



APPAREL EXPORT PROMOTION COUNCIL
Apparel House, Gurgaon

AEPC/F&E/MODAUUK/856/
11th May, 2013

CIRCULAR

Sub: AEPC's participation in MODA UK, Birmingham, United Kingdom
11th – 13th August, 2013

Dear Member,

In order to explore UK Apparel Market, AEPC is participating in **MODA UK in Birmingham, UK** to be held from **11-13 August 2013**, which will take place in Hall 17-20 of the NEC Birmingham in UK.

ABOUT MODA:

Moda is organized by ITE Moda Ltd, part of ITE Group Plc. It is the UK's largest fashion trade event, regularly playing host to more than 1,450 brands covering women's wear, men's wear, footwear, lingerie & swimwear and accessories. It is open to trade buyers.

Moda takes place twice a year in February and August. The August event, showcasing spring/summer 2014 collections, will take place on 11-13 August 2013.

Moda is the UK's largest trade show for the fashion industry, aimed at buyers from stores of all sizes across the women's wear, men's wear, lingerie & swimwear, footwear and accessories sectors. Entrance to the show is also free of charge to agents and distributors.

You may take advantage to tap this huge US\$ 21 billion English apparel market. India's apparel exports to UK were US\$ 1,484 million in 2012.

VENUE:

The fair would be held in Hall 17-20 at National Exhibition Centre (NEC) Birmingham, Birmingham, B40 1NT, UK.

DATES:

11 – 12 – 13 August, 2013 (Sunday, Monday and Tuesday)

PARTICIPATION CHARGES AND LAST DATE:

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

Participation charges of approx a 9 SQM with basic equipped booth	:	Rs. 2,65,000/-
Early bird discount (Up to 24.05.2013)	:	Rs. 15,000/-
Amount Payable (Up to 24.05.2013)	:	Rs. 2,50,000/-
Amount Payable (after 24.05.2013)	:	Rs. 2,65,000/-

This does not include other costs like airfare, hotel stay and other incidentals.

Kindly note: Cheques & Part payments are not acceptable. Payment can be made by Demand Draft or Pay Order only.

MDA Grant

This project is under Marketing Development Assistance (MDA) scheme. 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. 15 Crore in the year 2012-13 and membership with AEPC for more than one year continuous would be eligible. 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. **The Last date of submission of MDA application is 15th June, 2013.**

PROFILE OF EXHIBITORS:

The applications would be considered only after due scrutiny of the applications by the management of the Council, since this fair caters to high profile buyers for men's, women's & fashion accessories. Those exporters with large production capacity & better end product would be given preference. The fair authority may maintain different sections for Women's wear, Men's wear & accessories, etc.

The interested members must furnish the following information while applying for the fair:

1. Product Profile with Good Quality/High Resolution Photographs
2. Company Website
3. Major Strengths of the company
4. Type of Cliental you are looking to attract during the show

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 / as per order of fair authority.
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.
4. **The applications received with full participation charges shall be scrutinized by the Management of the Council for suitability for the fair, and then confirmation for the booth shall be given.**

WAITLIST

In case, applications are over-subscribed, a waitlist will be maintained. Applicants are advised to ensure that they possess necessary visa to enter UK. 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.

Should you require any other information, please contact **Mr. Sachin Gupta, Manager (F&E)**, Apparel Export Promotion Council, Apparel House, Institutional Area, Sector-44, Gurgaon, Haryana, **Tel: 0091-124-2708156, Mobile: 0091-9971413865, Fax: 0091-124-2708004-05, Email: sachin.gupta@aepecindia.com**

The application form may be downloaded from our website www.aepecindia.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 MODA UK, BIRMINGHAM, U.K.
(On the Company's letterhead)

Name of event for which participation is sought : **MODA UK, BIRMINGHAM, UK, 11-13 AUGUST, 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. Website :
12. Total value of export of readymade Garments/
Textiles in the previous year 2012-13 (FOB in US\$) : US\$ _____ Million
And major Countries of Exports
13. Present production capacity (pcs/month) : _____ pcs / month
14. Major brands & labels do you serve :
15. Name of the Brands that you own :
16. Whether First Time to UK : YES / NO
17. Please mention details of factory Compliance / Social Compliance
18. Lead time for :
a. Samples submission:
b. Fabric sourcing:
c. Production:
19. Last year portfolio and % of business
a. % local fabric used
b. % of imported fabric used
c. % of categories manufactured : Womenswear/Menswear/
Kidswear/Fashion Accessories
20. Workforce Employed:

Department	Number of Employees
Merchandiser	
Designers	
Sampling Teams	
Quality controllers	
Other Employees	
<i>Total Employees</i>	

21. 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?

22. 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\$)

23. 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)
- Mill Qualification Program (MQP)

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

25. 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 UK visa	YES / NO

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Date:

Name: _____

Designation: _____

Signature: _____
