



APPAREL EXPORT PROMOTION COUNCIL, GURUGRAM

AEPC/HO/EP/Saudi Fashion & Tex– 2024
16th April, 2024

CIRCULAR

Participation in “Saudi Fashion & Tex, Riyadh, Saudi Arabia (From 27th to 29th August, 2024)

Dear Member,

AEPC is participating in “Saudi Fashion & Tex, Riyadh, Saudi Arabia scheduled to be held from 27-29th August, 2024, which will take place in Riyadh Exhibition & Convention Center, Riyadh, Saudi Arabia.

1. About Saudi Fashion & Tex:

SAUDI FASHION & TEX - Saudi International Fashion, Textiles & Leather Exhibition will open its doors in Riyadh Exhibition & Convention Center with the participation of more than 500 exhibitors and brand including from the most prestigious fashion and textile producers of the region. Saudi Fashion & Tex Fair will feature which will feature thousands of latest trends textile products by gathering fashion specialists and right textile buyers from the Gulf and Africa countries. The fair is the key hub for textile producers who aims to reach wholesalers, retailers, chain stores, boutique owners, agents, distributors, designers, department stores, purchasing offices. Dedicated to innovative and the latest design textiles Saudi Fashion & Tex Fair is the unique textile platform to expand trader’s network with the right manufacturer by experiencing the latest technologies and trends in the Gulf market.

Saudi Fashion & Tex Fair is Saudi Arabia premier platform for sourcing Women’s Wear, Men’s Wear, Kid’s Wear, Sports Wear, Knitwear, Socks, Garments, Lingerie, Leather Wear, Shoes & Bags Accessories etc., The fair attracts a wide range of Wholesales, Chain Stores, Boutique Owners, Garment Exporters & Importers, Agents & Distributors, Fashion Designers, Media Representatives , Ready to Wear Manufactures , Department Stores, etc., Exhibitors are mainly from Saudi Arabia, Turkiye, Egypt, Italy, Spain, India, Bangladesh, Pakistan, Morocco, China Ireland, Indonesia. & many more highly renowned manufacturing countries across the globe. India is one of the largest trade partner for the Saudi Arabia. Apparel imports into Saudi Arabia have been increasing in the last five years. Saudi Arabia imports from the world 3174.55 USD Million in 2018 which increased to 4339.93 USD Million in 2022. Indian export of RMG to Saudi Arabia has also been stable with India capturing a share of 13.44% in 2022.

SAUDI FASHION & TEX EXPO will unite the national and international companies of different industry sectors, providing an opportunity for the companies to discover the latest trends, network with industry peers, and make valuable business connections. Saudi Arabia offers access to over 400 million consumers within the MENA region, backed by its long-held membership and active participation in the GCC and the Greater Arab Free Trade Area. Here are some key reasons why you should consider booking a space or stand at SAUDI FASHION & TEX EXPO:

- **Market Expansion:** Access one of the largest and flourishing consumer markets in the Middle East by showcasing products to the fashion-forward Saudi audience.
- **Retailer Connections:** Connect with local retailers, potentially securing distribution deals and

increasing the availability of your products in the Saudi market.

- **Brand Visibility:** Enhance brand recognition by participating in a prominent platform, gaining exposure to a diverse audience, and attracting potential customers.
- **Networking Opportunities:** Build valuable connections with industry professionals, potential partners, and retailers, fostering collaborations that can boost business growth.
- **International Collaboration:** Explore opportunities for international collaborations and partnerships, expanding the reach of your brand beyond Saudi Arabia.
- **Luxury Market Potential:** Capitalize on the growing demand for luxury goods and high-end fashion products in Saudi Arabia, catering to an affluent consumer base.

2. Venue & Date :

Venue / City	Dates	Days
Saudi Fashion & Tex Riyadh Exhibition & Convention Center, Riyadh, Saudi Arabia	Set-up Day : 26 th August, 2024 Fair Days : 27 - 29 August, 2024	(Monday) (Tuesday - Thursday)

3. Why you should exhibit in Saudi Arabia? ([Please click here 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: Notification no. K-11020/9/2021-E&MDA dated 19th July, 2021 of Ministry of Commerce & Industry, Department of Commerce (E&MDA) Division reg. eligibility for MAI grant has 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 category and 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, Govt. of India. Accordingly, regular director / partner / proprietor / regular officer of the company on senior managerial position of participating firm/co., having 12 months membership with Council, exporter having minimum FOB value of exports Rs. 50 Lakhs but below Rs. 50 Cr. in the preceding financial year shall be eligible for reimbursement of airfare as per MAI guidelines under para 6 (ii) of the Market Access Initiative Scheme 2021 & its amendment dated 26.06.2023 issued by the Ministry of Commerce. **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.):*

The below subsidized participation fee is based on the anticipated grant from the Ministry. In case of any variation the participation fee may be revised.

