



**APPAREL EXPORT PROMOTION COUNCIL**

Apparel House, Sector-44, Institutional Area, Gurgaon -122003 (HR) India

**AEPC/F&E-815/2013**

**July 29, 2013**

**BUYER SELLER MEET IN TEL AVIV, ISRAEL (25 -26 NOVEMBER, 2013)**

**SUB: AEPC organizes Buyer Seller Meet in Tel Aviv, Israel from 25 -26 November, 2013**

**Dear Member,**

After the successful organization of the Buyer Seller Meet of AEPC at in Tel Aviv, Israel during last year, the Council is once again organizing **Buyer Seller Meet in Tel Aviv, Israel from 25 -26 November, 2013.**

The BSM dates and venue are given here under:-

Dates / Days	Programme	Venue
24 November, 2013 (Sunday)	Setup Day	Tel Aviv Exhibition Center, Tel Aviv, Israel
25 - 26 November, 2013 (Monday, Tuesday)	BSM Days	

**About Buyer Seller Meet in Tel Aviv, Israel:**

AEPC is organizing once again such a huge event in the Middle East region to capture not only the Israel apparel market but also US\$ 11 billions apparel market of Middle East region.

**Names of some of the major Buyers/ stores visited during the last year BSM(2012):**

- Mass Fashion retailers: - Fox, Honingman, Crazy, line, Sacks, kitan, Tamnoon, S. wear.
- General retailers :- Coop Israel
- Retail Designers :- Razili, Michal Nagarin, Sason Kedem, Yaron Mikulinsky, Yosef Peretz
- Textile manufactuers :-Bagir-Polgat, Gottex
- Potential buyers like: - CRAZYINE LTD., RENUAR, LUCCI, CASTRO MODELS, GOLF, FOX & HONIGMAN etc. are expected to visit during the Buyer Seller Meet at Tel Aviv Exhibition Centre.

In order to invite leading buyers/buying agents/representative of retail chain stores, the details of items of exports of your company would be sent to the Embassy of India, Tel Aviv, Israel & the Public Relation Agencies in advance for sending these information to the visiting buyers.

**Israel's RMG Imports:**

Israel's RMG Imports, US\$ Million			
	2010	2011	2012
Import From World	1058.8	1278.3	1359.2
Import From India	19.0	34.4	29.7
India's Share in %	1.8	2.7	2.19

Source: UN Comtrade, 2013

- ▶ (It can be seen from the above exports figures that there is a tremendous potential of export of readymade garments to Israel)

Israel is the only country in the world that has FTAs with both the U.S. and the EU, making it a bridge between the continents. By virtue of the North American Free Trade Area agreement (NAFTA), Israel also enjoys duty-free access to Canada and Mexico. This agreement, together with the Israel-Mexico FTA (which became effective in the summer of 2000), allows Israel duty-free access to practically all of North America. Israel also has FTAs with Jordan, Egypt, Turkey and the Palestinian Authority.

**“Standard Built-up”** stall shall include the following in the package:

Name Fascia, 6 Spot Lights, 150 Plastic Hangers (100 top & 50 bottom hangers), 1 Table, 3 Chairs, Waste Paper Basket, 1 Power Socket, 9 Hanger Rails of 1 Mt. each & Carpeting

#### **ABOUT DISHA, A COMMON COMPLIANCE CODE**

**i)** This scheme of Ministry of Textiles aims to make India the global benchmark for social compliance in apparel manufacturing and export. This would create awareness of compliance standards for garment exporters and understand the internationally accepted compliance standards.

**ii)** Driving Industry towards Sustainable Human Capital Advancement (DISHA) is a first-of-its kind industry-owned and driven initiative and programme. Adopting multi-stakeholder approach, DISHA programme has developed a self-regulatory voluntary Common Code of Conduct (CCC) along-with a capacity building framework for guiding and supporting apparel manufacturers. The principal sponsor of DISHA programme is the Ministry of Textiles, Government of India. The Apparel Export Promotion Council (AEPC) is the principle implementation Partner.

#### **PAYMENT SCHEDULE:**

The total cost of one booth is around Rs. 2.50 lakhs. However, the Council has received financial assistance from Ministry of Commerce & Industry, due to the initiative of Ministry of Textiles. Also we have received a directive from the Ministry of Textiles that for availing benefit of MAI / MDA grants by the manufacturer exporters and merchant exporters (who may be getting their manufacturing done by job workers or by supporting manufacturers), will have to enroll Ministry of Textile’s DISHA Programme (Driving Industry towards Sustainable Human Capital Advancement programme), which is organized by AEPC. The beneficiaries will have to pay a onetime enrollment fee of Rs.25562/- including taxes for participating in AEPC’s events where MAI / MDA grants of Ministry of Commerce is being used by the exhibitors.

