



APPAREL EXPORT PROMOTION COUNCIL, GURUGRAM

AEPC/HO/MAGIC/EP 2025 -26

Dated : 22nd May, 2025

AEPC's PARTICIPATION IN "SOURCING AT MAGIC, LAS VEGAS, USA"
(From 18 - 20 August, 2025)

Dear Member,

As mentioned in our circular bearing number AEPC/HO/MAGIC/EP 2025 -26 dated 22nd May 2025, Apparel Export Promotion Council (AEPC) is participating in Sourcing at Magic Fair to be held from 18th to 20th August, 2025, which will take place in LAS VEGAS, USA.

Please note that the **last date for filing applications has been extended to 20th June 2025** and the terms and conditions of the same are as mentioned below.

About Sourcing at Magic:

MAGIC is the world's largest Apparel & Accessories Trade Show in North America. 65+ Countries and regions, 1100+ Exhibitors & More than 25000+ Attendees on the show floor, including a mix of buyers, influencers, stylists, industry experts, press and exhibitors.

Sourcing at MAGIC- dedicated to the contract manufacturing and private label business. Sourcing at MAGIC is destination for product development groups to find new trends, new niches and fashion "value added" and "commodity" vendors in one efficient, focused location during the largest apparel market week in the world. Sourcing at MAGIC will provide a convenient space for retail buyers, global importers, licensees and brands to meet and conduct business with off shore manufacturers and construct suppliers from the international manufacturing countries.

Sourcing at MAGIC is the ultimate international business platform offering one-stop shopping for the entire apparel supply chain. Timed to coincide with MAGIC, manufacturers and component suppliers have the unique opportunity to connect with thousands of sourcing executives, designers, wholesalers, private label buyers and the top U.S. multi-unit retailers.

→ For More details about the Magic Show, please visit website :<https://www.sourcingatmagic.com>

2. Schedule :

The Sourcing at Magic shall take place at Las Vegas, USA on the following dates :-

Venue / City	:	Las Vegas Convention Center (South Hall) 3150 Paradise Rd, Las Vegas, NV 89109
Set up Day	:	17 th August, 2025 (Sunday)
Fair Days	:	18 - 20 August, 2025 (Monday - Wednesday)

3. Why you should exhibit in Sourcing at Magic, USA ?

USA has been a very attractive market for Indian Apparels. Main items of export to USA are – Men/Boys/Women's/Girls/Kids jerseys, pullovers, cardigans, waistcoats and similar articles of cotton, knitted or crocheted; trousers, bib and brace overall, breeches and shorts of cotton and synthetic fibres; T.shirts and shirts and singlets and other vests of textile material.

RMG imports into the USA have increased in the last five years. USA's import from India has also increased in these past years. Import from India's in 2020 was 3201.6 USD mn., which increased to 4933.1 USD mn. in 2024. India captured a share of 4.5% approx. in 2020 which has now increased to 5.9% in 2024. At a category level according to 2024, Knitted RMG holds a much better acceptance in USA as compared to woven apparel.

For more details about RMG Import into USA please click here

4. Participation Charges for Exhibitors:

Participation Charges are as mentioned below:

Particulars	Participation Charges (Rs.)
Cost per booth (size : 9 sqm.)	Rs. 7,35,000 /-
<i>The participation charges do not cover airfare, hotel expenses, or any other personal costs (such as logistics), including the transportation of display materials and other related expenses, which are the responsibility of the exhibitor.</i>	
<i>The applicants, who fail to make full payment of participation charges, will not be considered for allotment of booth.</i>	

Rush to book your booth by making the payment of participation charges ASAP.

5. Eligibility for financial assistance under Market Access Initiative (MAI) scheme:

The Apparel Export Promotion Council has submitted a proposal to the concerned Ministry, requesting the MAI Grant for participation in the Sourcing at Magic, USA. **The Ministry's decision on our proposal is awaited and cannot be considered approved unless confirmed in writing.**

The MAI Grant, provided by the Government of India in accordance with established norms, has not yet been approved for this event. However, AEPC encourages exporter members to proactively explore financial assistance available under their respective State Government schemes and take full advantage of the benefits offered.

The MAI Grants as and when received will be disbursed to the eligible exhibitors as per MAI Norms.

It is pertinent to mention that as per 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 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, Govt. of India. Accordingly, regular Director / Partner / Proprietor / regular officer of the company on senior managerial position of participating firm/company 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 issued by the Ministry of Commerce from time to time. **Non-MAI Exhibitor shall not be eligible for reimbursement.**

(On receipt of MAI grant from the Ministry, the booth cost will be subsidized and the balance amount would be refunded to the eligible exporters as per MAI norms)

6. The deadline for submitting the application along with payment is 20th June, 2025.

7. Payment Mode:

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

BENEFICIARY: APPAREL EXPORT PROMOTION COUNCIL

SAVING A/C NO: 180401000031002

IFS CODE: IOBA0001804

BANK: INDIAN OVERSEAS BANK

ADDRESS: BRANCH - APPAREL HOUSE, SECTOR 44, INSTITUTIONAL AREA, GURUGRAM - 122003

b. 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.

