

APPAREL EXPORT PROMOTION COUNCIL, **GURGAON**

AEPC:REG:F&E:488:2010
Dated : March 10th, 2010

CIRCULAR

AEPC's Participation in Interselection Fair, 13 -15 April, 2010, Paris, France

Dear Members,

AEPC is participating with fifteen booths in the “**INTERSELECTION FAIR**” to be held from **13 to 15 April, 2010**, which will take place in the Capital of France, Paris at Port De Versailles.

ABOUT INTERSELECTION

INTERSELECTION holds a unique position in EUROPEAN Market, which has been organized for more than 28 years. It provides a strategic response and boost potential by optimizing the dialogue between exhibitors and retailers. It is a unique opportunity to show cases the Women's wear for Spring/Summer-2011 and Winter 2010-2011 as well. In the previous Fair, 7000 buyers visited from all over the world. In all, 200 exhibitors from 22 countries had participated in the last fair.

BUYERS' PROFILE:

GERMANY-As Moden, Giacomo, Kik-Textilien & Non Food Gmbh, Newyorker, PMD Moden Handels Gmbh (Pimkie) **AUSTRIA**-Steilmann, **BELGIUM**- Besco, Bluestores S.A., Carre NV , Cassis, Cora, Damart Tsd SA, Fabrimode NV Famco, Go Bel House, Granita, N. V Etn. J . BaLLIERE, NV Flander S Fashion, Paprika, Veritas Wesco NV, **CANADA**- Marie Claire, **DENEMARK**-Linda Lykke Accessoreies, TA Skandi Fashion APS, **SPAIN**-Cifd S A Venca, Cortefiel, Dang Dang S. A , in Situ, La Halle Iberia, La Tienda De Lolin Besa, Mercedes Romero, Musgo, **FINLAND**-Fantexca oy, Veljekset halonen oy, **FRANCE**-3 Suisses France, A l'aise Breizh, Achatvip, Afibel, Agnes B Andre, Antoine Et Lili, Armand Bizzbee, Bonobo, Groupe Beaumanoir, Intermarche, Jacqueline Rie Jean Bourget, Jennyfer, Jordann Lee, Julie Guerlande, Kiabi, Kick S La Blanche Porte, La Halle, Pimkie, Promod, Punto Bene, Quelle La Source, **IRELAND**-Decollage Ltd, Fashion Hse, M C Carthy Fashions Ltd., **ITALY**- Benetton, CMT SRL., **JAPAN**-Yatsuya stick Jewellery intl., **RUSSIA**- Barvik, **SWEDEN**-Ademarks Modecenter ab **NORWAY**-Amanda, **POLAND**-Bialcon Barbaba Chwesiuk, **U.K**- Bonbel Management, Chili Pepper Fashion, Joy etc.

RMG

India's export of Readymade Garments to France during 2008-2009 was (approx.) USD 787.84 million. Interselection Fashion Fair gives the opportunity to develop new customer base, strengthen business relation, and analyze market needs and business-to-business partnership. The potential products of items exported to France are Ready to Wear (Menswear, Women's wear, Children's wear, Knitted and Accessories) like Trousers, Blouse, T-shirts, Shirts Men's/Boy's, jersey/pullover/cardigans, waistcoats & similar articles of cotton, knit/crocheted, Women's/girls' trousers/breeches of cotton, Women's/girls' skirts/divided skirts-cotton and Ladies Dress.

VENUE:

Port De Versailles, Paris, France

DATE:

13-15 April, 2010 (Tuesday, Wednesday & Thursday)

NO. OF BOOTHS:

AEPC has decided to make "India Pavilion" with 15 booths in order to cater to the growing demands of the buying communities in France.

PARTICIPATION CHARGES AND LAST DATE:

This is a right opportunity for you to participate in large apparel market of France. The booth package and other details are as follows:

Cost per booth of 9 sqm. : Rs. 2,30,000/-*

**Early Bird Discount : Rs. 10,000/-
(If payment made on or before 15th March, 2010)**

Participation charges after discount : Rs. 2,20,000/-*

**Participation Charges after due date : Rs. 2,30,000/-*
(After 15th March, 2010)**

*** SERVICE TAX @ 10.30% WOULD BE PAYABLE EXTRA ON THE TOTAL PARTICIPATION CHARGES.**

LAST DATE

Last date for the receipt of the application would be 20.03.2010. No part payment will be accepted.

BOOTH PACKAGE:

Each booth of 9 sq. mtrs. Would have the following:-

3 hanger rails / one shelf or 3 shelves / one hanger rail , bridge light or Spot lights, 100 hangers, waste paper bucket, coat stand, furniture set : 1 table and 3 chairs, carpet, sign: 1 sign per stand, entry passes for exhibitors, 300 invitations per company, entry in fair catalogue for each exhibitor & entry in internet catalogue

INVITING FASHION DESIGNERS:

In order to develop good collection for the show, AEPC has taken an initiative to invite Fashion Designer from Europe in the month of March 17-25, 2010. The details of the seminars to be organized are as follows:-

Gurgaon	: 17th March, 2010 (Wednesday)
Jaipur	: 18th March, 2010 (Thursday)
Ludhiana	: 20th March, 2010 (Saturday)
Tirupur	: 22nd March, 2010 (Monday)
Bangalore	: 23rd March, 2010 (Tuesday)
Mumbai	: 25th March, 2010 (Thursday)

The exporters of Delhi/ Gurgaon can also deposit the payment by way of cheque to APPAREL EXPORT PROMOTION COUNCIL, Gurgaon office. Similarly, exporters at Mumbai, Ludhiana, Jaipur, Tirupur, Chennai, Bangalore and Kolkata can also deposit the cheque at Local AEPC offices. All others may send the Demand Draft/Pay Orders to Gurgaon office. Post dated cheques are not acceptable.

MDA GRANT

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 2009-10 would be eligible. The application would be subject to the total MDA guidelines issued by the Ministry of Commerce from time to time. See www.aepcindia.com for complete guidelines.

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.
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 15 nos. participation, a waitlist will be maintained, which would be considered on FCFS basis. Applicants are advised to ensure that they possess necessary visa to enter France. 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.
- E. The application would be considered on First-cum-First Served (FCFS) basis.

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” GURGAON**. Should you require any other information, **please contact Mrs. Sneh Lata Sharma, Dy. 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**. The application may also be downloaded from our website www.aepcindia.com

Thanking you,

Yours faithfully,

(SUDEEP SARCAR)
GENERAL MANAGER (F&E)

Enclosure: Application Format

APPLICATION FORM FOR INTERSELECTION FASHION FAIR, PARIS, FRANCE-APRIL, 2010

(On the company's letterhead)

Name of event for which participation is sought: **INTERSELECTION FASHION FAIR, PARIS, FRANCE**
13th to 15th April, 2010

- 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 2007-08 (FOB in US \$) US \$ _____ Million
- 12 Present production capacity (pcs/month) _____ 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 Major Countries of Exports _____
- 15 Major Brands & Fashion Labels _____
- 16 Any other information you would like to mention _____