

AEPC: REG: F&E: 2013

Dated: May 27, 2013



CIRCULAR

**AEPC's Participation in Hong Kong Fashion Week
(Season-Spring/summer 2014)
08-11 July, 2013**

Dear Members,

AEPC is participating with 90 booths in the Hong Kong Fashion Week to be held from 08-11 July, 2013 at Hong Kong Convention & Exhibition Center, Hong Kong.

ABOUT HONG KONG FASHION WEEK:

Perfect Hub for Fashion Sourcing

Hong Kong is Asia's fashion hub - it is a well-established production and sourcing centre. It is also home to a growing community of design talent. Hong Kong Fashion Week Fair is Biggest in Asia and second largest garment/fashion exhibition in the world & plays a key role in the city's fashion industry, enabling suppliers from around the world to promote their products and image to a global audience, as well as seek new business relationships and garner valuable industry intelligence.

Hong Kong — Fashion Capital of Asia

HKTDC Hong Kong Fashion Week for Spring/summer is an unrivalled garment sourcing platform and style leader of Asia. It is the largest fair of its kind in Asia and has continued to bring the ultimate in style and value to trade visitors from all over the world.

Targeting Top Buyers

Buyer attendance at 2012 was very enthusiastic. 16,784 buyers from 74 countries and regions, including 9,048 from Hong Kong and 7,736 from overseas, shared the success of the fair. The number of overseas buyers set a new record, with the growth stemming from emerging markets.

The HKTDC also organized 87 buying missions, comprising more than 3,300 buyers from 70 countries and regions. Among them were buying representatives from renowned fashion brands, leading chain stores and distributors. They included Nicoboco from Brazil, Shoes EAD from Bulgaria, Comercial Alonso Flores y Vera Limitada from Chile, Forever21, Hennes & Mauritz from the Chinese mainland, Safico Trading Co from Egypt, Isetan Mitsukoshi Ltd and Kanematsu Textile Corporation from Japan, Doota & Eland Retail from Republic of Korea, Closs Madrid Design SL from Spain, PCHome, Viva, U-mall and Rokuinkan from Taiwan, and Akira Chicago, Dollar Fashions and Our Family's Jewels from USA.

The fair organizer, HKTDC, operates a network of more than 40 offices all around the globe. It works hard to identify quality buyers in all markets, but especially in emerging economies, and bring them to Hong Kong so they can connect with new suppliers, pinpoint fresh directions and evolve their business.

VENUE:

Hong Kong Convention & Exhibition Center, Wan Chai, Hong Kong

DATE:

08-11 July, 2013 (Monday, Tuesday, Wednesday and Thursday)

NO. OF BOOTHS:

AEPC has decided to take 90 Booths to make "INDIA PAVILION" in order to cater to the growing demands of the buying communities in Hong Kong.

PARTICIPATION CHARGES AND LAST DATE:

This is a right opportunity for you to participate in largest apparel fair to cover global market. The booth package and other details are as follows:

Particulars	Participation charges (Rs.)
Actual Cost per booth (9 sqmt.)	Rs.2,40,000/-
Early Bird Discount (If payment is made on or before 10th June, 2013)	(Rs.10,000/-) Rs. 2,30,000/-
After Early Bird Discount (If payment received After 10th June, 2013)	Rs. 2,40,000/-

(Kindly note: Cheques & Part payment are not acceptable).
Payment can be made by bank draft / pay order only.

MDA Grant

This project is under Marketing Development Assistance Scheme(MDA). Market Development Assistance (MDA), as announced by the Ministry of Commerce and as amended from time to time, would be applicable. **As per the new MDA Guidelines, all exporters having export turnover of less than Rs.30 Crore in the year 2012-13 would be eligible. Further the MDA eligibility has been increased to Rs.1.50 lacs. for General Area, earlier this limit was Rs.0.80 lacs. 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.**

Note: The Last date of submission of MDA application is 10th June, 2013

BOOTH PACKAGE:

Items provided in 9 sq.mtrs Garment booth

- i. Carpet Flooring
- ii. Fixing of 1 no. of fascia (3mW x 0.34mH) with 1 set of sticker cut out company name and booth no.
- iii. 150 Nos. of top Garment hangers or (100 nos. normal Top Garment hangers and 50 Nos. of Clip hangers)
- iv. 4 Nos of system built-in garment hanging rail (15 RM) (for easy accommodation of hangers)
- v. 1 No. of full body mannequin with European feature
- vi. 1 No. SYMA System table (0.7mW x 0.7D x 0.75mH)
- vii. 1 No. of modular system built-in lockable cabinet (1mW x 0.5mD x 0.75mH)
- viii. 3 No. black leather chairs
- ix. 1 no. waste paper basket
- x. 9 Nos. of spot lights of 100W each
- xi. 1 no. of 500 W max. square pin socket

Items provided in 9 sq.mtrs Accessory booth

In place of sl. no. iii) and iv) above following will be provided in addition to all other items:

- iii. 4 nos. of modular system built-in hanging rack (1ml)
- iv. Providing 8 Nos of wooden shelf

The Council will be providing the facilities of interpreter, publicity through hanging banner, giant lights box, designer booth etc. and space allocation in the priority area of Hong Kong Fashion Week.

GUIDELINES FOR ALLOTMENT OF THE BOOTHS:

1. The name of the participants, who have paid the full participation charges on or before the draw of lot date shall be considered for allotment of booths
2. No change in the booths, once allotted would be entertained under any circumstances.
3. The decision of SG would be final, in case of any confusion/dispute.

WAITLIST

The participations on First-cum-first basis. In case, applications are received beyond 90 nos., a waitlist will be maintained, and their participation would be considered on FCFS basis, if any vacancy arises.

CANCELLATION CHARGES

Withdrawal will be subject to following:

1. 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.
2. 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.
3. There will be forfeiture of 65% of participation fee if no other exporter is on the wait list.
4. 100% forfeiture in case of no show of the fair.
5. The application would be considered on First-cum-First Served (FCFS) basis.
6. After draw of lot, withdrawal shall attract 100% forfeiture.

APPLICATION FORM

The blank application form is attached herewith for your reference. The application may also be downloaded from our website www.aepcindia.com

You are requested to kindly send duly filled application form with participation fee by way of Demand Draft/Pay Order 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. All others may send the Demand Draft/Pay Orders to Gurgaon office. **Please note that cheques are not acceptable.**

Should you require any other information, **please contact Mr. Ravish Srivastava, Manager and Dinesh Kumar, (F&E), Apparel Export Promotion Council, Apparel House, Institutional Area, Sector-44, Gurgaon-122 003 (Haryana), Tel: +91-124-2708162 & 2708100, Fax: +91-124-2708004, 5, e-mail: ravish@aepcindia.com:dkumar@aepcindia.com.** Please confirm your participation at the earliest to reserve space in India pavilion.

If you need any further information, we would be pleased to assist you.

Thanking you,

Yours faithfully,

(R. K. SHARMA)
DIRECTOR(F&E)
rksharma@aepcindia.com
Mobile No. 9899167235

Enclosures: Application Form

APPLICATION FORM FOR HONG KONG FASHION WEEK- JULY 2013

(On the company 's letterhead)

Name of event for which participation is sought: **HONG KONG FASHION WEEK**

08-11 July, 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 Hong Kong : 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 EU / UK 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 and organizational inability of fair organizers & other service providers*

Date:-04.03.2013

Name:-_____

Designation_____

Signature
