



APPAREL EXPORT PROMOTION COUNCIL, GURUGRAM

AEPC/REG/EP/2023

Dated : 08<sup>th</sup> June, 2023

AEPC's PARTICIPATION IN "SOURCING AT MAGIC, LAS VEGAS, USA"  
(07 - 09 AUGUST, 2023)

Dear Member,

AEPC is participating in Magic Fair to be held from 07<sup>th</sup> to 09<sup>th</sup> August, 2023, which will take place in LAS VEGAS, USA.

**1. About Magic**

SOURCING at MAGIC is North America's largest, most comprehensive sourcing event, reflecting the fashion supply chain at its most complete. Offering unmatched access to over 26 countries representing the world's most important markets, SOURCING at MAGIC showcases more than 3500+ exhibitors including apparel, accessories and footwear resources and 35,000+ attendees conveniently merchandised by country and category: contract and original design manufacturers; fabric, trim and component suppliers; and service and technology providers.

Exhibitors—from worldwide leaders to local U.S. suppliers—build business through exposure to thousands of sourcing executives, designers, merchandising managers and private label buyers.

MAGIC connects exhibitors to the global purchasing power of tens of thousands of men's, women's and children's apparel, accessories and footwear retailers.

→ For More details about the Magic Show, members may please visit the website of the fair authority at [www.magiconline.com](http://www.magiconline.com)

**2. Schedule :**

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

Venue / City : Las Vegas Convention Center, USA  
Set up Day : 06<sup>th</sup> August, 2023  
Fair Days : 07 - 09 August, 2023

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

[Please Click Here PDF File to Know](#)

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

**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.**

"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, provided each one of these is in different market (e.g. Africa, LAC, WANA, ASEAN, etc)."

**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.) :*

It may please be noted that the subsidized participation fee is Rs. 4.10 lakhs for booking of one booth based on anticipated grant from the Ministry. Without MAI Grant, the participation fee would be Rs. 6.30 lakhs for booking of one booth. In case of any variation, the participation fee may be revised.

In view of the above, those who are interested to participate in the magic fair; may please submit their application with the participation fee of Rs. 4.10 lakhs (per booth).

**The last date for submission of application with Participation Fee has been extended by 26<sup>th</sup> June, 2023.**

**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:** 180401000031002

**IFS CODE:** IOBA0001804

**BANK:** INDIAN OVERSEAS BANK

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

**No cheque payment will be accepted.**

**Share the UTR Details in case of online payment.**

**7. Facilities provided in the fair:**

In the above mentioned participation charges, the Council shall be providing facilities of overseas publicity, inland publicity, publicity through signage's, banners standees and space allocation in the priority area of "SOURCING at MAGIC" Fair.

• **Booth Package: (Standard Booth - approx 10'x10' (9 sq.mtr.)**

- (a) Name Fascia
- (b) Carpeted Booth
- (c) Power point
- (d) 6 spot lights
- (e) 1 Table & 3 chairs
- (f) Hanging Bars OR Shelves

(g) Waste Bin

**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 necessary visa to enter USA. 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 hyperlink :**

[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](mailto:shari@aepcindia.com)

2. Mr. J.S. Rana, Additional Director (EP Department)

**Tel :** +91 124 2708191, **Mobile :** +91 9910035722 / **Email :** [jsrana@aepcindia.com](mailto:jsrana@aepcindia.com)

You are requested to kindly send duly filled 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 can 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 response form duly filled in to AEPC representative on the last day of the fair at 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 (07 - 09 August, 2023)**

**(Application should be on the company's letterhead)**

1. Company's Name :
2. Name of the Contact Person with Mobile No. :
3. Address with PIN No. :
4. Website of Company :
5. Telephone Number :
6. E-mail Address :
7. RCMC No. & Date  
(Renewal fee paid 2023-24) : Yes / No
8. IEC Number :
9. PAN Number :
10. TAN Number :
11. GST Number :
12. CIN Number (required for only Pvt. Ltd. Companies) :
13. Status of Company (Partnership / Proprietor / Pvt. Ltd. / Ltd. Co.:
14. Manufacturer / Merchant Exporter :
15. Whether belongs to MSME : (Yes / No)
16. Whether belongs to SC/ST/Women : (Yes / No)
17. DIN No. of Company Director / Partner / Proprietor  
with Name :
18. Export Performance during the last three years : 2022-23 :  
2021-22 :  
2020-21 :
19. 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

20. Display of Items under Sustainability :

Sl. No.	Name of the Items to be showcased in the Fair

21. Main items of production :

22. Mention segment Knitted/Woven :

23. Present production capacity : \_\_\_\_\_ pcs. /month

24. Major brands & Fashion labels :

25. Major Countries of Exports :

26. Whether First Time to USA : YES / NO

27. 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

28. Have you earlier participated in this event with AEPC or any other Council / Organization ?  
If Yes, Year (s) \_\_\_\_\_ No \_\_\_\_\_

29. Are you participating in any other event under MAI assistance in 2023 - 24 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).*

30. **Participants Charges:** Pay order/ DD for Rs. \_\_\_\_\_ drawn on  
\_\_\_\_\_ payable at Gurugram / New Delhi OR UTR Details of  
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-F&E /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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