



APPAREL EXPORT PROMOTION COUNCIL, GURGAON

AEPC/REG/EP/F&E/880
12th September, 2013

CIRCULAR

SUB: AEPC's participation in "SOURCING at MAGIC" Las Vegas, U.S.A. (17-20 February, 2014)

Dear Member,

AEPC is participating in Magic Fair, Las Vegas to be held from 17-20 February, 2014, which will take place in Las Vegas Convention Centre, Las Vegas, Nevada, USA.

About Magic

SOURCING at MAGIC is North America's largest, most comprehensive sourcing event, reflecting the fashion supply chain at its most complete. Offering unmatched access to over 40 countries representing the world's most important markets, SOURCING at MAGIC showcases more than 1100 apparel, accessories and footwear resources, conveniently merchandised by country and category: contract and original design manufacturers; fabric, trim and component suppliers; and service and technology providers.

Exhibitors—from worldwide leaders to local U.S. suppliers—build business through exposure to thousands of sourcing executives, designers, merchandising managers and private label buyers.

MAGIC connects exhibitors to the global purchasing power of tens of thousands of men's, women's and children's apparel, accessories and footwear retailers.

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 contract suppliers from the international manufacturing countries.

Venue & Date:

The venue for Sourcing Zone at Magic shall be in Las Vegas Convention Centre, 3150 Paradise Road, 89109 Las Vegas, Nevada, USA, Tel: +1(212)951.6722.

USA apparel industry

USA is the largest importer of garments with imports of over USD 81 billion. **India's garment export to USA is USD 3055 million during 2012**, which amounts to around 3.8 % of USA's total garment imports from World.

<i>USA's Import of Apparel From World and India (in USD Mn)</i>					
		2009	2010	2011	2012
USA's RMG Imports	<i>From World</i>	64289	75646.8	81514.1	80688.7
	<i>From India</i>	2886	2787.1	3222.5	3055.2
	<i>Our Share in %</i>	4.5	3.7	4.0	3.8

Avail benefit in participation fee on account of MAI grant from Ministry of Commerce:

On the basis of recommendations of the Ministry of Textiles, Ministry of Commerce has approved funding under Market Access Initiative (MAI) for the “Sourcing at Magic” fair in Las Vegas, United States of America from 17-20 February, 2014.

ABOUT DISHA, A COMMON COMPLIANCE CODE

i) This scheme of Ministry of Textiles aims to make India the global benchmark for social compliance in apparel manufacturing and export. This would create awareness of compliance standards for garment exporters and understand the internationally accepted compliance standards.

ii) Driving Industry towards Sustainable Human Capital Advancement (DISHA) is a first-of-its kind industry-owned and driven initiative and programme. Adopting multi-stakeholder approach, DISHA programme has developed a self-regulatory voluntary Common Code of Conduct (CCC) along-with a capacity building framework for guiding and supporting apparel manufacturers. The principal sponsor of DISHA programme is the Ministry of Textiles, Government of India. The Apparel Export Promotion Council (AEPCC) is the principle implementation Partner.

iii) The Council has received financial assistance from Ministry of Commerce & Industry, due to the initiative of Ministry of Textiles. Also we have received a directive from the Ministry of Textiles that for availing benefit of MAI / MDA grants by the manufacturer exporters and merchant exporters (who may be getting their manufacturing done by job workers or by supporting manufacturers), will have to enroll Ministry of Textile’s DISHA Programme (Driving Industry towards Sustainable Human Capital Advancement programme), which is organized by AEPCC. The beneficiaries will have to pay a onetime enrollment fee of **Rs.28,652/- including taxes** for participating in AEPCC’s events where MAI / MDA grants of Ministry of Commerce is being used by the exhibitors.

Payment schedule:

AEPC has decided to make an “INDIA PAVILION” at “Sourcing at Magic”.

Particulars	Participation charges (Rs.) FOR DISHA MEMBERS	Participation charges (Rs.) FOR NON-DISHA MEMBERS
Participation charges of a 10’ x 10’ SQFT booth	Rs 1,90,000/-	Rs 218652/-
Early bird discount upto 20 th October, 2013 (If entire amount is paid)	Rs 10,000/-	Rs 10,000/-
Participation charges upto 20 th October, 2013	Rs. 1,80,000/-	Rs 208652/-
Participation charges after 20 th October, 2013	Rs. 1,90,000/-	Rs 218652/-

This does not include Airfare, Hotel expenditure and other related expenditures. MDA grant shall not be available since MAI grant is availed.

Payment Mode:

- ✓ Demand Draft or Pay Order in the name of “Apparel Export Promotion Council” may be send to Mr. Ravish Srivastava (Fairs & Exhibition), Apparel Export Promotion Council Apparel House, Institutional Area, Sector-44, Gurgaon-122003, Haryana, (India)
Tel: +91 124 2708162(D), 2708000-003, Mobile: +91 9818662371 Fax: +91 124 2708004
- ✓ Payment can also be sent through NEFT/RTGS to the following account

BENEFICIARY: 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

Please note that no cheque payment will be accepted.

Facilities provided in the fair:

In the above mentioned participation charges, the Council shall be providing facilities of interpreter, overseas publicity, inland publicity, and publicity through signage’s, banners standees and space allocation in the priority area of “SOURCING at MAGIC” Fair.

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

1. Name Fascia
2. Carpet
3. Power point
4. 150 Hangers (Top/bottom)
5. 5 large lights(100 W each)
6. Table & 3 chairs
7. Hanger rails 9 mtrs or Shelves

2) Match making facility:

Magic fair authority shall organize matchmaking program designed to connect buyers with exhibitors to facilitate business transactions and networking. The information will be sent out to all registered & qualified buyers before the show. MAGIC fair authority will set One to One appointment of the selected participants by the buyer.

The match making service starts 60 days before the show dates. To avail this benefit, an exhibitor must pay full participation charges with complete profile.

Guidelines for allotment of the booths:

1. All participants who have paid the full participation fee in 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, AEPC/Secretary General, AEPC would be final and binding in case of any clarification.

The participation is on **FIRST-CUM-FIRST SERVED (FCFS)** till all booths are sold.

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

Cancellation charges:

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

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

Application form:

The blank application format is enclosed herewith for your ready reference.

Should you require any other information, please contact **Mr. Ravish Srivastava** (Fairs & Exhibition), Apparel Export Promotion Council Apparel House, Institutional Area, Sector-44, Gurgaon-122003, Haryana, (India) Tel: +91 124 2708162(D), 2708000-003, Mobile: +91 9818662371 Fax: +91 124 2708004 E-mail: ravish@aepecindia.com. The application form may be downloaded from our website www.aepecindia.com

Thanking you,

Yours Sincerely,
R.K. Sharma
Director (Fairs & Exhibition)
Phone: +91 124 2708026
Mobile: +91 9899167235
Email: rksharma@aepecindia.com

Enclosure: Application Form

**APPLICATION FORM FOR PARTICIPATION IN "SOURCING at MAGIC"
Las Vegas, U.S.A. (17-20 February, 2014)**

(On the Company's letterhead)

Name of event for which participation is sought : **"SOURCING at MAGIC"
Las Vegas, U.S.A.
(17-20 February, 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 2012-13 (FOB in US\$) : US\$ _____ Million
and major Countries of Exports
 12. Present production capacity (pcs/month) : _____ pcs. /month
 13. Major brands & labels :
 14. Whether First Time to USA : 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?

21. Please fill up the details of the Representatives 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 Birth	
7	Place of Issue	
8	Whether has valid US visa	YES / NO

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.

Date: -

Name: _____

Designation _____

Signature
