

For Accessory booth, following will be provided in place of sl.no.3 and 4 in addition to all other items:

3. 4 nos. of modular system built-in hanging rack (1ml)
4. Providing 8 Nos of wooden shelf

Guidelines for the allotment of booths:

- a. All the participants, who pay the full participation fee in time, would be considered for allotment of booths through draw-of –lot.
- b. Booths can be allocated in any of the halls taken by AEPC.
- c. The exporters normally, can apply for not more than two booths. The same would be allotted from those eligible booths/rows which can accommodate maximum 2 booths sequences. These booths sequences may be with or without corner booth. Request for more than 2 booths by single applicant can be considered by Competent Authority.
- d. All the allotments would be made on rows only.
- e. The draw of lot would be performed by AEPC.
- f. The decision of Chairman (EP) on the recommendations of Committee would be final in case of any confusion/dispute.
- g. For the allotment of booths, where any vacancy arises after the draw of lot, the same would be subject to the discretion of the Council.
- h. No change in the booths, once allotted, would be entertained under any circumstances. The allotment of booths shall be as per the plan sent by HKTDC.
- i. A wait list of exporters shall be made whose participation is not confirmed after draw of lot.

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 in 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. This will be implemented by AEPC automatically.
- (c) In case the exporter is not able to participate, full forfeiture should apply.
- (d) No representation shall be accepted if exporter fails to comply above regulation.

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 2007-08 would be eligible. The application would be subject to the total MDA guidelines Issued by the Ministry of Commerce from time to time. To know more about MDA Scheme, **contact Mr. Haridas, Landline 0124-2708154 or send a request at fax No. 0124-2708004 or e-mail at, das.aepc@gmail.com;hoadepd@vsnl.com.**

Note: The Last date of submission of MDA application is 25.12.2009.

For information on the fair participation fee etc, contact **SHRI DINESH KUMAR, Executive**, Tel: 95124-2708100(D), E-mail: dkumar@aepcindia.com; rksharma@aepcindia.com; kbisht@aepcindia.com;

Yours sincerely,

(R. K. SHARMA)
ADDITIONAL DIRECTOR

Enclosures:

1. Application Format

APPLICATION FORM FOR HONG KONG FASHION WEEK- JANUARY 2010

(On the company 's letterhead

Name of event for which participation is sought: **HONG KONG FASHION WEEK**
18th – 21st JANUARY, 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
_____ 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