



APPAREL EXPORT PROMOTION COUNCIL, GURUGRAM

AEPC/REG/EP/2023/Milan-Italy

Dated: 1st June, 2023

REVISED CIRCULAR-I

(Date extension of receiving of applications from 31st May, 2023 to 12th June,2023)

**AEPC's PARTICIPATION IN "READY TO SHOW AT MILAN ITALY"
(11TH - 13TH JULY, 2023)**

Dear Member,

AEPC is participating in Ready to Show, to be held from 11th to 13th July, 2023, which will take place in Milan, ITALY.

1. About the show:

READY TO SHOW is a professional contract clothing trade show which marked the first event organized in Italy to give international apparel, accessory, textile and leather manufacturers direct access to major European buyers, including importers, private labels, large retailers and all other imported apparel and textiles users. A well-known show in Italy as the one and only place to source garments, Knit wear and accessories from non E.U counties. The show is dedicated to apparel and fashion accessory producers from all over the world!

READY TO SHOW is open to producers of Menswear, Womenswear, Childrenswear, Active sportswear, Underwear, Swimwear, Leatherwear, Knitwear and fashion accessories (scarves, ties, bags, shoes, etc....). The show is conducted in Milan which is the fashion center of Europe: textile manufacturers & top designers have their flagship stores in Milan. A place where the Italian fashion leaders are showing their collections (Armani, Dolce & Gabbana, Gucci, Versace, Zegna, Max Mara and hundreds of other designers).

Milan, linked with Como, Biella, Prato, and Carpi, is the largest European marketplace. Around the time of READY TO SHOW, Italian and International buyers frequently visit Milan to source the best of "Made in Italy" products for quantity orders.

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

2. Schedule :

The Ready to Show shall take place at Milan, Italy on the following dates & days :-

Venue / City : UNAHOTELS Expo Fiera Milano, Convention & Exhibition Center, Milan
Set up Day : 10th July, 2023 (Monday)
Fair Days : 11th - 13th July, 2023 (Tuesday- Thursday)

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

[Please Click Here PDF File to Know](#)

4. **Eligibility for financial assistance under Market Access Initiative (MAI) scheme:**

NOTE :- The proposal has been submitted to the Ministry of Commerce, Govt. of India for MAI Grant and following is subject to the receipt of approval / sanction of Grant.

“A maximum of three participations in a particular trade fair/ exhibition would only be eligible for MAI assistance, i.e. members who have availed assistance three times (including past cases) for a particular fair / exhibition thereafter have to participate in that fair on their own. Further MAI funding support shall only be provided to a member for a maximum of three MAI events in a year. In case of exporter belonging to SC/ST/Women and the exporter is having FOB Value of exports less than Rs. 50 crore in a year, 5 participations in a particular event is allowed, provided each one of these is in different market (e.g. Africa, LAC, WANA, ASEAN, etc).”

Reimbursement of airfare:- Further, the Council would propose to Dept. of Commerce for sanction of grant on account of reimbursement of airfare (economy class) if it is approved by Ministry of Commerce, accordingly, regular director / partner / proprietor / regular officer of the company on senior managerial position of participating firm/co. shall be eligible for reimbursement of airfare as per MAI guidelines under para 6 (ii) of the Market Access Initiative Scheme 2021 issued by the Ministry of Commerce from time to time. **Non-MAI Exhibitor shall not be eligible for reimbursement.**

5. **Participation Charges :** *The participation charges does not include air-fare, hotel expenditure or any other kind of personal expenses (logistics etc.) : The below subsidized participation fee is based on anticipated grant from the Ministry. In case of any variation the participation fee may be revised.*

Particulars	Participation charges (Rs.)
Participation charges with MAI grant / Subsidized cost of per booth of size 9 sqmtr.	Rs. 2,40,000/-
Participation charges without MAI Grant	Rs. 4,51,000/-

Rush to book your booth by making the payment ASAP.

The last date for submission of application with participation charges is 12th June, 2023.

6. **Payment Mode:**

- (i) 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 Fax: +91 124 2708004

- (ii) 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.

Share the UTR Details in case of online payment.

7. Facilities provided in the fair:

In the above mentioned participation charges, the Council shall be providing facilities of overseas publicity, inland publicity, publicity through direct mailing, internet links etc.

• **Booth Package: (Standard Booth - 3 X 3 (9 sq.mtr.)**

- (a) Name Fascia
- (b) Power point
- (c) 3 spot lights
- (d) 1 Table & 3 chairs
- (e) 1 Socket
- (f) 4 Hanging rails OR Shelves (4 meters)
- (g) Waste Bin

8. Guidelines for allotment of the booths:

1. All participants who have paid the full participation fee on 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- F&E (AEPC) / Chairman (AEPC) would be final and binding in case of any dispute.
4. The participation is on **FIRST-CUM-FIRST SERVED (FCFS)** till all booths are sold and the allotment of stalls shall be done through draw of lot basis.

9. 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 ITALY. No request for refund will be entertained by AEPC if for any reason whatsoever visa is not granted.

10 Cancellation charges:

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.

