



## APPAREL EXPORT PROMOTION COUNCIL, GURUGRAM

AEPC/HO/EP/Ready to Show-Italy/2026  
27<sup>th</sup> May, 2026

**AEPC's participation in "Ready to Show @ Milano Fashion & Jewels", an International Fashion Sourcing fair at Rho Fiera Milano, (Milan) Italy, from 12-14 September, 2026**

Dear Member,

AEPC's participation in "Ready to Show @ Milano Fashion & Jewels", an International Fashion Sourcing fair at Rho Fiera Milano, (Milan) Italy, from 12-14 September, 2026, offering a comprehensive platform to Indian Apparel manufacturers.

### 1. About Ready to Show @ Milano Fashion & Jewels:

**READY TO SHOW** is organized as a section of **MILANO FASHION & JEWELS**. Tortona Design & Fashion is the organizer of READY TO SHOW, the only clothing outsourcing trade show in Italy. Tortona Design & Fashion is also partner for Italy of several international trade shows. The fair will be held at Fiero Milano Rho, which is a massive, highly modern exhibition and trade fair complex located on the northwestern border of Milan, Italy. **Milan is the fashion capital of Europe**, home to leading textile manufacturers and the flagship stores of top designers. It is the city where Italian fashion icons—such as Armani, Prada, Dolce & Gabbana, Gucci, Versace, Zegna, Max Mara, and hundreds of other designers—present their collections. There would be 127 Countries represent, 500 + buyers and 100 + sourcing companies.

### 2. Why you should exhibit in Ready to Show, Milan Italy ?

A professional fashion sourcing area within Milano Fashion & Jewels, evolved from the contract clothing trade show founded in 2001. It connects reliable manufacturers from non-EU countries with European buyers, creating operational and brand synergies for mutual business growth. There would be manufacturers of Apparel, knitwear, and fashion accessories from national, European, and international origins. (China, India, Turkey, Bangladesh, Egypt, Pakistan, Mauritius, Nepal, Madagascar, Romania, Moldova, Uzbekistan, Tunisia, and Italy.). Italian and international buyers will be actively seeking reliable manufacturing partners and new production sources. The show highlights emerging designers and established fashion brands looking to find strategic partners for private-label production

**For more details please click:**

### 3. **Dates of Event:**

<b>Dates</b>		<b>Days</b>
<i>Set-up day:</i>	<i>11<sup>th</sup> September, , 2026</i>	<i>(Friday)</i>
<i>Fair Days:</i>	<i>12-14 September, 2026</i>	<i>(Saturday to Monday)</i>

#### 4. Venue: Fiero Milano, Rho ,Milan Italy

#### 5. Participation Charges:

The participation charges are specified below:

Particulars	Participation charges (Rs.)
<b>Cost per booth of (size: 9 sqm.)- Without MAI/MAS</b>	<b>5,75,000/-</b>
<b>Early Bird Discount (If payment is made on or before 30<sup>th</sup> June, 2026)</b>	<b>- 10,000/-</b>
<b>Cost with early bird discount</b>	<b>5,65,000/-</b>
The participation charges specified herein above do not cover airfare, hotel accommodation, or any other personal expenses, including logistics, transportation of display materials, and related incidental costs, which shall be borne exclusively by the exhibitor.	
Applicants who fail to make full payment of the prescribed participation charges within the stipulated time may not be considered for allotment of booths, and their applications are liable to be rejected.	

#### 6. The last date for submission of application with payment is 15<sup>th</sup> July, 2026 (Wednesday).

#### 7. Financial Assistance under the Market Access Support (MAS) Schemes under Export Promotion Mission (EPM) of the Central Government Regarding:

7.1. All members who wish to avail financial assistance under the Export Promotion Mission (EPM) are advised to carefully review and promptly fulfil the eligibility requirements prescribed under the Market Access Support (MAS) Schemes of the Central Government. These requirements are outlined in the official guidelines issued by the Government and 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 advised that non-compliance with these requirements may result in rejection of claims

7.2.. These guidelines are subject to revision and will be updated from time to time. Members are advised to remain apprised of the same and take necessary action accordingly in a timely manner. Members are advised to keep themselves updated in this regard by visiting <https://www.trade.gov.in/>

7.3. The Apparel Export Promotion Council has submitted, or is in the process of submitting, a proposal to the concerned Ministry seeking grants under the **Market Access Scheme (MAS)** of the **Export Promotion Mission (EPM)** for participation in the above-mentioned event. The Ministry's decision on the proposal is currently awaited, and no grant shall be deemed sanctioned or approved unless and until formal written confirmation is received.

