



**APPAREL EXPORT PROMOTION COUNCIL, GURUGRAM**

AEPC/HO/EP/prêt-a-porter - 2022

17<sup>th</sup> November, 2022

**REVISED CIRCULAR**

**Participation in “Sao Paulo Pret-a-Porter” in Sao Paulo, Brazil**

**( From 16<sup>th</sup> to 18<sup>th</sup> January, 2023 )**

Dear Member,

AEPC is participating in “Sao Paulo Pret-a-Porter” in Sao Paulo, Brazil to be scheduled from 16<sup>th</sup> to 18<sup>th</sup> January, 2023, which will take place in Expo Center Norte, Sao Paulo, Brazil.

**1. About the fair :**

São Paulo Prêt-à-Porter is featured in the fashion calendar in Brazil, which is the perfect showcase for brands. The fair takes place 100% integrated with Couromoda at Expo Center Norte, positioning the event as a complete fashion platform and expanding business opportunities for industrialists and retailers in the clothing, footwear and accessories areas. A trend setter and reference in business and fashion behavior, inside the Expo Center Norte, one of the most modern and versatile exhibition centers in the country. Since 2015 the São Paulo Prêt-à-Porter and Couromoda fairs have been 100% integrated in the same pavilion. The 12<sup>th</sup> edition of the fair will showcasing autumn/winter and mid/season launches in women's and men's fashion, jeans, shirts, knitting, party fashion, knitwear, accessories, premium brands and products to equip stores.

The fair receives thousands of visitors, including professionals from large chains, medium and small retailers, distributors, multi-brands, boutiques and international buyers, especially Latin America.

**2. Venue & Date :**

Venue/ City	Dates	Days
Expo Center Norte, Sao Paulo, Brazil	Set-up Day : 15 <sup>th</sup> January, 2023 Fair Days : 16-18, January, 2023	( Sunday ) (Monday - Wednesday)

**3. Why should you exhibit in São Paulo Prêt-à-Porter ?**

[Please click here PDF File to know.](#)

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

**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.**

**Eligibility for financial assistance under Market Access Initiative (MAI) scheme:** As per Notification no. K-11020/9/2021-E&MDA dated 19<sup>th</sup> July, 2021 of Ministry of Commerce & Industry, Department of Commerce (E&MDA) Division reg. eligibility for availing MAI grant with following conditions:

**“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.”**

**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.) :*

Particulars	Participation Charges (Rs.)
Cost Per Booth of size 12 sqmt.	Rs. 4,30,000/-
Early Bird Discount (If payment is made on or before 30 <sup>th</sup> November, 2022) (applicable for first 10 applicants )	( - ) Rs. 10,000/- Rs. 4,20,000/-
After early bird discount (If payment received after 30 <sup>th</sup> November, 2022)	Rs. 4,30,000/-
<b>Token money with application</b> (Balance payment is to be remitted before the Draw of Lot. The applicants, who fail to make full payment will not be considered for allotment of booth)	Rs. 2,00,000/-

**Last date for receipt of application with full payment is 15<sup>th</sup> December, 2022.**

**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: 180401000004000**  
**IFS CODE: IOBA0001804**  
**BANK: INDIAN OVERSEAS BANK**  
**ADDRESS: BRANCH - APPAREL HOUSE, SECTOR 44, INSTITUTIONAL AREA, GURUGRAM - 122003**  
**No cheque payment will be accepted.**

Also share the UTR Details in case of online payment.

## **7. Booth Packages:**

The following booth facilities shall be provided to the participating exhibitors.

- Booth includes - 1 table, 2 chairs, 3 spotlights, Carpet, Name Fascia, Power Socket, Waste bin etc.

## **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 will obtain necessary visa to enter Brazil. 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](http://www.aepcindia.com)

**Interested members may also apply using following link :**

[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. J.S. Rana, Joint Director (EP Department)

Tel : +91 124 2708191, Mobile : +91 9910035722  
Email : jsrana@aepcindia.com

You are requested to kindly send duly filled in 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 may 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 Feedback Form duly filled in to the AEPC representative on 18<sup>th</sup> January, 2023 at the fair venue in Brazil.

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 FOR PARTICIPATION IN "SAO PAULO PRET-A-PORTER - BRAZIL"  
(FROM 16<sup>TH</sup> TO 18<sup>TH</sup> JANUARY, 2023)

(On the Company's letterhead)

1. Company's Name :
2. Name of the Contact Person with Mobile No. :
3. Address with PIN No. :
4. Telephone Number :
5. E-mail Address :
6. RCMC No. & Date (Renewal fee paid 2022-23 : Yes / No):
7. IEC Number :
8. PAN Number :
9. TAN Number :
10. GST Number :
11. CIN Number (required for only Pvt. Ltd. Companies) :
12. Status of Company (Partnership / Proprietor / Pvt. Ltd. / Ltd. Co.:
13. Manufacturer / Merchant Exporter :
14. Whether belongs to MSME (Yes / No) :
15. Name of Participant (Director / Partner / Prop./Regular  
: Officer at Sr. Level ) with DIN No.
16. Whether belongs to SC/ST/General/Women :
17. Export Performance during the last three years : 2021-22 :  
2020-21 :  
2019-20 :
18. 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
1		
2		
3		
4		
5		
6		

19. Main items of production :
20. Mention segment Knitted/Woven :
21. Present production capacity : \_\_\_\_\_ pcs. /month
22. Major brands & Fashion labels :
23. Major Countries of Exports :
24. Whether First Time to Brazil : YES / NO
25. 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 Brazil visa	YES / NO

26. Have you earlier participated in this event with AEPC or any other Council / Organization?  
If Yes, Year (s) \_\_\_\_\_ No \_\_\_\_\_
27. Are you participating in any other event under MAI assistance in 2022-23 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).*

**28. Participants Charges:**

Pay order/ DD for Rs. \_\_\_\_\_ drawn on \_\_\_\_\_

payable at Gurugram/ New Delhi

OR (*in case online payment*):-

UTR Details : 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 :** \_\_\_\_\_

**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-EP (AEPC) / 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\_\_\_\_\_

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