Following is the summary:-

<b>S. N.</b>	<b>Particulars</b>	<b>Amt.</b>	<b>After Early bird discount of Rs.10,000 upto 30.08.2013</b>	<b>You save</b>
1.	Cost of 9 sq. mtr. booth with basic amenities (without MAI assistance)	<b>Rs.2,50,000/-</b>		
2.	Participation charges for 9 sq. mtr. booth [ for DISHA applicants so far]	<b>Rs.1,10,000/-</b>	<b>Rs.1,00,000/-</b>	Rs.1,50,000/-
3.	Participation charges for 9 sq. mtr. booth [ for non- DISHA Members] by adding Rs.25,562/- enrollment fee per factory OR per supporting manufacturer for DISHA (inclusive of taxes)	<b>Rs.1,35,562/-</b>	<b>Rs.1,25,562/-</b>	Rs.1,24,438/- and also get one unit enrolled in DISHA

**The application will be received on First-Cum-First-Served Basis.**

**No part payment will be accepted.**

This does not include Airfare, Hotel expenditure and other related expenditures. **MDA grant shall not be available since MAI grant is availed** and has been upfront passed at application stage itself.

**Cancellation Charges:**

The exporter who will apply for participation in the show, the withdrawal will be subject to the 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 BSM.
4. Non-grant of relevant visa shall not qualify for any relief.
5. In case of Withdrawal / cancellation of booth, the charges of DISHA enrollment i.e. Rs.25,562/- will not be refunded.

**Guidelines for the Allotment of booths:**

1. All the participants who pay the full participation fee in time would be considered for allotment of booths on FCFS basis. The final allotment will be done through a draw-of-lot.
2. The decision of Chairman, AEPC/ Chairman (EP) would be final in case of any confusion/dispute.
3. For the allotment of booths, where any vacancy arises after the allotment on FCFS basis, the same would be subject to the discretion of the Acting Secretary General-AEPC/Chairman (EP), AEPC/ Chairman, AEPC.
4. No change in the booths, once allotted would be entertained under any circumstances.
5. Applicant shall be required to obtain necessary visa themselves. The participation charges shall not be refundable in case visa is not granted.

**APPLICATION FORM:** The blank application format is attached herewith for your ready reference.

Should you require any other information, we will be glad to answer the same.

**For further details:**

**Mr. K S Bisht, Dy. Director (F&E)  
Apparel Export Promotion Council  
Apparel House, Institutional Area  
Sector-44, Gurgaon -122003, Haryana (India)  
Tel: 0124-2708000-003, 2708158 (Direct), Fax: 0124-2708004-005,  
Mobile: +91-9810527747, E-mail: [kbisht@aepecindia.com](mailto:kbisht@aepecindia.com)**

You are requested to kindly send the participation fee by way of **Demand Draft/Pay order** in favor of **“APPAREL EXPORT PROMOTION COUNCIL”** as per the above to A.E.P.C., Fair & Exhibition Department, Apparel House, Institutional Area, Sector-44, Gurgaon – 122003

The exporters of Delhi/Gurgaon can also deposit the payment by way of Demand Draft to APPAREL EXPORT PROMOTION COUNCIL, Gurgaon office. Similarly, exporters at Mumbai, Ludhiana, Jaipur, Tirupur, Chennai, Bangalore and Kolkata can also deposit the Demand Draft at Local AEPC offices. All others may send the Demand Draft/Pay orders to Gurgaon office.

Yours sincerely,

**(R.K. SHARMA)**  
**DIRECTOR (F&E)**

E-mail: [rksharma@aepcindia.com](mailto:rksharma@aepcindia.com)

**Mobile: +91 9899167235**

*Encl: 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.*

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**APPLICATION FORM FOR PARTICIPATION IN “Buyer Seller Meet, Tel Aviv, Israel-2013”**  
**(25-26 November, 2013)**  
**(On the Company’s letterhead)**

**PART-I**

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 2012-13 (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 Israel : YES / NO
15. **Please provide six photographs of your products.**  
(These pictures will be inserted in the **show catalogue with your company profile**)
16. Please mention details of factory Compliance / Social Compliance:
17. No. of employees
18. **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?

19. **Capabilities**

- Please indicate the classifications for the products provided by the company.
- 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.

20. **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). Please attach a copy of DISHA certificate if you have DISHA certification.
- ISO 9001
- British Retail Consortium (BRC)
- Supplier Qualification Program (SQP)
- Mill Qualification Program (MQP)

21. How many times has the factory been independently audited against Quality Management System standards in last year?
22. 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	
7	Whether has valid Isreal Visa	YES / NO

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Date:-

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

Designation\_\_\_\_\_

Signature