



APPAREL EXPORT PROMOTION COUNCIL
Apparel House, Sector-44, Institutional Area, Gurgaon -122003 (HR) India

AEPC/F&E-858/2013
July 11, 2013

**BUYER SELLER MEET IN COLOMBIA &
BRAZIL 24th - 29th October, 2013**

SUB: AEPC organizes Buyer Seller Meet in Bogota & Sao Paulo from 24th - 29th October, 2013

Dear Member,

Apparel Promotion Council under its Export Promotion activity has decided to organizing Buyer Seller Meet at Bogota City (Colombia) & Sao Paulo (Brazil) from 24th - 29th October, 2013 on the recommendation of Embassy of India. It is observed that there is enormous potential to expend readymade garment export in these non traditional markets.

The BSM dates and venue are given hereunder:-

BOGOTA, COLOMBIA:-

- Set up & Move-in day : 23rd October 2013 (Wednesday)
- BSM Days : 24th and 25th October 2013 (Thursday/ Friday)

Transit to Sao Paulo, Brazil : 26th October 2013 (Saturday)

SAO PAULO, BRAZIL:-

- Set up & Move-in day : 27th October 2013 (Sunday)
- BSM Days : 28th and 29th October 2013 (Monday/ Tuesday)

Indian Embassy at Colombia is under process of arranging B2B meetings & inviting buyers for the Buyer Seller Meet at Bogota, Colombia and in Brazil a PR agency hired for B2B meetings & inviting buyers for the Buyer Seller Meet at Sao Paulo, Brazil.

About Buyer Seller Meet in Colombia and Brazil:

The Council is organizing a Buyer Seller Meet wherein one to one meeting shall be organized for participating exhibitors and shall be assigned a meeting space for their business promotion. The exhibitors can take along their latest collections specially designed for Latin/South American market and negotiate good orders with the buyers during the event. The Council shall try to fix the meetings according to the product range of exhibitors and demand of the visiting buyers.

COLOMBIA & BRAZIL READYMADE GARMENTS IMPORTS:

- The exports of readymade garments to Colombia and Brazil are steadily growing and the statistics show that there is huge potential of RMG exports from India to Colombia and Brazil.

Colombia's Import from World and India, US\$ Million				
	2010	2011	2012	% Change 2012/2011
World	330.30	561.40	695.50	23.9
India	2.7	5.0	6.7	32.6
% Share	0.8	0.9	1.0	

Brazil Import from World and India, US\$ Million				
	2010	2011	2012	% Change 2012/2011
World	1073.0	1721.20	2177.20	26.5
India	40.50	100.10	135.20	35.10
% Share	3.8	5.8	6.2	

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 (AEPC) is the principle implementation Partner.

PAYMENT SCHEDULE:

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 AEPC. The beneficiaries will have to pay a onetime enrollment fee of Rs.25562/- including taxes for participating in AEPC's events where MAI / MDA grants of Ministry of Commerce is being used by the exhibitors.

Following is the summary:-

S. N.	Particulars	Participation Charges	After Early bird discount of Rs.10,000 upto 31.07.2013
1.	A basic meeting space which include -Table, Chairs, Hanger-rail & 100 Hangers etc. [for DISHA applicants]	Rs.1,70,000/-	Rs.1,60,000/-
2.	Participation charges [for non- DISHA Members] by adding Rs.25,562/- enrollment fee per factory OR per supporting manufacturer for DISHA (inclusive of taxes)	Rs.1,95,562/-	Rs.1,85,562/-

(A basic meeting space for one exhibiting company shall be provided a Meeting Table, Chairs, Hanger-rail & 100 Hangers, Waste paper basket etc.)

The application will be received on First-Cum-First-Served Basis.

Kindly note: Cheque & Part payments are not acceptable. Payment can be made by Demand Draft or Pay Order only in favour of "APPAREL EXPORT PROMOTION COUNCIL".

MDA Grant:

This project is under Marketing Development Assistance (MDA) scheme. Market Development Assistance (MDA), as announced by the Ministry of Commerce and as amended from time to time, would be applicable and as per the MDA grant actually received from Ministry of Commerce, Govt. of India. MDA assistance is not available, in case export is nil or negligible in the preceding year, the application would be subject to the total MDA guidelines issued by the Ministry of Commerce from time to time. Please see www.aepcindia.com for complete guidelines.

Cancellation Charges:

The exporter who will apply for participation in the BSM, the withdrawal will be subject to the following:

- A. 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.
- B. 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.
- C. 100% forfeiture in case of no show of the BSM.
- D. Non-grant of relevant visa shall not qualify for any relief.

Guidelines for the Allotment of meeting space:

1. All the participants who pay the full participation fee in time would be considered for allotment of meeting space on FCFS basis.
2. The decision of ASG, AEPC would be final in case of any confusion/dispute.
3. For the allotment of meeting space, where any vacancy arises after the allotment on FCFS basis, the same would be subject to the discretion of the Chairman (EP) AEPC.
4. No change in the meeting space, once allotted would be entertained under any circumstances.

APPLICATION FORM: The blank application format is attached herewith for your ready reference.

Should you require any other information, we will be glad to answer the same.

For further details:

Mr. K S Bisht, Dy. Director (F&E)
Apparel Export Promotion Council
Apparel House, Institutional Area
Sector-44, Gurgaon -122003, Haryana (India)
Tel: 0124-2708000-003, 2708158 (Direct), Fax: 0124-2708004-005,
Mobile: +91-9810527747,
E-mail: kbisht@aepcindia.com

The application form is attached herewith. You are requested to kindly send the participation fee by way of **Demand Draft/Pay Order** in favour of “**APPAREL EXPORT PROMOTION COUNCIL**” with duly filled-in application form to **A.E.P.C., Apparel House, Institutional Area, Sector - 44, Gurgaon - 122 003.**

The exporters of Delhi/Gurgaon can also deposit the payment by way of Demand Draft to APPAREL EXPORT PROMOTION COUNCIL, Gurgaon office. Similarly, exporters at Mumbai, Ludhiana, Jaipur, Tirupur, Chennai, Bangalore and Kolkata can also deposit the Demand Draft at Local AEPC offices. All others may send the Demand Draft/Pay orders to Gurgaon office.

Yours sincerely,

(R.K. SHARMA)
DIRECTOR (F&E)

E-mail: rksharma@aepecindia.com
Mobile: +91 9899167235

Encl: 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.*

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**APPLICATION FORM PARTICIPATION IN “Buyer Seller Meet in Colombia and Brazil”
(24th - 29th October, 2013)
(On the Company’s letterhead)**

PART-I

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 Colombia & Brazil : YES / NO
15. **Please provide six photographs of your products.**
(These pictures will be inserted in the **show catalogue with your company profile**)
16. Please mention details of factory Compliance / Social Compliance:
17. No. of employees
18. **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?

19. **Capabilities**

- Please indicate the classifications for the products provided by the company.
- 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.

20. **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). Please attach a copy of DISHA certificate if you have DISHA certification.
- ISO 9001
- British Retail Consortium (BRC)
- Supplier Qualification Program (SQP)
- Mill Qualification Program (MQP)

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

22. 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	
7	Whether have valid Colombia & Brazil Visa	YES / NO

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Date:-

Name:-_____

Designation_____

Signature
