

AEPC: REG: F&E:909: 2014

Dated: March 06, 2014



CIRCULAR

AEPC's Participation in Hong Kong Fashion Week (Season-Spring/summer 2015) 07-10 July, 2014

Dear Members,

AEPC is participating with 50 booths in the Hong Kong Fashion Week to be held from 07-10 July, 2014 at Hong Kong Convention & Exhibition Center, Hong Kong.

ABOUT HONG KONG FASHION WEEK:

Perfect Hub for Fashion Sourcing

Hong Kong is Asia's fashion hub - it is a well-established production and sourcing centre. It is also home to a growing community of design talent. Hong Kong Fashion Week Fair is Biggest in Asia and second largest garment/fashion exhibition in the world & plays a key role in the city's fashion industry, enabling suppliers from around the world to promote their products and image to a global audience, as well as seek new business relationships and garner valuable industry intelligence.

Hong Kong — Fashion Capital of Asia

HKTDC Hong Kong Fashion Week for Spring/summer is an unrivalled garment sourcing platform and style leader of Asia. It is the largest fair of its kind in Asia and has continued to bring the ultimate in style and value to trade visitors from all over the world.

Targeting Top Buyers

Buyer attendance at 2013 was very enthusiastic. 17259 buyers from 76 countries and regions, The number of overseas buyers set a new record, with the growth stemming from emerging markets.

Buying representatives from renowned fashion brand, leading chain stores and distributors including House of Quirky, Cavalera, YM Inc., Jd. Com, Ninety Labels Pvt. Ltd., Zalora Indonesia, AEON TOPVALU Co. Ltd. Zoo Fashion International Inc. MANGO,

Tian Mu, Namshi.com, Mark & Spencer, CT Retail, Astor & Black Custom Clothiers (USA), Blush (Malaysia), CJ O Shopping (Korea), Etiem Textil, S.L. (Spain), The J. Peterman Company (USA), Lewre International Sdn Bhd (Malaysia), Peace Bird (Chinese mainland), Souris Mini Inc. (Canada), Top Secret (Poland) and Warmia SA (Poland) etc.

The fair organizer, HKTDC, operates a network of more than 40 offices all around the globe. It works hard to identify quality buyers in all markets, but especially in emerging economies, and bring them to Hong Kong so they can connect with new suppliers, pinpoint fresh directions and evolve their business.

VENUE:

Hong Kong Convention & Exhibition Center, Wan Chai, Hong Kong

DATE:

07-10 July, 2014 (Monday, Tuesday, Wednesday and Thursday)

NO. OF BOOTHS:

AEPC has decided to take 50 Booths to make "INDIA PAVILION" in order to cater to the growing demands of the buying communities in Hong Kong.

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:

Particulars	Participation charges (Rs.)
Actual Cost per booth of (9 sqmt.)	Rs. 2,15,000/-
Early Bird Discount (If payment is made on or before 30th April 2014)	(Rs.10,000/-) Rs. 2,05,000/-
After Early Bird Discount (If payment received After 30th April 2014)	Rs. 2,15,000/-

(Kindly note: Cheques are not acceptable). Payment can be made by bank draft / pay order only in favour of Apparel Export Promotion Council, payable at Gurgaon or New Delhi

Alternatively payment can be made through RTGS/NEFT to the following AEPC account:

BENEFITIARY: APPAREL EXPORT PROMOTION COUNCIL

SAVING A/C NO: 180401000020000

IFS CODE: IOBA0001804

BANK: INDIAN OVERSEAS BANK

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

Since, this project is under Marketing Access Initiative Scheme (MAI), exhibitor will not be eligible to claim Marketing Development Assistance(MDA).

BOOTH PACKAGE:

Items provided in 9 sq.mtrs Garment booth

- i. Carpet Flooring
- ii. Fixing of 1 no. of fascia (3mW x 0.34mH) with 1 set of sticker cut out company name and booth no.
- iii. 150 Nos. of top Garment hangers or (100 nos. normal Top Garment hangers and 50 Nos. of Clip hangers)
- iv. 4 Nos of system built-in garment hanging rail (15 RM) (for easy accommodation of hangers)
- v. 1 No. of full body mannequin with European feature
- vi. 1 No. SYMA System table (0.7mW x 0.7D x 0.75mH)
- vii. 1 No. of modular system built-in lockable cabinet (1mW x 0.5mD x 0.75mH)
- viii. 3 No. black leather chairs
- ix. 1 no. waste paper basket
- x. 9 Nos. of spot lights of 100W each
- xi. 1 no. of 500 W max. square pin socket

Items provided in 9 sq.mtrs Accessory booth

In place of sl. no. iii) and iv) above following will be provided in addition to all other items:

- iii. 4 nos. of modular system built-in hanging rack (1ml)
- iv. Providing 8 Nos of wooden shelf

The Council will be providing the facilities of interpreter, publicity through hanging banner, giant lights box, designer booth etc. and space allocation in the priority area of Hong Kong Fashion Week.

