

**AEPC: REG: F&E: 2014**

**Dated: 02.09.2014**



## **CIRCULAR**

**AEPC's Participation in Hong Kong Fashion Week Fall/Winter 2015  
19<sup>th</sup> – 22<sup>nd</sup> January, 2015**

Dear Members,

AEPC is participating with 40 booths in the Hong Kong Fashion Week to be held from 19<sup>th</sup> – 22<sup>nd</sup> January, 2015, 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 Fall/Winter 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**

Hong Kong Fashion Week in last Fall/Winter 2014 drew in **1543 exhibitors from 22 countries** and regions and **21920 trade buyers from 91 countries** and regions around the world. Together with World Boutique, 112 buying missions were organized, bringing in over 5000 select buyers from all over the world. These included buying representatives from Apple Tea (Mexico), Bossini (Hong Kong), DKSH Thailand Ltd (Thailand), Hyundai Home Shopping (South Korea), Kurihara Corporation (Japan), Li & Fung (Hong Kong), OTTO BLANC s.r.o. (Czech Republic), Timmy Woods Beverly Hills (the USA), Wildcraft India Pvt Ltd (India) and Zalora (Indonesia).

Following the success of the 2014 fair, the Hong Kong Fashion Week for Fall/Winter will continue to play a major role in the region's garment industry and serve as the best sourcing venue for garment in Asia.

Ensure that you are a part of this effective sourcing platform by booking your space today!

**VENUE:**

Hong Kong Convention & Exhibition Center, Hong Kong

**DATE:**

19<sup>th</sup> – 22<sup>nd</sup> January, 2015 (Monday, Tuesday, Wednesday and Thursday)

**NO. OF BOOTHS:**

AEPC has decided to take 40 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:

<b>Particulars</b>	<b>Participation charges (Rs.)</b>
<b>Actual Cost per booth of (9 sqmt.)</b>	<b>Rs. 2,15,000/-</b>
<b>Early Bird Discount (If payment is made on or before 31<sup>st</sup> October 2014)</b>	<b>(Rs.10,000/-) Rs. 2,05,000/-</b>
<b>After Early Bird Discount (If payment received After 31<sup>st</sup> October 2014)</b>	<b>Rs. 2,15,000/-</b>

**Participation charges for additional booth in the same name: Rs. 2,70,000/- (without MAI Grant)**

***Note:** Companies applying for more than one booth in their sister concern's name will be allotted location anywhere in the Floor Plan as per allotment declared in draw of lots in the name of each Company.*

*Any request for allotment of booth adjacent to each other will not be accepted and booths will be allotted as per allotment declared in the draw of lots for each company.*

**(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 / 9 sq. mtrs Accessory 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 hangers either all Top / Bottom Garment hangers or (100 nos. normal Top Garment hangers and 50 Nos. of Clip hangers as per the requirement of the exhibitors)
- iv. Garment hanging rail (18 RM) for Garment booth or 18 wooden shelves for accessories booths. Exhibitors can have mix of rails & wooden shelves also.
- v. 1 No. of full body mannequin with European feature
- vi. 1 No. System table (0.7mW x 0.7mD 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. 6 Nos. of spot lights
- xi. 1 no. of 500 W max. square pin socket

The Council will be providing the facilities of publicity through hanging banner, 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.

## **WAITLIST**

The participations on First-cum-first basis. In case, applications are received beyond 40 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. There will be forfeiture of 65% of participation fee if no other exporter is on the wait list.
3. 100% forfeiture in case of no show of the fair.

4. The application would be considered on First-cum-First Served (FCFS) basis.

### **APPLICATION FORM**

The blank application form is attached herewith for your reference. The application may also be downloaded from our website [www.aepcindia.com](http://www.aepcindia.com).

For further details, please contact:

1. Mr. 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

2. Mr. 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 from duly filled in to AEPC representatives on 22<sup>nd</sup> January, 2015 after the conclusion of the show.

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 (Require Original Company letterhead)

**APPLICATION FORM FOR HONG KONG FASHION WEEK**  
**19<sup>TH</sup> – 22<sup>ND</sup> JANUARY 2015 AT HONG KONG**  
**(On the company 's letterhead)**

Name of event for which participation is sought : HONG KONG FASHION WEEK 19-22 January, 2015

1. Name & Address of the firm :
2. RCMC No. :
3. IEC No. :
4. Name of the Contact person with mobile No :
5. Proprietary/Partnership Pvt. Ltd. Co :
6. Telephone No (s) with area code :
7. Fax No (s) :
8. E-Mail Nos. :
9. Manufacturers or Merchant Exporter :
10. Micro, Small and Medium Enterprises (MSME) Status :
11. Address of Manufacturing Unit :
12. Main items of production (Mentioned segment Knitted/Woven and specify product mix.) :
13. Total value of export of readymade Garments / Textiles in the previous year 2013-14 (FOB in US\$) and major Countries of Exports : US\$ \_\_\_\_\_ Million
14. Present production capacity (Pcs/Month) : \_\_\_\_\_ Pcs. / Month
15. Major Brands & Labels :
16. Whether First Time to Hong Kong : YES / NO

17. Please mention details of factory Compliance / :  
Social Compliance

18. **No. of employees** :

**19. 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?

**20. 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.

**21. 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)

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

23. 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 Issue	

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**Date:-**

Signature\_\_\_\_\_

Name:\_\_\_\_\_

Designation:\_\_\_\_\_