

**AEPC: REG: F&E: 1074:2016**  
**Dated: 18.04.2016**



## **CIRCULAR**

**AEPC's Participation in Hong Kong Fashion Week**  
**(Season-Spring/Summer 2017)**  
**04-07 July, 2016**

Dear Members,

AEPC is participating with 30 booths in the Hong Kong Fashion Week to be held from 04-07 July, 2016 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 2015 was very enthusiastic 16216 buyers from 65 countries and regions, with the growth stemming from emerging markets.

Buying representatives from renowned fashion brand, leading chain stores and distributors including Australia's David Jones, Brazil's Malwee Malhas, Czech Republic's Linia s.r.o, France's Groupe Auchan, India's ITC Limited, Japan's Takashimaya, Russia's OOO Forwad tm Baon, Singapore's Zalora and the Chinese Mainlan's amazon.cn and JD.COM etc.

#### **VENUE:**

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

#### **DATE:**

04-07 July, 2016 (Monday, Tuesday, Wednesday and Thursday)

**NO. OF BOOTHS:**

AEPC has decided to take 30 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 large apparel global market. The booth package and other details are as follows:

<b>Particulars</b>	<b>Participation charges (Rs.)</b>
<b>Actual Cost per booth of (9 sqmt.)</b>	<b>Rs. 2,35,000/-</b>
<b>Early Bird Discount (If payment is made on or before 30th April 2016)</b>	<b>(Rs.10,000/-) Rs. 2,25,000/-</b>
<b>After Early Bird Discount (If payment received After 30th April 2016)</b>	<b>Rs. 2,35,000/-</b>

**Participation charges for additional booth in the same name: Rs. 2,70,000/- (without MAI Grant)**

Note: Companies applying for more than one booth in their sister concern's name will be allotted location anywhere in the Floor Plan as per allotment declared in draw of lots in the name of each Company.

Any request for allotment of booth adjacent to each other will not be accepted and booths will be allotted as per allotment declared in the draw of lots for each company.

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

As per Notification no. 11/33/2015-E&MDA dated 22.01.2016 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 two MAI events in a year."**

**(Kindly note: Cheques are not acceptable). Payment can be made by bank draft / pay order only in favour of Apparel Export Promotion Council, payable at Gurgaon or New Delhi.**

**Alternatively payment can be made through RTGS/NEFT to the following AEPC account:**

**BENEFITIARY: APPAREL EXPORT PROMOTION COUNCIL**

**SAVING A/C NO: 180401000020000**

**IFS CODE: IOBA0001804**

**BANK: INDIAN OVERSEAS BANK**

**ADDRESS: BRANCH – APPAREL HOUSE, SECTOR 44, INSTITUTIONAL AREA,  
GURGAON – 122003**

Since, this project is under Marketing Access Initiative Scheme (MAI), exhibitor will not be eligible to claim Marketing Development Assistance (MDA).

### **CATALOGUE DISPLAY**

First time the Council is organizing a "Catalogue Display" during the show for small and medium enterprises who are incapable to participate in the fair due to financial constraints or any other reasons , they may present their catalogue , displaying their product file, photographs , company profile or any other informations which are important for buyers. Per company catalogue charges would be Rs. 4000/- which can be deposited by way of DD/PO/ RTGS only favouring "Apparel Export Promotion Council" . The catalogues shall be well placed in a separate booth for visitors during the show. The dead line for submitting the catalogue shall be 30.05.2016. Each party is restricted to send one copy of their catalogue. The same can be sent along with covering letter addressed to Mr. K S Bisht, Jt. Director (F&E), AEPC, Apparel House, Sector-44, Institutional Area, Gurgaon-122003.