7.4. Upon receipt of the MAI/MAS grant from the Ministry, the booth cost will be subsidized and the balance amount will be refunded to the eligible exporters accordingly.

**7.5. The number of exhibitors eligible to receive financial assistance under the schemes framed under the Export Promotion Mission (EPM) shall be determined by the Government of India through the concerned Ministry(ies). Financial assistance will accordingly be extended only to the number of exhibitors as approved by the Ministry. In the event that the number of exhibitors approved for financial assistance is fewer than**

the number of exhibitors who actually participated in the event, assistance from the Government shall be granted strictly on a first-come, first-served basis. Members are therefore advised to submit their applications promptly and in full conformity with these provisions, keeping in view that assistance will be limited to the extent sanctioned.

#### 8. Payment Mode:

- a. Payment can also be made through NEFT/RTGS to the following account:

**BENEFICIARY:** APPAREL EXPORT PROMOTION COUNCIL

**SAVING A/C NO:** 180401000004001

**IFS CODE:** IOBA0001804

**BANK:** INDIAN OVERSEAS BANK

**ADDRESS:** BRANCH – APPAREL HOUSE, SECTOR 44, INSTITUTIONAL AREA, GURUGRAM – 122003

*No cheque payment will be accepted.*

- b. Demand Draft or Pay Order in the name of “Apparel Export Promotion Council” (payable at Gurugram or New Delhi) may be sent to **Mr. S. Hari Krishnan, Director** (EP Department), Apparel Export Promotion Council, Apparel House, Institutional Area, Sector-44, Gurugram-122003, Haryana, (India) Tel: +91 124 2708108 (D), 2708000-003, Mobile: +91 95604 72244

#### NOTE:

**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**

#### 9. Booth Packages:

The below booth facilities shall be provided to the participating exhibitors.

Boundary panels, 1 booth sign with company name, 1 table, 3 chairs, 1 socket, 4 hanging rails or shelves (4 meters), 3 spotlights, 1 waste basket, 1 Lockable store-room (1m x 1m ). Hangers (100 nos). Additional furniture available upon request.

#### 10. Guidelines for allotment of the booths:

- i) All participants who have paid the full participation fee on time would be considered for allotment of booths through draw of lots by AEPC.
- ii) No change in the booths, once allotted would be entertained under any circumstances.
- iii) The decision of Chairman-EP (AEPC) / Chairman (AEPC) would be final and binding in case of any dispute.
- iv) The participation is on **FIRST-CUM-FIRST SERVED (FCFS) basis** till all booths are **sold and the allotment of stalls shall be done through draw of lot basis only.**

#### 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 / will obtain necessary visa to enter Italy. No request for refund will be entertained by AEPC if for any reason, whatsoever, visa is not granted.

## 12. Cancellation charges:

Terms & conditions for withdrawal will be as follows:

- Rs. 25,000/- + GST charges will be forfeited if the exporter withdraws before the Draw of Lot.
  
- No cancellation is allowed after Draw of Lots.

## 13. 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](http://www.aepcindia.com)

**Interested members may also apply using following link :**

<https://aepcindia.com/exhibitor-registration/>

## 14. For seeking more details, please contact:-

1. Mr. S. Hari Krishnan, Director (EP Department) Apparel Export Promotion Council, Apparel House, Institutional Area, Sector -44, Gurugaram -122 003 (Haryana) India Tel:+91 0124-2708108 (D) **Mobile** No.+91 9560472244 E-mail: shari@aepcindia.com
2. Mrs. Neelam Seth, Joint Director (EP Department) Apparel Export Promotion Council, Apparel House, Institutional Area, Sector -44, Gurugaram -122 003 (Haryana) India **Tel** : +91 124 2708177 (D), **Mobile No** : +91 9810505165 / **Email** : [nseth@aepcindia.com](mailto:nseth@aepcindia.com)
3. Mr. Sudhir Dahiya, Deputy Director (EP Department) Apparel Export Promotion Council, Apparel House, Institutional Area, Sector -44, Gurugaram-122 003(Haryana)India, Tel.: +91 124 2708144 (D), **Mobile No.:** 9911143988, **E mail:** [sdahiya@aepcindia.com](mailto:sdahiya@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” GURGAON.**

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 Gurgaon office.

By making payment towards the participation, the participants hereby undertake to maintain proper decorum and 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 and / or their action in connection with their participation in the said fair.

**Post show obligation of the participant**

The exporters must ensure to submit Feedback Form duly filled in to the AEPC representative on the last date of the fair at venue.

Yours Sincerely,

**(S Harikrishnan)**  
**Director (EP)**

**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.*