11 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 hyperlink :

[Click Here to Apply Online](#)

For seeking more details, please contact:-

1. Mr. S. Hari Krishnan, Director (EP Department)

Mobile No.+91 9560472244 **Tel:**+91 0124-2708108(D) / **E-mail:** shari@aepcindia.com

2. Mr. Sudhir Dahiya, Deputy Director (EP Department)

Tel : +91 -0124- 2708144, **Mobile :** +91 9911143988(whatsapp)/9599281250/ **Email :** sdahiya@aepcindia.com

You are requested to kindly send duly filled 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, Tirupur, Chennai and Bangalore can deposit the DD/Pay order at Local AEPC offices also. All others may send the Demand Draft/Pay Orders to Gurgaon office.

Post show obligation of the participant

The exporters shall submit response form duly filled in to AEPC representative on the last day of the fair .

Yours Sincerely,

(S. Hari Krishnan)
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.*

APPLICATION FORM
Ready to Show, Milan, Italy (11th - 13th July, 2023)

(Application should be on the company's letterhead)

1. Company's Name :
2. Name of the Contact Person with Mobile No. :
3. Address with PIN No. :
4. Website of Company :
5. Telephone Number :
6. E-mail Address :
7. RCMC No. & Date
(Renewal fee paid 2023-24) : Yes / No
8. IEC Number :
9. PAN Number :
10. TAN Number :
11. GST Number :
12. CIN Number (required for only Pvt. Ltd. Companies) :
13. Status of Company (Partnership / Proprietor / Pvt. Ltd. / Ltd. Co.:
14. Manufacturer / Merchant Exporter :
15. Whether belongs to MSME : (Yes / No)
16. Whether belongs to SC/ST/Women : (Yes / No)
17. DIN No. of Company Director / Partner / Proprietor
with Name :
18. Export Performance during the last three years : 2022-23 :
2021-22 :
2020-21 :
19. HS Codes in respect of the products being promoted/marketed by exhibitor :
(at least 6 HS Codes should be given)

S.N.	HS Code (6 digit level)	Product description

20. Display of Items under Sustainability :

Sl. No.	Name of the Items to be showcased in the Fair

21. Main items of production :

22. Mention segment Knitted/Woven :

23. Present production capacity : _____ pcs. /month

24. Major brands & Fashion labels :

25. Major Countries of Exports :

26. Whether First Time to Italy : YES / NO

27. Please fill up the details of the Visiting Representative 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 Issue	
7	Whether has valid Italy visa	YES / NO

28. Have you earlier participated in this event with AEPC or any other Council / Organization ?
If Yes, Year (s) _____ No _____

29. Are you participating in any other event under MAI assistance in 2023 - 24 with other EPC's/Commodity Board/ Trade Bodies? YES / NO

If yes, please give details:

S.N.	Name of the Event/Country	Date of event	Name of the EPC's/Commodity Board/ Trade Bodies
1.			
2.			
3.			

Disclaimer: As Annexure - I (It's mandatory to fill up and be attach with the application form as its' a part of application form).

30. **Participants Charges:** Pay order/ DD for Rs. _____ drawn on
_____ payable at Gurugram / New Delhi OR UTR Details of
NEFT/RTGS No.....for Rs.....
Date..... Name of Bank.....

This is to certify that all information provided by me is correct to the best my knowledge and agree to abide by the same.

Date: -

Signature of Authorized Signatory_____

Name & Designation:_____

Company Seal : _____

Note:

- 1) **As per MAI guideline, an exhibiting company/member can avail MAI assistance up to a maximum of three times (including past cases) for a particular event. Thereafter they shall not be eligible for the subsidy.**
- 2) **MAI subsidy will henceforth be provided to a member/company for a maximum of three MAI events in a financial year.**

Disclaimer

1. The participation is on FIRST-CUM-FIRST SERVED (FCFS) till all booths are sold.
2. All participants who have paid the full participation fee in time would be considered for allotment of booths through draw of lot.
3. No change in the booths, once allotted would be entertained under any circumstances.
4. The decision of Chairman-F&E /Chairman (AEPC) would be final and binding in case of any dispute.
5. The space allotted to the approved participants is to be exclusively used by them for display of their exhibits as approved by AEPC. Subletting of space is not permissible. Violation of this clause may lead to cancellation of space allotted, forfeiting of space rent, security, deposit and cancellation of grant etc., paid to AEPC and debarring the participation from the future participation in AEPC's events.
6. AEPC will not be responsible for the turnout of buyers/buying agents for any Exhibition/fair/show/BSM etc. AEPC will have no liability whatsoever for any kind of refund or payment in this regard.
7. MAI Assistance shall be permissible to regular director/ partner/proprietor / regular officer of the company on senior managerial position. Assistance would not be available to exporter of foreign nationality or holding foreign passport. **Non-MAI Exhibitor shall not be eligible for MAI reimbursement of airfare as well.**
8. The representative would come back to India after the Event/Fair is over and would submit the proof of his/her departure/arrival, wherever necessary.
9. 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.
10. Participants will be required to furnish complete information on orders booked, enquiries generated etc., in the form of Feedback form after the fair which is required by the Ministry as you are entitled for the grant/subsidy.
11. In case of default of any payment due from the participants, AEPC reserves the right to debar them from participation in AEPC's International fairs and bring to the notice of appropriate authority.

DECLARATION

We have studied the disclaimer for participation carefully and agree to abide by the same.

Date & Place:

Signature of Authorized Signatory_____

Name & Designation_____

Company Seal_____