### **BOOTH PACKAGE:**

#### **Items provided in 9 sq.mtrs Garment booth / 9 sq. mtrs Accessory 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 hangers either all Top / Bottom Garment hangers or (100 nos. normal Top Garment hangers and 50 Nos. of Clip hangers as per the requirement of the exhibitors)
- iv. Garment hanging rail (18 RM) for Garment booth or 18 wooden shelves for accessories booths. Exhibitors can have mix of rails & wooden shelves also.
- v. 1 No. of full body mannequin with European feature
- vi. 1 No. System table (0.7mW x 0.7mD 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. 6 Nos. of spot lights
- xi. 1 no. of 500 W max. square pin socket

### **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 Chairman, EP/ Additional Secretary General would be final, in case of any confusion/dispute.

### **WAITIST**

The participations on First-cum-first basis. In case, applications are received beyond 30 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. There will be forfeiture of 65% of participation fee if no other exporter is on the wait list.
3. 100% forfeiture in case of no show of the fair.
4. The application would be considered on First-cum-First Served (FCFS) basis.

## **APPLICATION FORM**

The blank application form is attached herewith for your reference. The application may also be downloaded from our website [www.aepcindia.in](http://www.aepcindia.in).

### **For further details, please contact:**

#### **1. Mr. K S Bisht, Joint Director (Fairs & Exhibition)**

Apparel Export Promotion Council

Apparel House, Institutional Area, Sector – 44, Gurgaon – 122003, Haryana (India)

Tel : +91 124 2708156, Mobile : +91 9810527747, Fax : +91 124 2708004

Email : [kbisht@aepcindia.com](mailto:kbisht@aepcindia.com)

#### **2. Mr. Indrajit Banerjee (Fairs & Exhibition)**

Apparel Export Promotion Council

Apparel House, Institutional Area, Sector – 44, Gurgaon – 122003, Haryana (India)

Tel : +91 124 2708100, Fax : +91 124 2708004, Email : [ibanerjee@aepcindia.com](mailto:ibanerjee@aepcindia.com)

### **Post show obligation of the participant**

The exporters shall submit response from duly filled in to AEPC representatives on 7<sup>th</sup> July, 2016 after the conclusion of the show.

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.

Thanking you,

Yours faithfully,

**(R. K. SHARMA)**  
**SR. DIRECTOR(F&E)**  
**[rksharma@aepcindia.com](mailto:rksharma@aepcindia.com)**  
**Mobile No. 9899167235**

*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*

Enclosures: Application Form

**APPLICATION FORM FOR HONG KONG FASHION WEEK**  
**04 – 07<sup>TH</sup> JULY 2016 AT HONG KONG**  
**(On the company 's letterhead)**

Name of event for which participation is sought : HONG KONG FASHION WEEK 04 -07<sup>th</sup> July, 2016

1. Name & Address of the firm :
2. Name of the Contact person with mobile No :
3. Proprietary/Partnership Pvt. Ltd. Co :
4. RCMC No. :
5. IEC No. :
6. CIN No. of Company :
7. DIN No. of Company Director :
8. HS Codes of garment samples carrying by exporter :  
(at least 6 HS Codes should be given)

S.No.	HS Code (6 digit level)	Product description

9. Year of establishment :
10. Telephone No (s) with area code :
11. Fax No (s) :
12. E-Mail :
13. Manufacturers or Merchant Exporter :

14. Address of Manufacturing Unit : \_\_\_\_\_
15. Main items of production (Mentioned segment :  
Knitted/Woven and specify product mix.)
16. Total value of export of readymade Garments / : US\$ \_\_\_\_\_ Million  
Textiles in the previous year 2015-16 (FOB in US\$)  
and major Countries of Exports
17. Present production capacity (Pcs/Month) : \_\_\_\_\_ Pcs. / Month
18. Major Brands & Labels :
19. Whether First Time to Hong Kong : YES / NO

20. 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 Issue	

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**21. Participants Charges :**

Pay order / DD for Rs. \_\_\_\_\_ drawn on \_\_\_\_\_ payable at Gurgaon / New Delhi

**Date:-**

Signature\_\_\_\_\_

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

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

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