Particulars	Participation charges (Rs.)
Cost of per booth of (size : 9 sqm.)	Rs. 2.25 lakhs
Early Bird Discount (If payment is made on or before 17 th May, 2024)	(-) Rs. 10,000/- Rs. 2.15 lakhs
After Early Bird Discount (If payment received after 17 th May, 2024)	Rs. 2.25 lakhs
Participation charges without MAI Grant (Booth size 9 sqm.)	Rs. 3.40 lakhs

The last date for submission of application with payment is 14th June, 2024.

6. Payment Mode:

a. 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

b. Payment can also be made through NEFT/RTGS to the following account:

BENEFICIARY: APPAREL EXPORT PROMOTION COUNCIL

SAVING A/C NO: 180401000004590

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.

- 2.5 m high panels, fascia board, Carpet, 1 Table, 3 Chairs, 3 hanger rods (garment booth) OR 3 shelves (for accessory booth) and 1 triple socket.

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. 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.
4. The participation is on **FIRST-COME-FIRST SERVED (FCFS)** till all booths are sold and the allotment of stalls shall be done through draw of lot.

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 to necessary visa to enter

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

10. Cancellation charges:

Terms & conditions for withdrawal will be as follows:

- Rs. 25,000/- + GST 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

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) Apparel Export Promotion Council, Apparel House, Institutional Area, Sector -44, Gurugaram -122 003 (Haryana) India Mobile No.+91 9560472244 Tel:+91 0124-2708108(D) E-mail: shari@aepcindia.com
2. Mrs. Neelam Seth, Joint Director (EP Department) Apparel Export Promotion Council, Apparel House, Institutional Area, Sector -44, Gurugaram -122 003 (Haryana) India Tel : +91 124 2708177 (D), Mobile : +91 9810505165/ Email : nseth@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, Kolkata, 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 29th August, 2024 at the fair venue in Riyadh, Saudi Arabia.

Yours Sincerely,

(S. Hari Krishnan)
Director (Export Promotion)

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 and organizational inability of fair organizers & other service providers.



APPLICATION FORM

APPLICATION FORM FOR PARTICIPATION IN “SAUDI FASHIION & TEX”
(FROM 27TH TO 29TH AUGUST, 2024)
(On the Company’s letterhead)

1. **Company’s Name** :
2. **Name of the Contact Person** :
3. **Designation** :
4. **Mobile No.** :
5. **Address with PIN No.** :
6. **City** :
7. **Telephone Number** :
8. **E-mail id** :
9. **Website** :
10. **RCMC No. & Date** : RCMC No. _____ Date _____
(Renewal fee paid 2024-25: YES NO)
Please Tick
11. **IEC Number** :
12. **PAN Number** :
13. **TAN Number** :
14. **GST Number** :
15. **CIN Number (required for only Pvt. Ltd. Companies** :
16. **Status of Company (Please tick)** : Partnership
: Proprietorship
: Pvt. Ltd. Company
: Ltd. Company
: LLP
17. **Type of Company (Please tick)** :Manufacturer
: Merchant Exporter
: Merchant Cum Manufacturer
18. **Whether belongs to MSME (please tick)** : YES NO
19. **Name of Participant (Director / Partner / Prop./Regular Officer at Sr. Level) with DIN No** :
20. **Whether belongs to (please tick)** : SC/ST
: GENERAL

21	Export Performance during the last three years	: Women	
		: 2023-24	
		: 2022-23	
		: 2021-22	

22 Codes in respect of the products being promoted/marketed by exhibitor : (at least 6 HS Codes should be given)

S.No.	HS Code (6 digit level)	Product Description
1		
2		
3		
4		
5		
6		

- 23 Main items of production :
- 24 Mention segment Knitted/Woven :
- 25 Present production capacity: ___pcs. per month / No. of Machine ___
- 26 Major brands & Fashion labels :
- 27 Major Countries of Exports :
- 28 Have you exported to Saudi Arabia before **YES** **NO**

29	Export performance to Japan for the last three Years	:2023-24	
		:2022-23	
		:2021-22	

30 Sustainability Certifications :.....
:.....

31 Use 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 Saudi Arabia Visa	: YES / NO

32 Have you participated in the same event previously with AEPC or any other Council / Organization? (with MAI support)

33 If Yes, Year(s) _____ Number of times: _____
 Have you participated in any other event under MAI assistance in 2024-25 with AEPC other EPC's/Commodity Board/ Trade Bodies?

YES	NO
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If yes, please give details:

S.No	Name of the Event/ Country	Date of Event	Name of the EPC's/ Commodity Board/ Trade Bodies

Disclaimer: As Annexure – I (It's mandatory to fill up and be attach with the application form as its' a part of application form).

34. 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 : _____

Note:

- 1) As per MAI guideline, an exhibiting company/member can avail MAI assistance up to a maximum of three times (including past cases) for a particular event. Thereafter they shall not be eligible for the subsidy.
- 2) MAI subsidy will henceforth be provided to a member/company for a maximum of three MAI events in a financial year.

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_____
