear and Men's wear: It is advisable to keep these categories to a minimum, as the number of potential buyers is likely to be limited for these categories

Each edition of Who's Next attracts around 40,000 visitors, 70% of whom are buyers from retailers, multi-brand stores, department stores and e-commerce companies, who come to meet the 1,300 exhibiting brands.

Agents, journalists, buying offices, stylists, trend agencies, schools and influencers also come together to discover upcoming trends and enjoy an immersive experience combining business and emotion.

MAIN BUYERS ARE : CENTRAL GROUP – ISETAN – TAKASHIMAYA – SHINSEGAE – VAKKO – BEYMEN – PROYECTO REPÚBLICA – SIMONS – LE BON MARCHÉ – GALERIES LAFAYETTE – TOMORROWLAND – UNITED ARROWS – BAYCREWS – BARNEYS JAPAN – LODENFREY – VICTOIRE – MARUBENI – HP FRANCE – WALT DISNEY HOTEL USA – FORTNUM & MASON – RIALTO LIVING – BYKATIENTAT – LES PIPELETTES – LA REDOUTE – BRAND BAZAR – MADAME FASHION GROUP – FALABELLA – EL PALACIO DE HIERRO – EL CORTE INGLÉS – FENWICK – HAGEMEYER

RETAIL – RMN GRAND PALAIS – BLOOMINGDALE’S – SELFRIDGES – LANE CRAWFORD – ÉMILE ET SUZANNE – BLUSH CONCEPT STORE – FLEUX – SCENO 10 – NAC – LOUIS PION – DEPECHE MODE – GREEN BIRD – RIVOLI GROUP – CONCEPT STORY – LAGARDÈRE GROUPE – CHOOSE – GROUPE ALTAYER – SARENZA – SMALLABLE – WEDRESSFAIR – ALTERMUNDI – PLACE DES TENDANCES – ZALANDO – URBN (ANTHROPOLOGIE, URBAN OUTFITTERS) - DES PETITS HAUTS – BÉRÉNICE – STELLA FOREST – NOT SHY – LA PETITE ÉTOILE – LOUISE MISHA – MAISON MAZARINE – DEELUXE – GRACE & MILA – LEON & HARPER – BOBO CHOSES – NOUS ANTWERP – ARMOR LUX – BERMUDES – VON DUTCH – TRUE RELIGION – BLUNDSTONE – DRESS TO – LATE FOR WORK – HIDESINS.

For More details about the fair, please visit website <https://wsn-events.com/en/events/whos-next>

2. Venue: Hall 1 of Paris, Porte de Versailles, France

Dates	Days
Set-up day : 15th January, 2027	(Friday)
Fair Days : 16th to 18th January,2027	(Saturday to Monday)

3. Why you should exhibit in WHO’S NEXT SOURCING & SOLUTIONS at Paris, France?

France, the world's 3rd largest importer of readymade garments, continues to offer substantial opportunities for Indian apparel exporters. As one of Europe's leading fashion and retail hubs, France hosts a large concentration of international brands, fashion houses and sourcing companies seeking reliable and sustainable supply partners. India's RMG exports to France stood at USD 638 million in 2025, making France India's 7th largest export destination for garments. The steady improvement in India's market share in recent years reflects growing acceptance of Indian products in the French market

With the conclusion of the FTA between India and the European Union, it is extremely important to further expand India's presence and strengthen its foothold in the French market

With the increasing focus on MMF apparel exports under the PLI Scheme, it is pertinent to explore and expand India's presence in the French market, which offers significant opportunities for MMF apparel products.

4. Participation Charges for exhibitors:

Participation charges per booth of size 9 sqmtr. with early bird discount of Rs. 10,000/- is available till 15 th November'26.	Rs. 4,17,000/-
Participation charges per booth of size 9 sqmtr. after 15 th November'26.	Rs. 4,27,000/-
<i>The applicants, who fail to make full payment of participation charges, will not be considered for allotment of booth.</i>	

(Rs. 15,000/- extra for corner booth). The same will be allotted subject to availability.

- Participation charges for exhibitors having less than 6 months old RCMC is **Rs. 6.62 lacs per booth (9 sq. mtr. Size).**
- **The last date for submission of application with payment is 15.12.2026.**

Interested members are advised to confirm their participation at the earliest by submitting the application form along with the participation charges to secure their booth space.

