

**AEPC: REG: F&E: 2011**  
**Dated: September 2, 2011**



**AEPC's Participation in Hong Kong Fashion Week Fall/Winter 2012,  
16<sup>th</sup> – 19<sup>th</sup> January, 2012.**

Dear Members,

AEPC is participating with 70 booths in the Hong Kong Fashion Week to be held from 16<sup>th</sup> – 19<sup>th</sup> January, 2012, 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 Fall/Winter 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**

Hong Kong Fashion Week in last Fall/Winter 2011 drew in 21,080 trade buyers from 88 countries and regions around the world, of which 10,567 were from Hong Kong and 10,513 were from overseas. The number of overseas buyers saw an increase of 8%, with the Chinese mainland, Japan and the USA remained the top visiting countries. Other top visiting countries included Taiwan, India, Australia, Korea, Poland, the Philippines and Italy.

HKTDC organized 109 buying missions, bringing in over 4,500 select buyers from all over the world. These included buying representatives from Cotton On (Australia), Le Chateau (Canada), Le Printemps (France), Zapa (France), Otto International (Germany), Charle Co. (Japan), Yeshin PJ (Korea), LPP SA (Poland), Far Eastern Department Stores (Taiwan), Siam Paragon (Thailand), Forever 21 (USA) and Milano Fashion Co. (Vietnam).

Following the success of the 2011 fair, the Hong Kong Fashion Week for Fall/Winter will continue to play a major role in the region's garment industry and serve as the best sourcing venue for garment in Asia.

Ensure that you are a part of this effective sourcing platform by booking your space today!

**VENUE:**

Hong Kong Convention & Exhibition Center, Hong Kong

**DATE:**

16<sup>th</sup> – 19<sup>th</sup> January, 2012 (Monday, Tuesday, Wednesday and Thursday)

**NO. OF BOOTHS:**

AEPC has decided to take 70 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>
Actual Cost per booth of (9 sqmt.)	Rs.1,60,000/-
Early Bird Discount ( <b>If payment is made on or before 17<sup>th</sup> October 2011</b> )	(Rs.10,000/-) Rs. 1,50,000/-
After Early Bird Discount ( <b>If payment received After 17<sup>th</sup> October, 2011</b> )	Rs. 1,60,000/-

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

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

The Council will provide a docket to the participants which will have country profile of Hong Kong and other useful information about the fair. The Council will also provide extra items worth over Rs.43,000/- per booth on Hangers,

lights, hanging banner, mannequin power socket, ironing facility, Tea/Coffee, food & technicians in addition to HKTDC standard booth.

## FASHION STREET

The Council has planned to make Fashion Street in the India Pavilion.

### 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

You are requested to kindly send the participation fee by way of Demand Draft/Pay Order in favour of “**APPAREL EXPORT PROMOTION COUNCIL**” **GURGAON address to MRS. SNEH LATA SHARMA, Joint Director, A.E.P.C., Apparel House, Institutional Area, Sector – 44, Gurgaon – 122 003.**

**The exporters can deposit the payment by way of DD/cheque to APPAREL EXPORT PROMOTION COUNCIL, Gurgaon office. 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.**

### 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 dates 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/Chairman (EP) would be final and binding in case of any clarification.

## **WAITLIST**

In case, applications are over-subscribed beyond 70 nos. participation, a waitlist will be maintained, and their participation would be considered on FCFS basis.

## **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.

The application form is attached herewith. 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**. Should you require any other information, **please contact Mrs. Sneh Lata Sharma, Joint Director (F&E), Apparel Export Promotion Council, Apparel House, Institutional Area, Sector-44, Gurgaon-122 003 (Haryana), Tel: +91-124-2708150, Fax: +91-124-2708004 & 005, e-mail: [slsharma@aepcindia.com](mailto:slsharma@aepcindia.com)**. The application may also be downloaded from our website [www.aepcindia.com](http://www.aepcindia.com)

Thanking you,

Yours faithfully,

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

Enclosures: Application Form

**APPLICATION FORM FOR HONG KONG FASHION WEEK- JANUARY 2012**

**(On the company 's letterhead)**

Name of event for which participation is sought: **HONG KONG FASHION WEEK**  
**16<sup>th</sup> – 19<sup>th</sup> January, 2012**

- 1 Name & Address of the firm \_\_\_\_\_  
Name of the Contact person \_\_\_\_\_  
Along with Mobile \_\_\_\_\_
  
- 2 AEPC Registration No. & date \_\_\_\_\_
- 3 Proprietary/Partnership / Pvt. Ltd company \_\_\_\_\_
- 4 Year of establishment \_\_\_\_\_
- 5 Telephone No (s) \_\_\_\_\_
- 6 Fax No (s) with areas code \_\_\_\_\_
- 7 E-mail Nos. \_\_\_\_\_
- 8 Manufacturers or Merchant Exporter \_\_\_\_\_
- 9 Address of Manufacturing Unit \_\_\_\_\_
- 10 Main items of Production \_\_\_\_\_  
(Indicate for which products you will like to meet buyers) \_\_\_\_\_  
  - a) Mention Segment Knitted/Woven \_\_\_\_\_
  - b) Main product (Limit to 2 Products) \_\_\_\_\_
  - c) Other Products (Limit to 2-3 product only) \_\_\_\_\_
  - d) Kindly specify (Gents/Ladies /Girls/Boys/ Children, \_\_\_\_\_  
Infants wear) \_\_\_\_\_
  
- 11 Total value of export of readymade garments during 2009-10 (FOB in US \$) US \$ \_\_\_\_\_ Million  
\_\_\_\_\_ Pcs/Month
  
- 12 Present production capacity (pcs/month) \_\_\_\_\_
- 13 Name & designation of the Representatives who would be \_\_\_\_\_  
attending the fairs provide Passport No., Date of Birth, \_\_\_\_\_  
Place of Birth, Date of issue, validity \_\_\_\_\_
  
- 14 Principle existing markets of the Company \_\_\_\_\_
- 15 Major Buyers & Fashion Labels \_\_\_\_\_
  
- 16 Major Buyers & Fashion labels in the visiting countries \_\_\_\_\_
  
- 17 Any other information you would like to mention \_\_\_\_\_

Additional