



**APPAREL EXPORT PROMOTION COUNCIL**  
**Apparel House, Gurgaon**

AEPC/F&E/ISEA/1081 /2016  
April 19, 2016

**CIRCULAR**

**Sub: AEPC invites applications for participation in International Sourcing Expo Australia (ISEA), Melbourne, Australia (15<sup>th</sup> - 17<sup>th</sup> November, 2016)**

**Dear Members,**

The Council is once again participating in International Sourcing Expo Australia (ISEA) in association with FIEO (Federation of Indian Export Organizations), where a huge 'India pavilion' shall be made to exhibit Apparel & Textiles Products manufactured in India. The fair profile is as follows.

**Fair profile**

As the major international sourcing forum in Australia, the ISEA provides unparalleled access to meet major volume buyers across Australia and New Zealand. International Sourcing Expo Australia enables participating exhibitors to connect with trade buyers at Australia's major face-to-face trade platform for international sourcing in apparel, fashion accessories, textiles, Leather and leather made products etc. ISEA will invite import houses, wholesalers, distributors, retailers and trade agents. Australia is one of the important trading partners of India. At present balance of trade is in favor of Australia and there is an immense potential to increase India's exports to this region.

**Dates: November 15 to 17, 2016 (Tuesday- Thursday)**

**Time: 10 am to 5 pm**

**Venue: Melbourne Convention & Exhibition Centre,  
Melbourne, Australia**

**Participation Charges**

The event is covered under **Market Access Initiative (MAI) of the Ministry of Commerce & Industry, Govt. of India**. After taking into consideration the assistance from Ministry and FIEO's contribution, we are pleased to offer **highly subsidized participation fees** :

<b>Actual Organizers Rate: for 9 Sqm booth = INR. 3,25,000/- (approx)</b>	<b><u>Highly Subsidized rate through FIEO</u></b> <b>9 Sqm booth (Shell Scheme) =INR 1,60,000/-</b> <i>(Early Bird Discount of Rs.10000/- for those who confirm their booking with full participation fee before 30<sup>th</sup> June, 2016)</i>
---	--

**Note: MDA grant will not be available since this event is already heavily subsidized under MAI scheme.**

### **Booth Package**

Participation Fees includes Standard built up stall of 9 Square Meters, having 3 Spotlights, Fascia-sign, 1 x 5 amp power point, 100 Plastic hangers, 6 Mtrs. hanger rails, 1 Table, 2 Chairs, 1 Expo Cupboard, 1 waste paper bin, Public liability Insurance & Waste Removal Fee.

### **Fringe Activities in ISEA**

The Fair will host a number of key industry seminars which will bring together international manufacturing & sourcing expert to inform and educate the exhibitors/visitors on all the latest products, colors and trends in demand in Australia. Industry leaders will reveal successful supplying and sourcing strategies.

### **Visa**

FIEO will issue the visa recommendation letter to the participants.

### **Refund Policy of FIEO**

The Participation charges are non-refundable in any case.

Interested members are requested to kindly send us their confirmation as per the Application Form enclosed along with the participation fee (Non-Refundable). The payment may be made only by **Demand Draft** in the name of Federation of Indian Export Organisations payable at New Delhi **latest by 15<sup>th</sup> July, 2016**. with duly filled-in application form to **Apparel Export Promotion Council, Fairs & Exhibitions Deptt., Apparel House, Institutional Area, Sector - 44, Gurgaon - 122 003**.

### **Guidelines For Allotment of the Booths**

- a. All participants who have paid the full participation fee in time would be considered for allotment of booths through draw of lots.
- b. The decision of **Chairman (EP)-AEPC** would be final in case of any clarification.
- c. No change in the booths, once allotted would be entertained under any circumstances.

### **Waitlist**

In case, applications are over-subscribed, a waitlist will be maintained by FIEO which would be treated on FCFS basis. Applicants are advised to ensure that they possess necessary visa to enter Australia. No request for refund will be entertained by AEPC / FIEO if for any reason whatsoever visa is not granted.

Should you require any other information, please contact **Mrs. Sneh Lata Sharma**, Joint Director (F&E), Apparel Export Promotion Council, Apparel House, Institutional Area, Sector-44, Gurgaon, Haryana, Tel: 0091-124-2708150, Mobile: 0091-9899993817, Fax : 0091-124-2708004-05 Email: slsharma@aepcindia.com OR alternatively contact **Mr. Sudhir Dahiya**, Asstt. Director (Mobile: 0091-9599281250 Tel: +91-124-2708135, [sdahiya@aepcindia.com](mailto:sdahiya@aepcindia.com))

Circular along with application form may also be downloaded from our website [www.aepcindia.com](http://www.aepcindia.com)

## **Post show obligation of the participant**

The exporters shall submit response form duly filled in to AEPC representatives on 17<sup>th</sup> November, 2016 at Melbourne, Australia.

**Thanking you,**

**Yours faithfully,**

**R K Sharma**  
**Sr. Director (Fairs & Exhibitions)**  
**AEPC, Apparel House, Gurgaon**  
**Mob: +91- 9899167235**  
**Tel: +91-124-2708026**

*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 like food etc. will be as per the approved quality by the fair authority and in any case AEPC will not be responsible for food quality, etc.*

**APPLICATION FORM FOR ISEA, MELBOURNE, AUSTRALIA**

**(On the Company's letterhead)**

Name of event for which participation is sought : **International Sourcing Expo AUSTRALIA  
(15-17 November, 2016)**

1. Name & Address of the firm :
2. RCMC no. :
3. Name of the Contact person with mobile No :
4. Proprietary/Partnership Pvt. Ltd. Co. :
5. **IEC No. of company** :
6. **CIN No. of Company** :
7. **DIN No. of Company Director** :
8. **HS Codes of garment samples carrying by exporter:**

(at least 6 HS Codes should be given)

S.No.	HS Code ( 6 digit level)	Product description

9. Year of establishment :
10. Telephone No (s) with area code :
11. Fax No (s) :
12. E-Mail Nos. :
13. Manufacturers or Merchant Exporter :
14. Address of Manufacturing Unit :
15. Main items of production :

(Mentioned segment Knitted/Woven and specify product mix.)

16. Total value of export of readymade Garments/  
Textiles in the previous year 2014-15 (FOB in US\$) : US\$ \_\_\_\_\_ Million  
And major Countries of Exports

17. Present production capacity (pcs/ month) : \_\_\_\_\_ pcs / month

18. Major brands & labels :

19. Whether First Time to Australia : YES / NO

20. 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 AUSTRALIA 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 like food etc. will be as per the approved quality by the fair authority and in any case AEPC will not be responsible for food quality, etc.*

**Date:**

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

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

Signature: \_\_\_\_\_

\*\*\*\*\*