NOTE:

- a) **No cheque payment will be accepted.**
- b) **Please ensure to share the UTR Details in case of online payment, failing which your participation would not be considered even if payment is already made.**

8. Booth Packages: The following booth facilities shall be provided to the participating exhibitors.

- 9 sq.mtr. Stall
- One round table and 3 chairs
- 16 Rods OR 16 Shelves (1 meter each)
- Name Fascia
- Carpet
- 6 Track light with power
- 4 Water bottles per day
- Dustbin
- Laptop charging point
- 150 Hangers

Note: Additional displays, advertising, branding, modified fascia, hangers, additional electrical installation and other services can be provided at additional cost.

9. Guidelines for allotment of the booths:

- i. All participants who have paid the full participation fee on time would be considered for allotment of booths through draw of lot by AEPC.
- ii. No change in the booths, once allotted would be entertained under any circumstances.
- iii. The decision of Chairman-EP (AEPC) / Chairman (AEPC) would be final and binding in case of any dispute.
- iv. 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.

10. 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 USA. No request for refund will be entertained by AEPC if for any reason whatsoever visa is not granted.

11. Withdrawal Terms & Conditions :

Terms & conditions for withdrawal will be as follows:

- **Pre-Draw of Lot Withdrawal** :If the exporter withdraws before the Draw of Lot, or prior to receiving the visa invitation letter from the fair authority or entering into a contract with the fair authority, a forfeiture of **Rs. 25,000/- + applicable GST** charges will apply.
- **Post-Draw of Lot Withdrawal** :If the exporter withdraws after the Draw of Lot, or after the visa invitation letter is issued by the fair authority or after entering into a contract with the fair authority, **100% forfeiture** of the amount paid will apply.

12. Issuance of Visa Invitation Letter by the Fair Authority -

Visa Invitation Letters will be issued to exhibitors under the following conditions :

- Visa Invitation Letters will only be provided to exhibitors who have paid full payment and have entered into the contract with the fair authority. No cancellations will be permitted once this condition is met.
- The exhibitor must submit a copy of their US Embassy appointment letter. The appointment must be scheduled at least 30 days prior to the start of the show.

13. 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 :

<https://aepcindia.com/exhibitor-registration/>

14. For seeking more details, please contact:-

1. Mr. S. Hari Krishnan, Director (EP Department) Apparel Export Promotion Council, Apparel House, Institutional Area, Sector -44, Gurugram -122 003 (Haryana) India Tel:+91 0124-2708108 (D) **Mobile** No.+91 9560472244 E-mail: shari@aepcindia.com
2. Mrs. Neelam Seth, Joint Director (EP Department) Apparel Export Promotion Council, Apparel House, Institutional Area, Sector -44, Gurugram -122 003 (Haryana) India **Tel** : +91 124 2708177 (D), **MobileNo** : +91 9810505165 / **Email** : nseth@aepcindia.com
3. Mrs. Savita Taneja, Assistant Director (EP Department) Apparel Export Promotion Council, Apparel House, Institutional Area, Sector -44, Gurugram -122 003 (Haryana) India, Tel.: +91 124 2708135(D), **Mobile No.:** 9654751745, **E mail:** savita.aepc@gmail.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.

By making payment towards the participation, the participants hereby undertake to maintain proper decorum and comply with all applicable laws, rules, and regulations governing their participation in the fair, as well as the laws of the host country. Participants shall be solely responsible for their actions and omissions, and shall indemnify and hold harmless the Apparel Export Promotion Council (AEPC) against any claims, damages, or liabilities arising from their participation in the fair.

Post show obligation of the participant

The exporters must ensure to submit Feedback Form duly filled in to the AEPC representative on the last date of the fair at venue in Las Vegas, USA.

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
Sourcing at Magic, Las Vegas, USA (18 – 20August, 2025)

(Application should be on the company's letterhead)

1. Company's Name :
2. Name of the Contact Person :
3. Designation :
4. Mobile Number :
5. Address with PIN No. :
6. City :
7. Telephone Number :
8. E-mail ID :
9. Website of Company :
10. RCMC No. & Date : RCMC No. _____ Date _____
(Renewal fee paid 2025-26) Please Tick : Yes / No
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 Number :

20. Whether belongs to (Please Tick) : SC/ST
: GENERAL
: Woman

21. Export Performance during the last three years :

2024 - 25	
2023 - 24	
2022 - 23	

22. 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		

23. Main items of production :

24. Mention segment Knitted/Woven :

25. Present production capacity : _____ pcs. per month
: _____ No. of Machines

26. Major brands & Fashion labels :

27. Major Countries of Exports :

28. Have you exported to USA before : YES / NO

29.	Export performance to USA for the last three years	2024 - 25	
		2023 - 24	
		2022 - 23	

30. Sustainability Certifications :

:

31. 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 USA visa	YES / NO	YES / NO

- In any case the person is not going whose details given above, may please intimate in advance the details of person who is attending the fair before leaving the Country.

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

If Yes, Year (s) _____ Number of Times _____

33. Have you participated in any other event under MAI assistance in 2025 - 26 with AEPC or other EPC's/Commodity Board/ Trade Bodies?

YES	NO
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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 it's a part of application form).

34. Participants Charges: Pay order/ DD for Rs. _____ drawn on

_____ payable at Gurugram / New Delhi

OR (in case of online payment)

UTR Details :NEFT/RTGS No.....for Rs.....

Date..... Name of Bank.....

If TDS is deducted, please mention its %age & amount of deduction Rs.....

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 guidelines, 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, if available, 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.
12. AEPC retains the full discretion to cancel or withdraw its participation in the fair without prior notice or liability. In the event of such cancellation, AEPC shall not be held liable for any costs or losses incurred by participants as a result of this decision.

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_____