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 date 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 Chairman, EP/Secretary General would be final, in case of any confusion/dispute.

The participation is on FIRST – CUM – FIRST SERVED (FCFS) basis.

WAITLIST

The participations on First-cum-first basis. In case, applications are received beyond 50 nos., a waitlist will be maintained, and their participation would be considered on FCFS basis, if any vacancy arises.

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. After draw of lot, withdrawal shall attract 100% forfeiture.

APPLICATION FORM

The blank application form is attached herewith for your reference. The application may also be downloaded from our website www.aepcindia.com.

For further details, please contact:

K S Bisht, Joint Director (Fairs & Exhibition)

Apparel Export Promotion Council
Apparel House, Institutional Area, Sector – 44, Gurgaon – 122003, Haryana (India)
Tel : +91 124 2708156, Mobile : +91 9810527747, Fax : +91 124 2708004
Email : kbisht@aepcindia.com

Indrajit Banerjee (Fairs & Exhibition)

Apparel Export Promotion Council
Apparel House, Institutional Area, Sector – 44, Gurgaon – 122003, Haryana (India)
Tel : +91 124 2708100, Fax : +91 124 2708004
Email : ibanerjee@aepcindia.com

The exporters shall submit response form duly filled in to AEPC representatives on 10th July, 2014.

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. 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.

Thanking you,

Yours faithfully,

(R. K. SHARMA)
DIRECTOR(F&E)
rksharma@aepcindia.com
Mobile No. 9899167235

***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*

Enclosures: Application Form

APPLICATION FORM FOR HONG KONG FASHION WEEK- JULY 2014

(On the company 's letterhead)

Name of event for which participation is sought: **HONG KONG FASHION WEEK**
07-10 July, 2014

1. Name & Address of the firm :
2. Name of the Contact person with mobile No :
3. Proprietary/Partnership Pvt. Ltd. Co :
4. Year of establishment :
5. Telephone No (s) with area code :
6. Fax No (s) :
7. E-Mail Nos. :
8. Manufacturers or Merchant Exporter :
9. Address of Manufacturing Unit :
10. Main items of production (Mentioned segment
Knitted/Woven and specify product mix.) :
11. Total value of export of readymade Garments /
Textiles in the previous year 2013-14 (FOB in US\$)
and major Countries of Exports : US\$ _____ Million
12. Present production capacity (Pcs/Month) : _____Pcs. / Month
13. Major Brands & Labels :
14. Whether First Time to Hong Kong : YES / NO
15. Please mention details of factory Compliance /
Social Compliance :
16. **No. of employees**
17. **Operational Controls**
 - Does the company have a designated person or department responsible for Product Safety Compliance
 - Are the Quality Assurance (QA) and Quality Control (QC) personnel responsible for Product Safety and Quality Compliance independent from the production personnel?
 - Are raw materials (including packaging), work in progress and finished products identified to ensure traceability?
 - Does the factory perform final inspection of products in line before carton packaging?
 - Does the company operate an effective system for handling and investigating the cause and resolution of customer complaints?

18. Capabilities

- Please indicate the classifications for the products provided by the company.
- Please provide the product photos
- Floor Area (in square meters) under the same registration/facility location
- Production capacity per month
- Percentage of capacity used in last 12 months (% by month)
- Approximate Annual Turnover last year(US\$)
- Based on last financial year, please provide the percentage of SALES breakdown and years of supplying to your top 5 EXPORT countries.
- Please provide the photographs of your factory's areas.

19. Compliance

Does your company have valid 3rd-party Quality System certifications or recognition program for the processes specific to this facility?

- Disha (even if you have applied)
- ISO 9001
- British Retail Consortium (BRC)
- Supplier Qualification Program (SQP) (Intertek program)
- Mill Qualification Program (MQP) (Intertek program)

20. How many times has the factory been independently audited against Quality Management System standards in last year?

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Date:-

Signature_____

Name:_____

Designation:_____
