



APPAREL EXPORT PROMOTION COUNCIL, GURGAON

AEPC/REG/F&E/913
6th March, 2014

CIRCULAR

SUB: AEPC organizes Mega Apparel & Textile Show in JFW International Fashion Fair (IFF), Tokyo, Japan from 23-25 July, 2014

Dear Member,

Apparel Export Promotion council (AEPC) shall once again be participating in **International Fashion Fair, Tokyo** scheduled from 23-25 July, 2014 along with SRTEPC, TEXPROCIL and other EPC's as organizing partners under the aegis of MOT. Over 23,000 trade visitors attended the IFF show last year in July, 2013.

On the basis of recommendations of the Ministry of Textiles, Ministry of Commerce has approved funding under Market Access Initiative for the Mega Apparel & Textile Show in Tokyo, Japan. MAI support is for 100 booths in the fair.

Japan's Imports of Textiles & Apparel from India and World

Import	2011	2012	2013	% Change 2013/2012
Japan's RMG Import from World, Yen Mn.	2477242.7	2554557.7	3095874.5	21.2
Japan's RMG Import from India, Yen Mn.	21609.4	23365.5	26620.5	13.9
India's Share in %	0.9	0.9	0.9	--

Source: UN Comtrade, 2014

MAJOR IMPORTERS AT JFW-IFF JULY-2013 EDITION

Good buyers like ONWARD KASHIYAMA Co. Ltd., Kitson JAPAN, Sanrio Company Ltd., Gap Japan K.K, Bleu bleuet Japan, QVC Japan Inc., MARUI CO. LTD, TOKYO DOME CORPORATION, Iwataya Mitsukoshi Iwataya Mitsukoshi, GINZA Yoshinoya, Isetan Mitsukoshi Holdings Ltd., Shizuoka Isetan Co. Ltd., Senshukai Co. Ltd., TOKYUDEPARTMENT STORE CO. LTD., Amazon co.jp, Barneys Japan, TOKYO HANDS INC., AMERICAN RAG CIE JAPAN INC.etc. have visited in the previous show.

AVAIL HUGE BENEFIT IN PARTICIPATION FEE ON ACCOUNT OF MAI GRANT FROM MINISTRY OF COMMERCE:

The Mega Show is being organized under the MAI Assistance Scheme of Ministry of Commerce, Govt. of India. The cost of the stall together with entire promotional expenses for 9 sq.mtrs. (Approx) is costing AEPC **Rs. 4.27 Lacs**, however, after taking into consideration the MAI assistance and Council's contribution, we are pleased to offer a stall of **9 sq.mtrs. at Rs. 1.90 Lacs**.

This does not include Airfare, Hotel expenditure and other related expenditure. MDA grant will not be available since MAI grant is availed, as explained above.

FACILITIES PROVIDED FOR THE MEGA SHOW:

Built in booth of around 9 SQM equipped with the following:

- 1 table and 3 chairs
- 3 spot lights
- 9 meters hanger rails (as a part of the structure)
- 80 normal hangers and 20 bottom hangers
- A power socket (Japanese socket hole)
- A company sign board (Name Fascia)
- Carpeted floor in Stall
- 1 Waste paper basket

Industry experts shall provide advance information for preparation of collection for the show.

The Council will be providing the facilities of interpreter, participation in the fashion show, overseas publicity, inland publicity, publicity through signage, banners standees and space allocation in the priority area of IFF Fair.

The project is under MAI. It is targeted mainly to MSME sector.

- **Set-up / Move-in day** - 22 July, 2014
- **Fair days** - 23 to 25 July, 2014
- **Move out** – 26th July, 2014

Venue

Country	Date
JFW International Fashion Fair West Exhibition Hall, Tokyo Big Sight, 3-21-1 Ariake, Koto-ku, Tokyo 135 0063, Japan	23-25 July, 2014

PARTICIPATION CHARGES AND LAST DATE:

This is a right opportunity for you to participate in large apparel global market. Last date for participation confirmation is 15th April, 2014. The booth package and other details are as follows:

Particulars	Participation charges (Rs.)
Actual Cost per booth of (9 sq mtr.)	Rs.1,90,000/-
Early Bird Discount (If payment is made on or before 31 st March, 2014)	(Rs.10,000/-) Rs. 1,80,000/-
After Early Bird Discount (If payment received After 31 st March, 2014)	Rs.1,90,000/-

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 draw of lot.
2. No change in the booths, once allotted would be entertained under any circumstances
3. The decision of SG/Chairman (EP) would be final and binding in case of any clarification.

The participation is on **FIRST-CUM-FIRST SERVED (FCFS)** basis.

Waitlist:

In case, applications are over-subscribed, a waitlist will be maintained, which would be considered on FCFS basis. Applicants are advised to ensure that they possess necessary visa to enter Japan. 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:

- 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.
- 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.
- 100% forfeiture in case of no show of the fair.
- Non-grant of relevant visa shall not qualify for any relief.

APPLICATION FORM

The blank application format is enclosed herewith for your ready reference.

For further details, please contact:

KS 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

Komal Arora (Fairs & Exhibition)

Apparel Export Promotion Council

Apparel House, Institutional Area, Sector-44, Gurgaon-122 003, Haryana (India)

Tel: 0124-2702007, E-mail: komalarora@aepcindia.com

The exporters shall submit response form duly filled in to AEPC representatives on 25th July, 2014.

Yours Sincerely,

R K Sharma

Director (Fairs & Exhibition)

Phone: +91-124-2708026/8134, Fax: +91-124-2708004/05

Email: rksharma@aepcindia.com

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.

Enclosure: Application Form

**APPLICATION FORM FOR JFW INTERNATIONAL FASHION FAIR (IFF),
Tokyo, Japan, 23-25, July 2014**

(On the company's letterhead)

Name of event for which participation is sought: **JFW INTERNATIONAL FASHION FAIR
(IFF), Tokyo, Japan 23-25, July 2014**

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 2013-14 (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 Japan : 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 Japan visa	YES / NO

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Date: - _____

Name:- _____

Designation _____

Signature
