



**APPAREL EXPORT PROMOTION COUNCIL**  
**Apparel House, Gurgaon**

AEPC/F&E/AISF/837/  
August 7, 2013

**CIRCULAR**

**Sub: AEPC's participation in Australia International Sourcing Fair (AISF), Melbourne, Australia**  
**13<sup>th</sup> – 15<sup>th</sup> November, 2013**

**Dear Member,**

After commendable success of Australia International Sourcing Fair (AISF), the Council is once again participating in AISF with **TEXPROCIL**, where a huge 'Brand India' pavilion shall be made having Apparel & Textiles exhibitors. The event is approved under the MAI scheme of the Ministry of Commerce. This three day event will attract Trade visitors from all over Australia and New Zealand.

**About Australian International Sourcing Fair:**

The AISF is the only textile and clothing exhibition for the Australia and New Zealand region. It provides an ideal networking platform for the buyers and sellers besides giving exhibitors the opportunity to showcase a wide range of products from textile, fashion clothing and home interiors to other related products. For more details about the Fair, you may visit the event website: [www.sourcingfair.com.au](http://www.sourcingfair.com.au)

Considering that India and Australia are at an advanced stage of negotiations for a **Free Trade Agreement** and also with Australian buyers wanting to **reduce** their **over dependence on China**, this Fair provides the right opportunity for the Indian exporters to tap into the Australian clothing market.

**Fringe Activities in AISF:**

The Fair hosts a number of key industry **seminars** which brings together international manufacturing & sourcing experts. It informs and educates the exhibitors/visitors on all the latest products, colours and **trends in demand** in Australia. Industry leaders will reveal successful supplying and sourcing strategies.

**Benefits of Exhibiting at the 'Brand India' pavilion in AISF:**

Exhibiting at the 'Brand India' pavilion in AISF gives an opportunity to place your business in front of thousands of qualified visitors including department stores, retail chains, importers, wholesalers, brand-owners, designers and agents.

***By participating in AISF, you may...***

- \* Associate with the '**Brand India**' image created successfully over last 4 years in Australia through this event
- \* Avail of the Council's **highly subsidized participating fee** as compared to going directly to AISF
- \* Consolidate your position in the industry and region

***You may take advantage to tap this huge US\$ 5.61 billion Australian apparel market. India's apparel exports to Australia in 2012 were around US\$ 103 million.***

**Visitor Profile:**

As the major international sourcing forum in Australia, the AISF provides unparalleled access to meet major volume buyers across Australia and New Zealand. There were over 3000 trade visitors in 2012 and the following organizations were amongst them:

- ✓ Major Retail Departmental Stores in attendance included: Bed Bath 'N' Table, Carpets Galore Floorworld, Colorado Group, Costco, Country Road, David Jones, Harris Scarfe, Just Group, Kmart, Myer, Sportsgirl, Target Australia, Woolworths, Chanel Australia, AussieBum, Big W, Booker-Spalding, Connor, Forever New Groupon & Cudo, O'Neill Australia, Pacific Brands, RipCurl and Seafolly among others.
- ✓ Major Importers and Suppliers in attendance included: Best & Less, Bisley Workwear, Blacki Ice Group, Blue Illusion, City Beach Australia, Collette Dinnigan, Pacific Brands, Ripe Maternity Wear, Rivers Australia, RM Williams, Sass Clothing, Seafolly, Speedo, The Tie Works, Trelise Cooper, Wheels & Dollbaby, Whitesands among others.
- ✓ *This is just a sample listing of the companies in attendance in the last edition of the event.*

**Product Profile:**

The Australian International Sourcing Fair is the premiere sourcing event in Australia and New Zealand. It includes a diverse range of products including:

**Knitwear, Ready Made Garments, Fashion Accessories, Swimwear, Sportswear, Uniforms, Lingerie And Intimate Apparel, Couture & Special Occasion, Work wear, Urban Wear (Street wear),** All types of Fabrics, Home Textiles, Denims, Yarns, , Industrial fabrics, Handloom products, Handicrafts, Silk, Jute, Millinery And Headwear, Leather, Embroidery, Handbags, etc.

**VENUE:**

The fair would be organized at **Melbourne Exhibition Centre**, Melbourne, Australia.