The guidelines relating to the financial Assistance under the Market Access Support (MAS) Schemes of Export Promotion Mission (EPM) of the Central Government are available on <https://www.trade.gov.in/pages/Market-access-Support> and is currently available on the link (<https://content.trade.gov.in/EPM-Scheme-Guidelines/Guidelines-for-Support-for-Market-Access-under-the-Export-Promotion-Mission.pdf>). Members are further informed to read them carefully and check their eligibility.

Rush to book your booth by making the payment of participation charges ASAP.

5. Payment Mode:

- a. Payment can also be made through NEFT/RTGS to the following account:
BENEFICIARY: APPAREL EXPORT PROMOTION COUNCIL
SAVING A/C NO: 180401000003212
IFS CODE: IOBA0001804
BANK: INDIAN OVERSEAS BANK
ADDRESS: BRANCH – APPAREL HOUSE, SECTOR 44, INSTITUTIONAL AREA, GURUGRAM – 122003
- b. Payment can alternatively be made through Demand Draft or Pay Order in favour of “Apparel Export Promotion Council” payable at Gurugram or New Delhi. The DD/PAYORDER may be sent to Mr. S. Hari Krishnan, Sr. Director (EP Department), Apparel Export Promotion Council, Apparel House, Institutional Area, Sector-44, Gurugram-122003, Haryana, (India)

NOTE:

- a) **No cheque payment will be accepted.**
- b) **Please ensure to share the UTR Details in case of online payment, failing which your participation would not be considered even if payment is already made.**

6. Booth Packages: Each exhibitor booth will be 9 sqm in size and includes the following:

- *Octonorm shape booth*
- *One (1) table and three (3) chairs*
- *Three (3) clothing racks (one rail each)*
- *Basic Carpet*
- *Name fascia*
- *Basic Lights*
- *One (1) Wastebasket*

Note: Additional display items are available for rental, if required.

7. Guidelines for allotment of the booths:

- (i) **Only those who have paid the full participation charges will be allotted the booth through Draw-of-Lots.**
- (ii) **No changes/exchange of booths will be allowed, once the allotment done.**
- (iii) The decision of Chairman-EP (AEPC) / Chairman (AEPC) would be final and binding in case of any dispute.
- (iv) ***Per company only two visa recommendation / invitation letters will be issued***

8. 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 France.

9. Withdrawal / Cancellation Terms & Conditions will be as follows:

Terms & conditions for withdrawal will be as follows:

- Rs. 25,000/- charges will be forfeited if the exporter withdraws before the Draw of Lot.
- 100% forfeiture after Draw of Lot.

10. Application form:

The application form (with Annexure-I) is enclosed herewith for your ready reference. The application may also be downloaded from AEPC's website www.aepcindia.com Interested members may also apply using following link : <https://aepcindia.com/exhibitor-registration/>.

11. For seeking more details, please contact:-

1. Mr. S. Hari Krishnan, Sr. Director (E P Department) Apparel Export Promotion Council, Apparel House, Institutional Area, Sector -44, Gurugram -122 003 (Haryana) India Tel:+91 0124-2708108 (D) Mobile No.+91 9560472244 E-mail: shari@aepcindia.com
2. Mr. P A Narasimhulu, Deputy Director, (E P Department) Apparel Export Promotion Council, Apparel House, [Institutional Area, Sector -44, Gurugram -122 003 \(Haryana\) India](#) Tel : [+91 124 2708183](tel:+911242708183) (D), Mobile No : [+91 8860996470](tel:+918860996470) / Email : narasim@aepcindia.com

You are requested to kindly send duly filled in application form with participation fee by way of Demand Draft/Pay Order/NEFT/RTGS in favour of "APPAREL EXPORT PROMOTION COUNCIL" GURUGRAM. Similarly, exporters located at Mumbai, Ludhiana, Jaipur, Kolkata, Tirupur, Chennai and Bangalore may deposit the DD/Pay order at Local AEPC offices also. All others may send the Demand Draft/Pay Orders to Gurugram office.

By making payment towards the participation, the participants hereby undertake to comply with all applicable laws, rules, and regulations governing their participation in the fair, as well as the laws of the host country. Participants shall be solely responsible for their actions and omissions, and shall indemnify and hold harmless the Apparel Export Promotion Council (AEPC) against any claims, damages, or liabilities arising from their participation in the fair. The exporters must ensure to submit Feedback Form duly filled in to the AEPC representative on the last date of the fair at the venue failing which airfare reimbursement would not be considered by the AEPC.

Yours Sincerely,

Jyoti Kaur
Additional Secretary General

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.