**DATES:**

**13 - 15 November, 2013** (Wednesday- Friday)

**PARTICIPATION CHARGES AND LAST DATE:**

This is a right opportunity for you to explore the large apparel market of Australia. The booth package and other details are as follows:

<b>Participation charges of a 9 SQM equipped booth</b>	<b>:</b>	<b>Rs. 1,50,000/-</b>
<b>Last date for receipt of Application with Participation Fee</b>	<b>:</b>	<b>30<sup>th</sup> August, 2013</b>

Please note that, this fee does not include airfare, hotel expenditure, sending display material and other related expenditure.

**Kindly note: Cheques & Part payments are not acceptable. Payment can be made by Demand Draft or Pay Order only, in favour of 'Apparel Export Promotion Council', payable at 'Gurgaon/New Delhi'.**

**Government Grant:**

**MDA grant will NOT be available since this event is already heavily subsidized under MAI scheme.**

The applications would be considered on First-come-First Served (FCFS) basis.

**BOOTH PACKAGE:**

Participation fees includes standard built up stall of 9 Square Meters, having Spotlights, Fascia-sign, 1 x 5 amp power point, 1 Table and 2 Chairs, 3 Clothing-rails **OR** 3 Shelves.

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.**

### **GUIDELINES FOR ALLOTMENT OF THE BOOTHS:**

1. All participants who have paid the full participation fee in time would be considered for allotment of booths through alphabetical order.
2. The decision of SG-AEPC/Chairman (EP)-AEPC would be final in case of any clarification.
3. No change in the booths, once allotted would be entertained under any circumstances.

### **WAITLIST**

In case, applications are over-subscribed, a waitlist will be maintained, which would be treated on FCFS basis. Applicants are advised to ensure that they possess necessary visa to enter Australia. No request for refund will be entertained by AEPC if for any reason whatsoever visa is not granted.

### **CANCELLATION CHARGES**

The exporter who has applied for participation in the Fair, the withdrawal will be subject to 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 fair.
- D. Non-grant of relevant visa shall not qualify for any relief.
- E. The application would be considered on First-cum-First Served (FCFS) basis.

Should you require any other information, please contact **Mr. K S Bisht, Dy. Director (F&E)**, Apparel Export Promotion Council, Apparel House, Institutional Area, Sector-44, Gurgaon, Haryana, **Tel: 0091-124-2708158, Mobile: 0091-9810527747, Fax : 0091-124-2708004-05 Email: [kbisht@aepcindia.com](mailto:kbisht@aepcindia.com)** OR alternatively contact **Ms. Akansha Sharma**, MT - AEPC (Mobile: +91-9582363874, Tel: +91-124-2708117, [akansha@aepcindia.com](mailto:akansha@aepcindia.com))

The application form may be downloaded from our website [www.aepcindia.com](http://www.aepcindia.com)

Thanking you,

Yours faithfully,

**R K Sharma**  
**Director (Fairs & Exhibitions)**  
**AEPC, Apparel House, Gurgaon**  
**Mob: +91- 9899167235**  
**Tel: +91-124-2708026**

**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 like food etc. will be as per the approved quality by the fair authority and in any case AEPC will not be responsible for food quality, etc.*

**APPLICATION FORM FOR AISF, MELBOURNE, AUSTRALIA**  
**(On the Company's letterhead)**

Name of event for which participation is sought : **"Brand India" Pavilion at AISF, AUSTRALIA  
(13-15 November, 2013)**

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 2011-12 (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 Australia : YES / NO
15. Please mention details of factory Compliance / Social Compliance:

**16. No. of employees** : \_\_\_\_\_

**17. 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?

**18. Capabilities**

- Please indicate the classifications for the products provided by the company.
- Please provide the product photos
- 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.
- Please provide the photographs of your factory's areas.

**19. 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)
- ISO 9001
- British Retail Consortium (BRC)
- Supplier Qualification Program (SQP) (Intertek program)
- Mill Qualification Program (MQP) (Intertek program)

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

**21.** 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 Birth	
7	Place of Issue	
8	Whether has valid AUSTRALIA visa	YES / NO

***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 like food etc. will be as per the approved quality by the fair authority and in any case AEPC will not be responsible for food quality, etc.*

**Date:**

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Signature: \_\_\_\_\_

\*\*\*\*\*